

Stat Pack

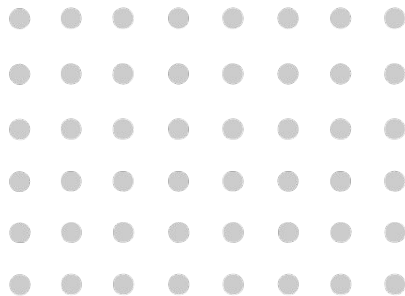
Stats on Customer Experiences
& Customer Engagement from
["A CMO's Roadmap to the Future of Customer Engagement"](#) Webinar

Welcome To Your CX Stat Pack!

In our recent [webinar](#) we shared some critical stats that underscore the importance of customer experience and customer engagement, and we made some pretty great-looking slides with them too.

In the spirit of paying it forward, and to help you get more traction in your organization for initiatives that improve CX, we're sharing these slides with you. Feel free to screenshot and share them in your internal and external presentation — and let us know how it goes!

If you'd like a hand making a more detail business case for CX in your organization, we're here to help. Get in touch anytime at airship.com/contact and [check out our blog](#) for more great insight!



Success Depends on the Customer Experience Your Brand Creates

32%

**of consumers say they'll walk away from
a brand after just one bad experience**

Success Depends on the Customer Experience Your Brand Creates

65%

**of customers find a positive
experience with a brand to be more
influential than great advertising**

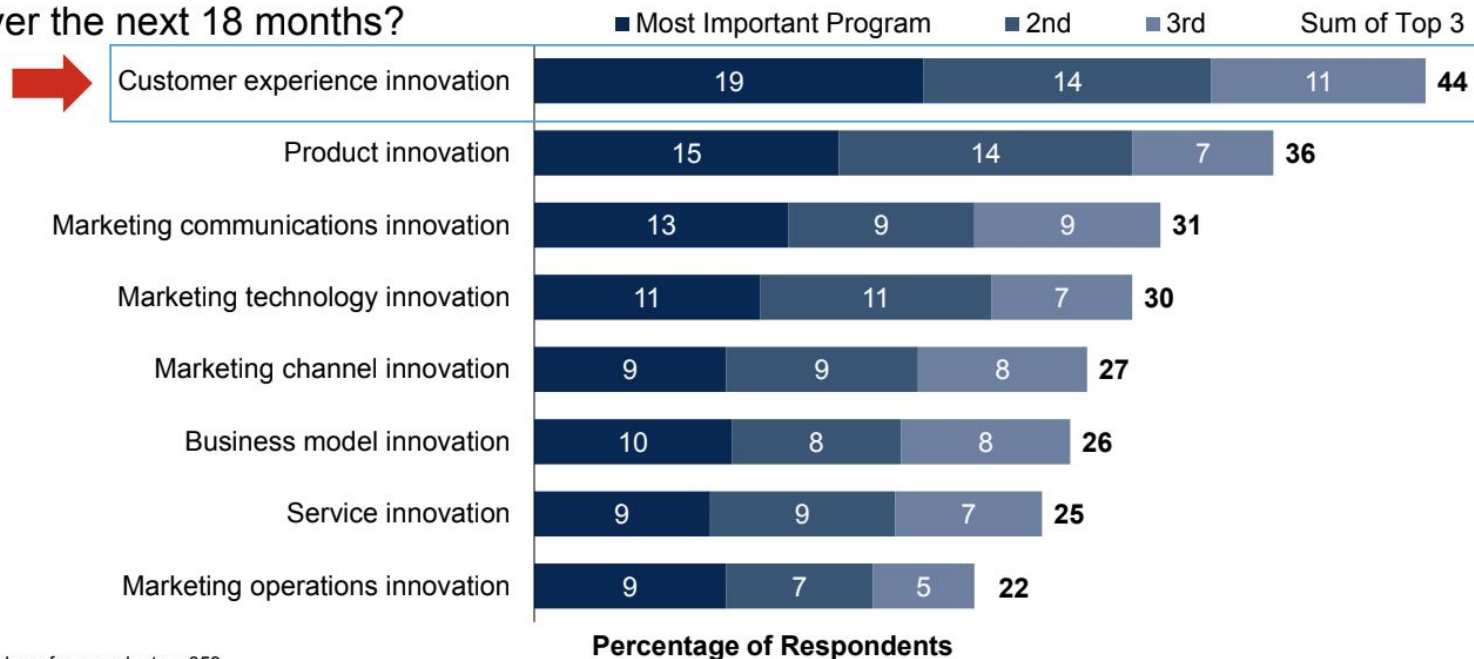
Success Depends on the Customer Experience Your Brand Creates

7x

**higher purchase intent among
customers of brands that lead
in customer experience**

CX is Top of Mind for CMO Innovation/Differentiation

Q. What are the top-three innovation programs that will support the delivery of marketing strategy over the next 18 months?

