

attentive®

CONSUMER TRENDS REPORT

The State of Personalized Marketing in 2025

What 3,300 Global Consumers Say Brands Can Do to Improve Their Shopping Experience—And How Brands Can Deliver

Table of Contents

A Turning Point	02
Executive Summary	04
Insights	
01. The future of marketing is true 1:1 personalization	05
02. Product discovery needs to be easier	20
03. RCS will revolutionize mobile messaging— and consumers are ready for it	31
04. The privacy paradox: Trust is the prerequisite for personalization	38
05. Cross-channel coordination drives impact	45
06. Right timing maximizes engagement— but it varies by customer	55
The bottom line: Meeting consumer expectations requires brands to innovate	67
Survey methodology	69

☰ A Turning Point

Modern shopping is overwhelming consumers. Brands that make shopping easier by delivering personalization in new and innovative ways will have a significant competitive advantage.

Brands are facing enormous challenges in 2025.

- Customer loyalty is harder to maintain as a third of shoppers try new brands.
- There are about six times as many brands vying for consumer attention on Shopify alone compared to 2019, according to data from Shopify and BuiltWith.
- Consumers are overwhelmed by options, causing nearly three-quarters of them to abandon their carts.

With increasing competition, personalization is critical for success. But delivering truly personalized experiences to every customer has remained out of reach. Manual segmentation and rule-based workflows can only take personalization so far.

Today, we're at an inflection point. **Artificial intelligence has evolved to help brands scale personalization effectively. And Rich Communication Services (RCS) Business Messaging is poised to transform mobile shopping, with richer, more interactive brand experiences right in customers' text messages.**

The timing couldn't be better. Our research reveals that consumers are overwhelmed by endless product choices and irrelevant marketing messages. They want brands to make shopping easier by delivering personalized experiences that reflect their preferences and needs.

☰ A Turning Point

When brands get personalization right, consumers respond with higher engagement and more purchases.

Brands that recognize this opportunity—and act on it by delivering personalization in new and innovative ways—will gain a significant competitive advantage.

Drawing on survey responses from 3,300 consumers across the US, UK, and Australia, this report reveals how consumers want brands to engage with them in 2025. These findings, combined with insights from leading brands like L'Occitane, Affliction, and SwimOutlet and industry experts from Movable Ink, Rebuy Engine, and Wpromote, show **how marketers can deliver the personalized experiences consumers want—and drive better business results in the process.**

Executive summary

Consumers revealed a clear desire for personalized shopping experiences that adapt to their individual needs—and the business impact that personalization delivers when brands get it right. Here are the biggest takeaways:

- 1 Irrelevant marketing messages make customers tune out.** 81% of consumers ignore messages that aren't relevant to them, and 1 in 4 are less likely to purchase when receiving one. But consumers reward brands that deliver relevant experiences with increased purchases and loyalty. 96% of consumers revealed that they are likely to purchase in at least one common personalization scenario.
- 2 Product discovery needs to be easier.** Finding products is the #1 factor that would improve the shopping experience for consumers. When brands remember preferences and proactively surface relevant products, consumers are more likely to purchase.
- 3 RCS will transform mobile shopping.** Enhanced messaging features are coming to text, and consumers are ready. 95% are interested in the enhanced features RCS Business Messaging will bring, like interactive product carousels and simplified purchasing. And these features make consumers more likely to buy.
- 4 Trust enables personalization.** Nearly two-thirds of consumers take steps to protect their privacy, yet 71% still want brands to learn from their shopping habits over time. And consumers will willingly share data when they see clear value. Brands that are transparent about data use—and provide meaningful value in return—earn the trust needed for the personalization consumers want.
- 5 Cross-channel coordination boosts results.** 58% of consumers say they're more likely to make a purchase when they receive the same promotion across channels. But consumers don't want you to copy-paste from one channel to the other. Creating a cohesive experience across channels drives better engagement and conversions.
- 6 Message timing improves performance.** 61% of consumers engage with brand messages in the evening while hanging out at home or eating dinner, but plenty engage throughout the day. And contextual timing impacts likelihood to purchase—whether that's when they're actively looking to buy something, need a restock, or have just received their paycheck. Brands need to adapt to individual patterns to maximize impact.

Dig in to learn how to deliver the 1:1 personalized experiences consumers want with AI—and how RCS Business Messaging will take it even further.

01

The future of marketing is true 1:1 personalization

In 2025, consumers want shopping experiences to be more tailored to their individual preferences and needs. Brands that deliver personalization at the individual customer level earn deeper engagement, more sales, and lasting customer relationships.

