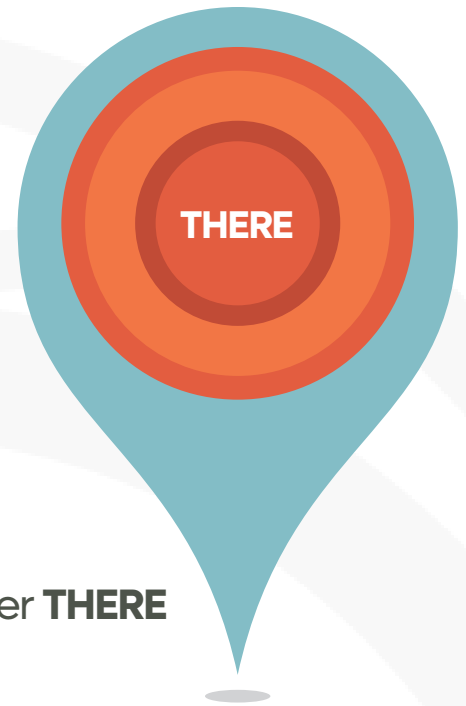


# Your Path to Personalized Experiences

Insights from "The Seven Change Waves Impacting the Events Industry: Why We Need to Care About Them"



Meet your customer **THERE**

## Figure out who your customer truly is.

Don't rely on assumptions or outdated consumer personas. Ask who your customer is—and keep digging to uncover their pain points, passions, desired mode of engagement, deal-breakers and more.

Identifying your customer and understanding their lifestyle & engagement preferences are crucial for tailoring your events & experiences to each customer segment. Crafting personalized experiences will ensure your efforts make an impact (increasing brand sentiment & loyalty) and give you greater ROI (and Return on Experience).

## adidas: The power of personalization

The company harnessed first-party customer data to build personalized ecommerce journeys, digitally transforming its brick-and-mortar model. Customers now see unique homepages with tailored imagery and product recommendations, which are based on Salesforce data. This hyper-personalized digital experience has increased customer satisfaction & revenue.

In today's digital-first landscape, 80% of consumers are more likely to purchase from a company that offers personalized services. Now, more than 60% of adidas' sales come from its ecommerce channels.



*Our strategic focus is on increasing credibility of the adidas brand, elevating the experience for our consumers, and pushing the boundaries in sustainability. By 2025, adidas will be stronger, more sustainable, and more digital than ever before.*

- Kasper Rorsted  
CEO, adidas