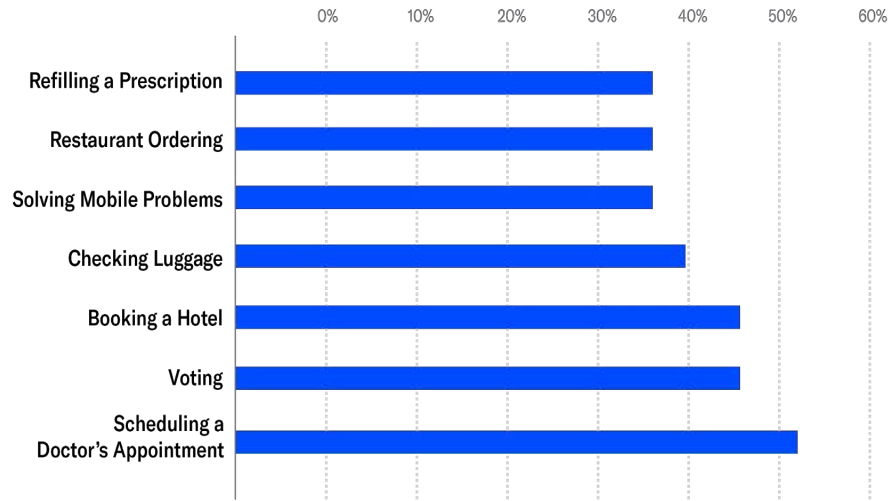


Number of respondents = 359

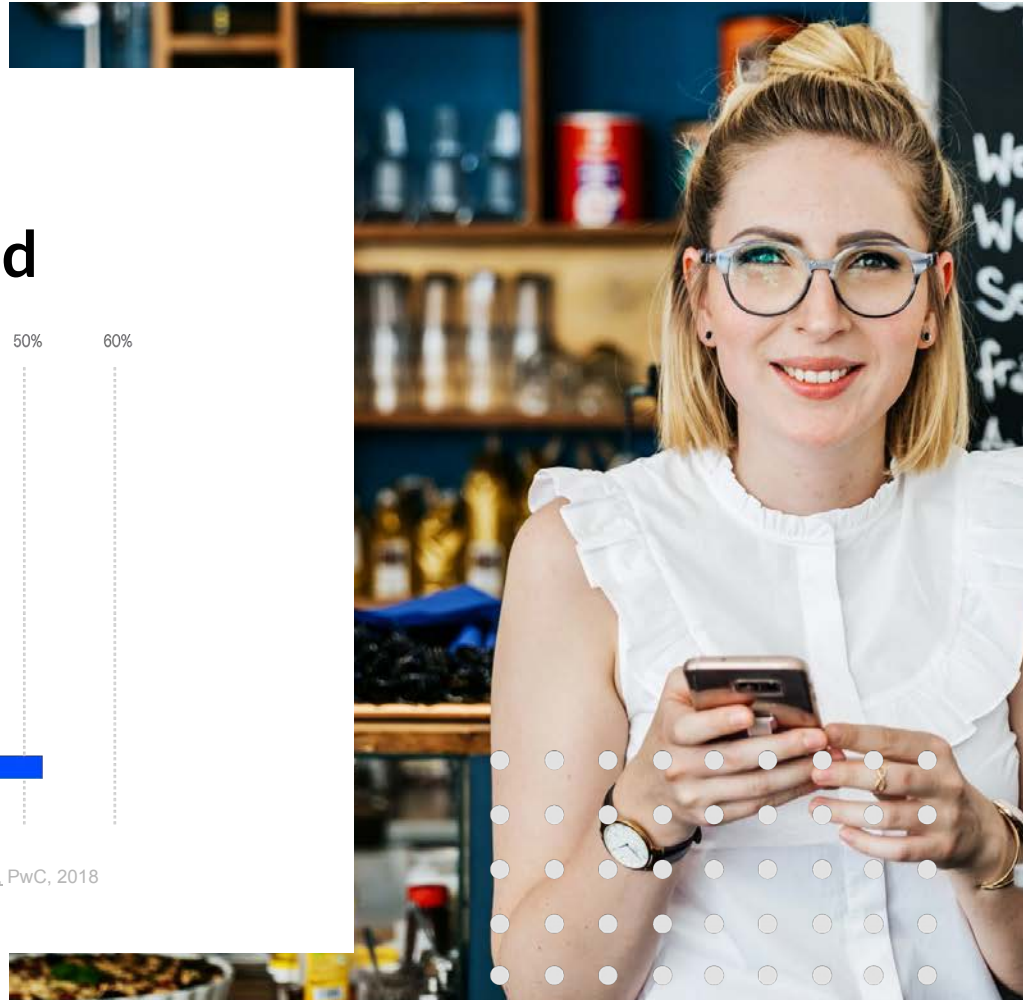
Gartner

One-point increases in CX
scores can translate into an
increase of \$10-\$100 million
in annual revenue.