Wake-up call: Irrelevant messages push your customers away

There's a place for batch-and-blast: sales, key product launches, or big holiday pushes. But not all your campaigns will resonate with your whole list. Sending irrelevant messages impacts your marketing performance:

81% of consumers ignore irrelevant messages

71% of consumers feel frustrated by irrelevant messages

1 in 4 consumers are less likely to purchase when receiving generic messages

Ultimately, irrelevant marketing campaigns train your customers to ignore you. Then, when you do share something they care about, they're no longer listening.



This requires marketers to take a smarter approach to email and SMS sends.

As a baseline, increase relevancy by segmenting your audience based on engagement level, browsing behavior, purchase behavior, demographics, and preferences. Then adjust your tone, featured products, and communication frequency to suit each segment.

Attentive customers that use
at least one segment see a

29%

higher CVR
on average

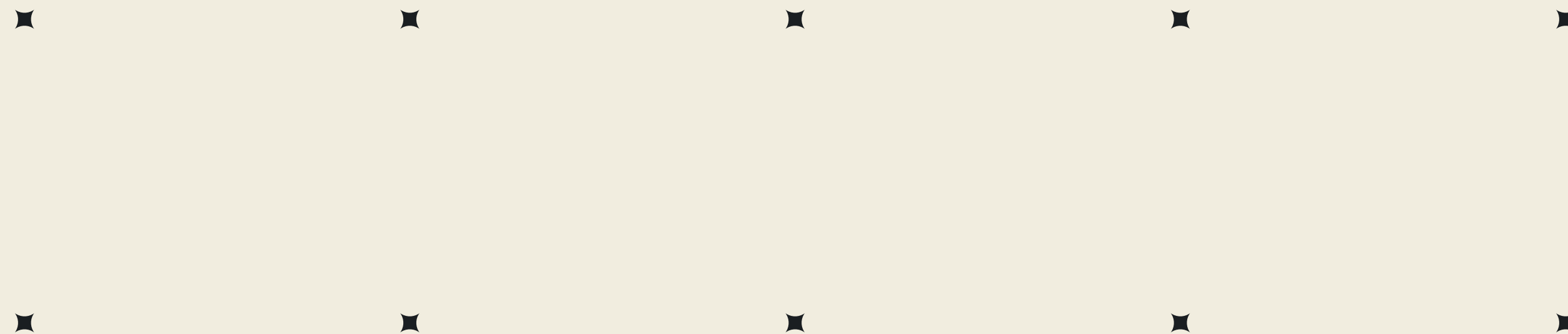



AI takes your personalization capabilities even further by analyzing your data and tailoring messages to each subscriber that match their interests, shopping history, and engagement patterns. This makes your campaigns more relevant and impactful.


Solutions like Attentive make this possible by unifying customer, product, and brand data into an AI-powered activation layer. Attentive AI™ has been trained on over 3,000 trillion data points to determine what creates high-performing campaigns. This intelligence works with your brand's data from CDPs, data clouds, CRMs, e-commerce platforms, and product feeds to enable high-performing 1:1 personalization at every stage of the customer journey.

HOT TOPIC®

Brands like Hot Topic have already seen the impact of using AI. When using Attentive's AI Journeys to improve triggered messages, **Hot Topic achieved 45% more conversions and 39% more revenue compared to their standard cart abandonment flows.**







Hot Topic: Yo Dragon Master! 🐉
Noticed your Blue-Eyes White Dragon Tee is still in your cart 🛒.
But hurry, it might not last! Shop now: <https://hottopic.attn/tv/sl/CVX6jy9y>

Are you ready to duel with style or just browsing?

The good news: Consumers will reward you for getting personal

Consumer responses point to a clear path forward, and they're ready to reward brands that deliver. When you send the kinds of emails and texts your subscribers want, it pays off in purchases and loyalty.

When we asked consumers what makes them most likely to continue shopping with a brand in the future, three factors rose to the top:

- ✓ The brand remembers their preferences
- ✓ The brand makes relevant product suggestions
- ✓ The brand remembers their past interactions

These point to personalization as the foundation for building lasting customer relationships.

