



How well do you **really** know me?

The evolution of
personalized commerce

July 2025
An Outlook Report from Circana

Personalization is the key to authentic one-to-one relationships with customers and can help enhance selling and curated brand experiences. Ultimately, it drives performance and better customer outcomes. And while data and analytics are at the heart of any personalization strategy, digital technology enhancements have revolutionized brand and retail personalization strategies.

Personalization has rapidly evolved from effective but limited-in-scale direct customer sales interactions like monograms to now capitalizing on the wealth of personal information generated by the explosion of e-commerce, data-driven marketing, and rapid tech advances in AI and machine learning.

All this combined empowers retailers with unprecedented access to a plethora of real-time consumer data such as browsing behaviour, purchase history, and demographic information that together deliver an acutely tailored personalized shopping arsenal of communication strategies to accurately predict consumer preferences. The result is a highly engaging and effective hyper-personalized product or service – key to driving sustained growth and loyalty.





Personalization is most powerful in turning **browsers into buyers**

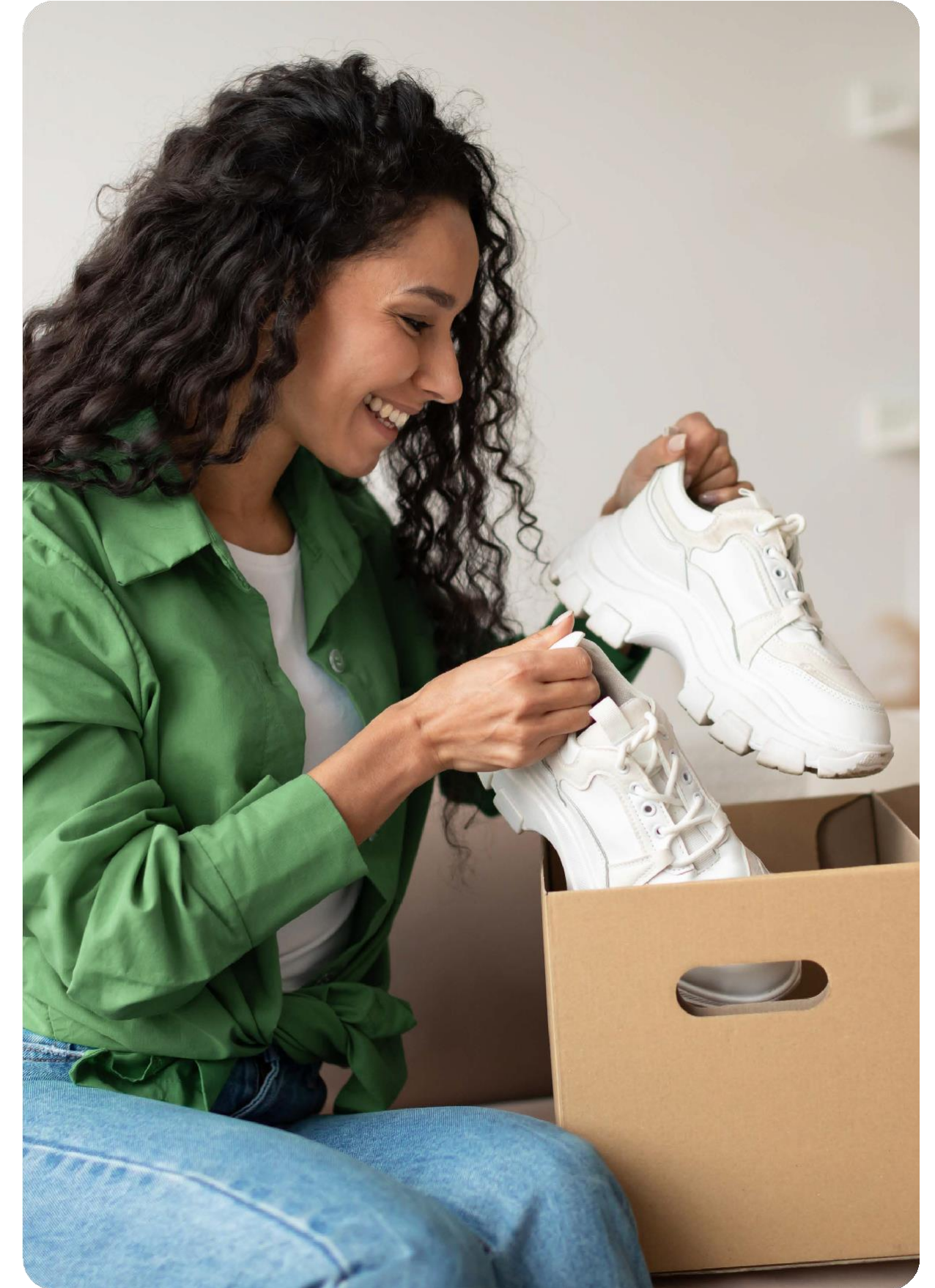
A great personalized experience can become essential to someone's life or shopping repertoire and provide the potential to reshape not only a customer relationship but even a category. Consumers now demand it. In fact, with **“up to 95 per cent of buying decisions in some way influenced by our subconscious mind¹,”** imagine the possibilities when personalization strategies are underpinned by advanced data analytics and rapid delivery. Brands and retailers can anticipate and fulfill consumer desires with unrivalled hyper-personalized experiences.

Personalized commerce encompasses every customer touchpoint at the deepest level of engagement, building stronger relationships and fostering customer loyalty and trust. It also allows brands to stand out in a sea of sameness – think a crowded category with generic marketing messages. Personalization also demonstrates how your brand values your customers as individuals, thereby enhancing brand affinity and advocacy. And it provides valuable, real-time, data-driven insights into consumer behaviour – critical for in-the-moment purchases or pivots.

¹<https://www.library.hbs.edu/working-knowledge/the-subconscious-mind-of-the-consumer-and-how-to-reach-it>

As technology evolves, the personalization potential is endless. But already it delivers:

- **Enhanced customer engagement** – When consumers feel that you understand their preferences and anticipate their needs, it increases loyalty. Personalized recommendations, targeted promotions, and customized content foster deeper connections.
- **Increased sales and revenue** – By tailoring product recommendations and promotions to individual preferences, you can increase the likelihood of conversion. This is proven to lead to higher average order values and increased customer lifetime values.
- **Improved customer retention** – Personalized commerce delivers consistent and relevant experiences. This increases shoppers' propensity to return for future purchases.
- **Data-driven decision-making** – The data collected through personalized commerce initiatives provides valuable insights into behaviour and preferences. This leads to informed decisions about product development, marketing, and inventory management.



It's time to get personal, in real time

Personalization can help enhance selling and brand experiences and measure and accelerate demand in a competitive landscape. The winners are those who underpin it with expert data and analytics. Circana's solutions harness the power of **Liquid AI** and predictive analytics to ensure more engaging, relevant, and satisfying shopping experiences for clients' customers, ultimately driving growth and loyalty.

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