Experiences Customers Wish Were More Digitized



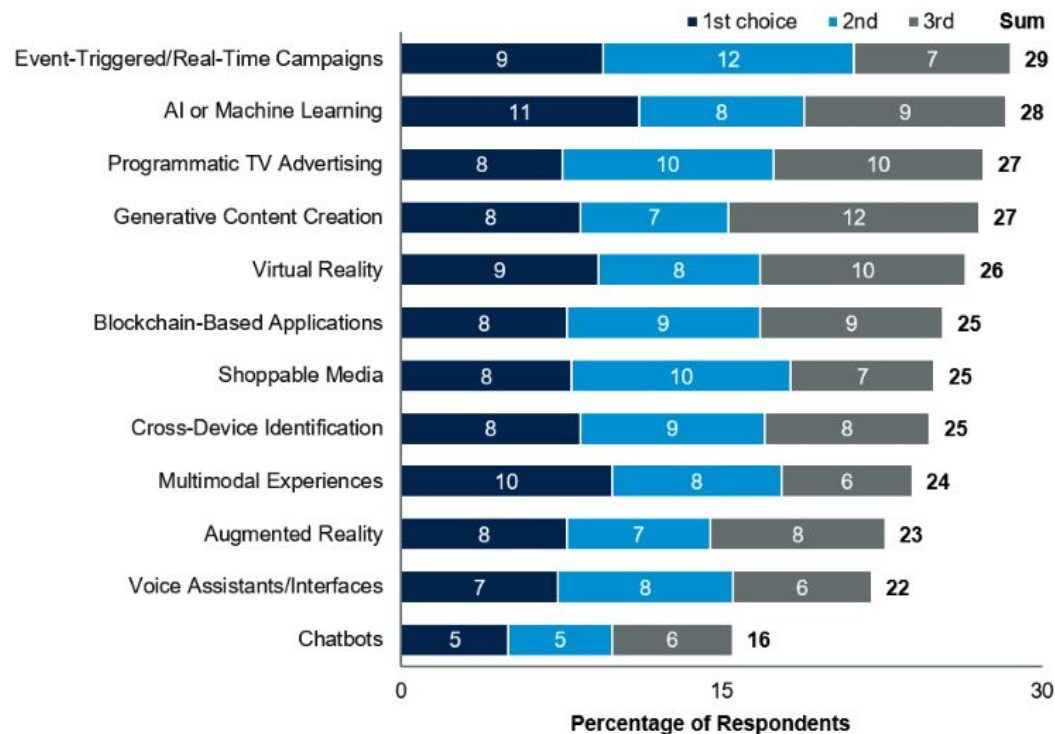
Source: [Experience is everything: Here's How to Get it Right](#), PwC, 2018



Martech Will Move to Proactive, Contextual, In-the-Moment Engagement

Top Emerging Technologies to Impact Marketing Activities Over Next Five Years

Sum of Top Three Rank Shown



Primary Challenge of Executing Data-Driven CX Strategy

Fragmented engagement systems that fail to connect or deliver a unified view of the customer experience across touchpoints