Top 3 influences to continue shopping with a brand:

66% They remember my preferences

52% They make relevant product suggestions

47% They remember my past interactions

Behavioral messages drive purchases

90% of consumers want more personalized communications

96% of consumers are likely to purchase from at least one type of personalized message

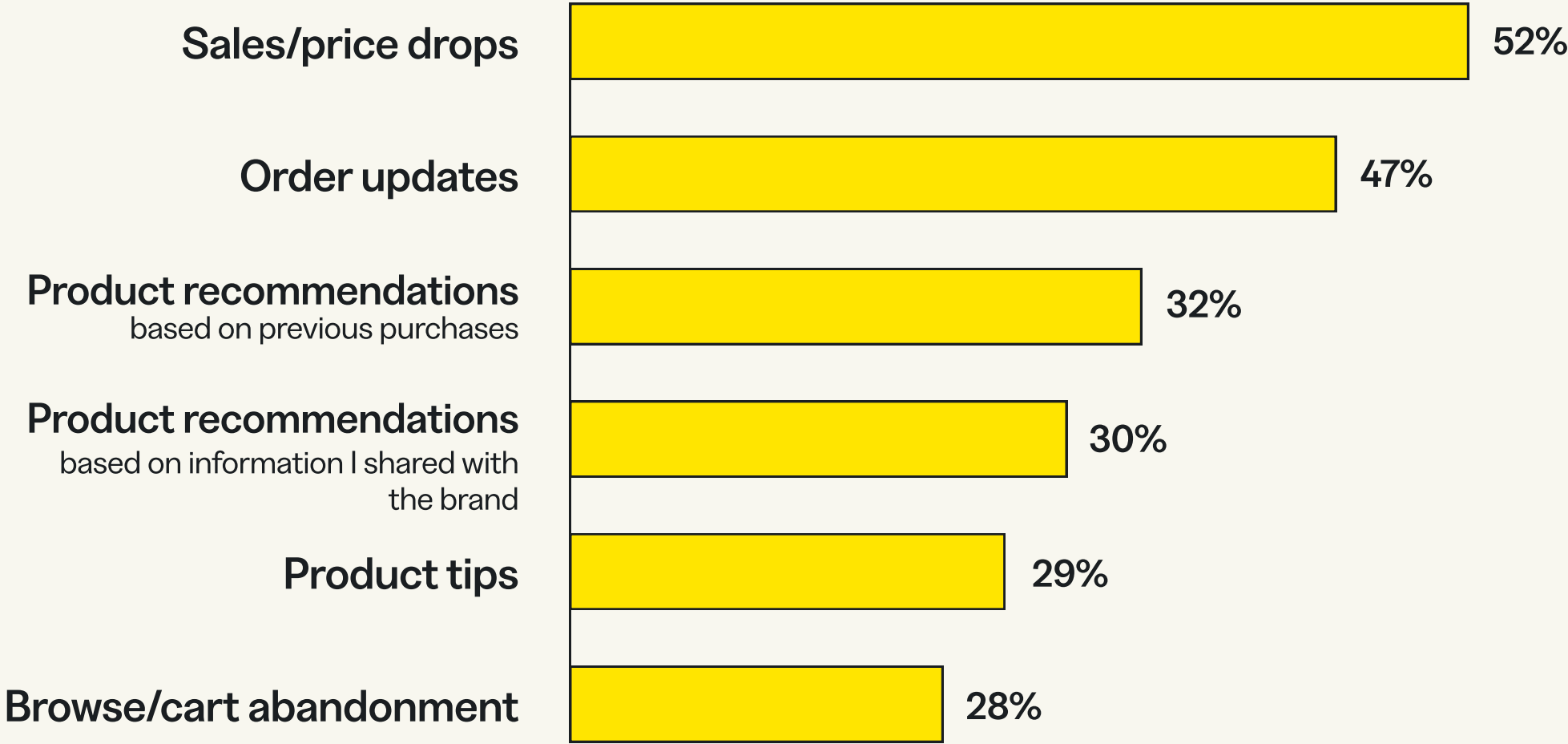
Consumers also have an appetite for more personalization—90% want more personalized communications in some form than they're already getting.

And 96% of consumers responded that they're likely to purchase in at least one of these common personalization scenarios:

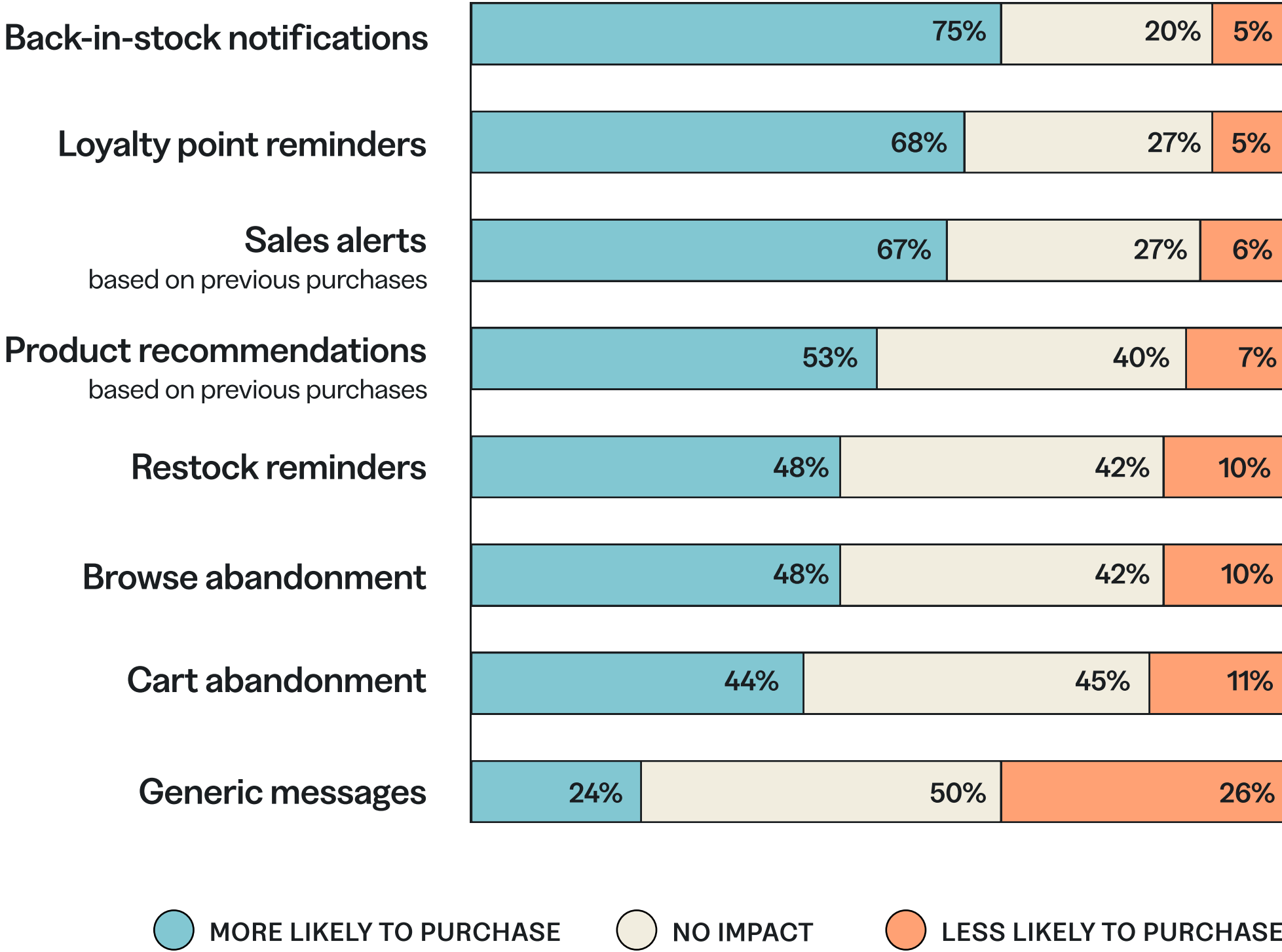
- ✓ Back-in-stock notifications for items they want
- ✓ Reminders about loyalty points
- ✓ Sales alerts based on their purchase history
- ✓ Product recommendations based on past purchases
- ✓ Reminders to re-purchase items they're likely running low on
- ✓ Browse abandonment reminders
- ✓ Cart abandonment reminders

But since consumers respond differently to these message types, it's worth paying attention to how shoppers interact with your emails and texts and adjusting your approach accordingly.

Communications consumers want to receive more of



Impact of messages on likelihood to purchase





Since the vast majority of your subscribers are likely to purchase from a triggered message, you have an opportunity to capture shoppers in these moments.

Start by adding behavioral flows to your email and SMS program. Tweak them and add new ones based on what works best for your audience. Ultimately, your data will tell you the best course of action for *your* customers.



AI can enhance these efforts by tailoring triggered messages across the entire customer lifecycle. Instead of sending standard fill-in-the-blank templates, AI analyzes product data and customer context to automatically send more compelling messages tailored to each subscriber.

Attentive's AI Journeys (available in the US) personalizes not only the timing and frequency but the content and tone of each message. Where some of your subscribers may respond best to urgency or FOMO, others might prefer social proof or value-focused messaging.

AI Journeys factors in these motivators—while staying true to your brand voice—to craft copy that resonates with each subscriber's individual preferences and behaviors. The result: Messages that are uniquely tailored to each customer, driving higher engagement and revenue.



Learn more about the essential Journeys you can activate in Attentive to reach subscribers when they're most likely to purchase.