38%

Silos of customer data that remain inaccessible across the entire organization

30%

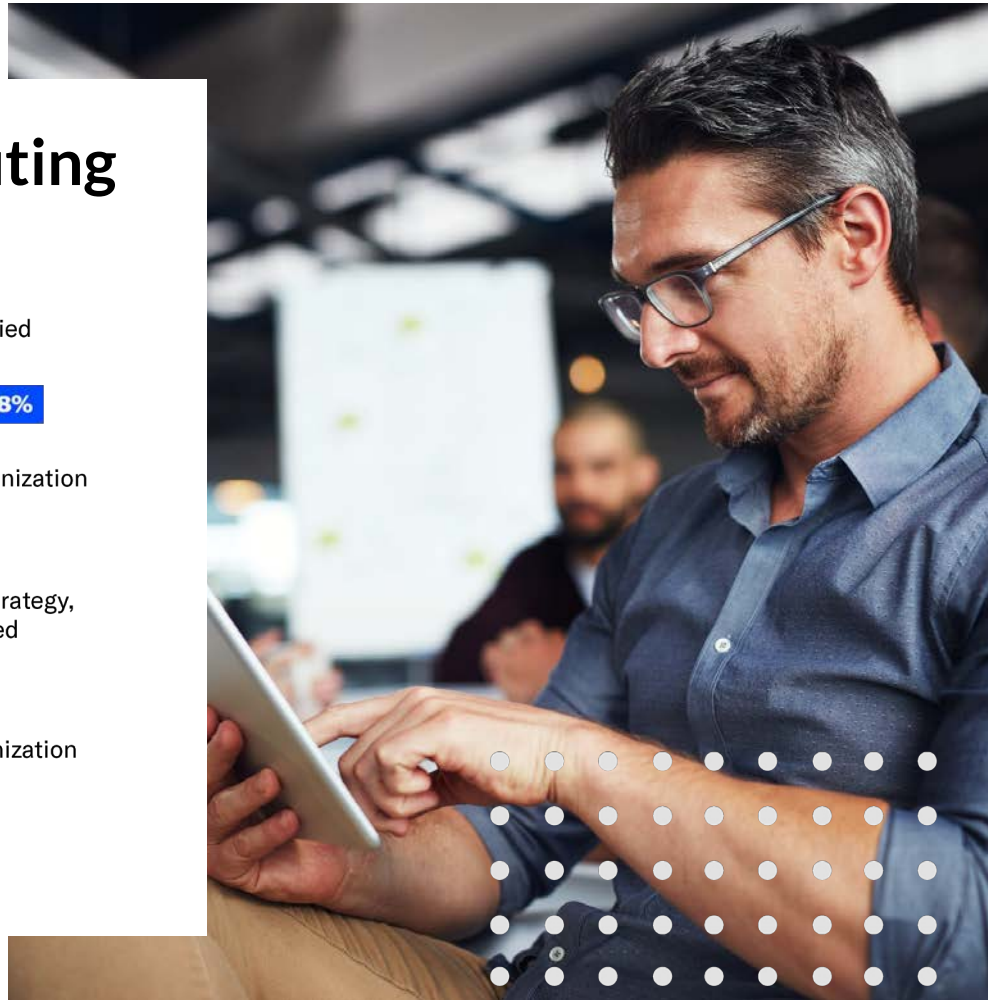
Marketing is the only team fully invested in a data-driven customer strategy, and it has been frustrating to get other teams and stakeholders involved

16%

Data is centralized, but it is not universally available across the organization or is hard to access with out specialized skills or training.

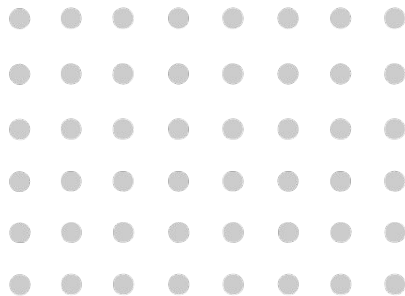
13%

Source: [CMO Council, Powering the Data-Driven Customer Strategy: Addressing Customer Engagement From the Foundation Up](#)



Stat Source Index

- 1) [Rethink the Role of the CMO](#), Accenture Interactive & Forrester Research, 10/18
- 2) [Experience is Everything: Here's How to Get it Right](#), PwC, 2018
- 3) [Digital Advertising to Surpass Print and TV for the First Time](#), Report Says, Washington Post, 2/20/19
- 4) [Forrester Study: Economic Impact of Experience Management](#), Qualtrics, 8/17
- 5) [Survey Analysis: CMOs Prioritize Innovation, but Obstacles Remain](#), Gartner, 12/28/17
- 6) [How Customer Experience Drives Business Growth](#), 2018, Forrester, 9/21/18
- 7) [Marketing Technology Survey 2018: Martech Adoption Surges as Brands Pursue Personalization, Measurement and Advertising Accountability](#), Gartner, 10/23/18
- 8) [Powering the Data-Driven Customer Strategy: Addressing Customer Engagement From the Foundation Up](#), CMO Council, 3/17
- 9) [Omnichannel Marketing: The Key to Unlocking a Powerful Customer Experience](#), Target Marketing
- 10) [Ready To Build the Future of Digital Customer Engagement: 10 Key Questions Every CMO Should Ask Their Team](#), Airship, 4/19



Get More Key Questions in Our eBook





Thank You