Nikki Tooman
Co-Founder & CEO,
Sticky Digital



“

Messaging has to be personalized based on how a customer shops and the type of shopper they are, which we define as a psychographic persona. Our job is to make sure we deliver messaging to each persona that will make them more likely to purchase.

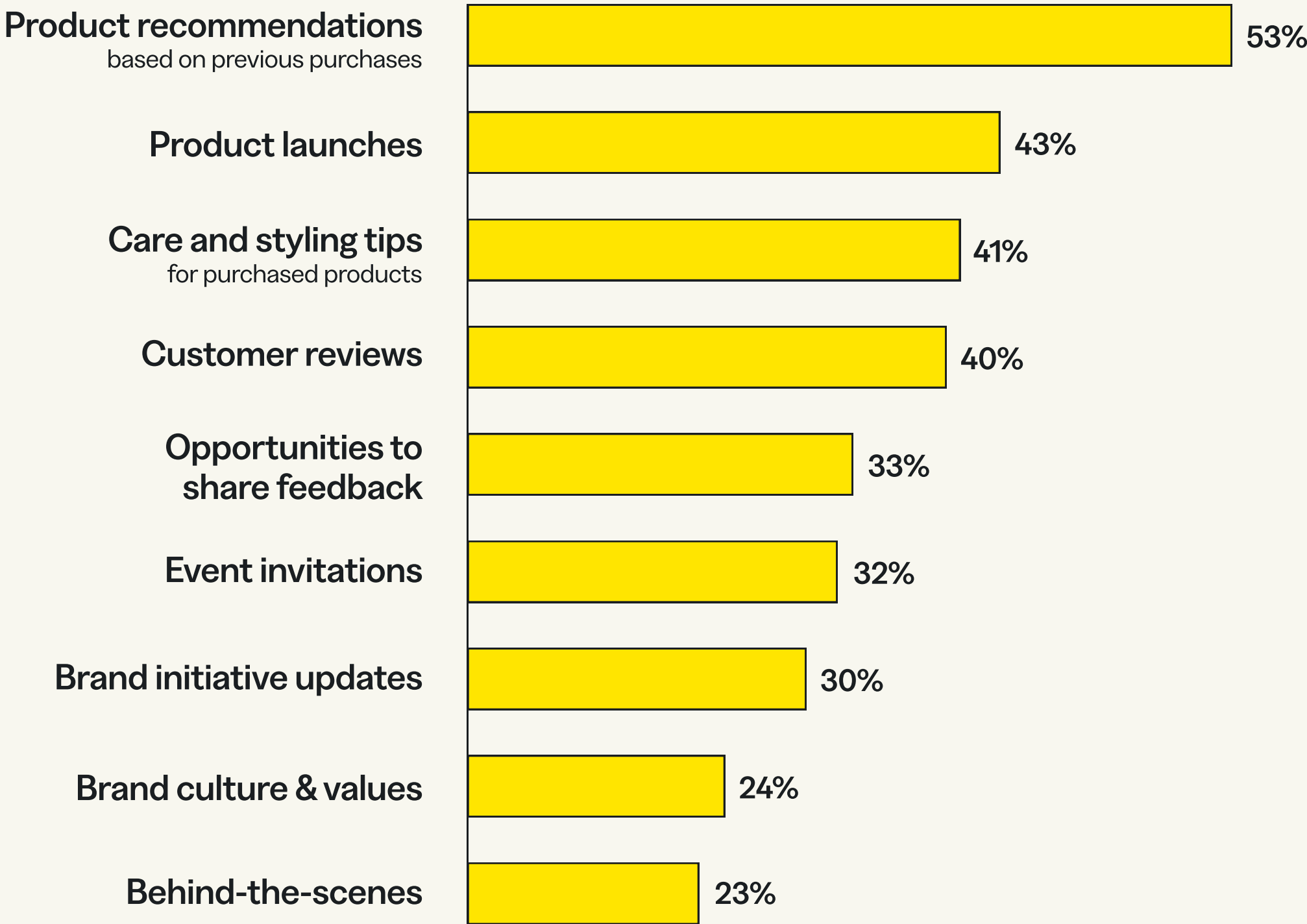
One tactic we use to tailor the customer experience is **keyword-based conversational messaging**. With their responses, we create journeys for each and curate a shopping experience and messaging based on their interests. Within the journey, we share relevant product reviews, product recommendations, frequently purchased messaging etc. all based on the information they shared with us.”

Non-promotional content is helpful for shoppers, but preferences vary




You don't always need to give a discount or other incentive to engage shoppers. Beyond sales and discounts, 99% of consumers find non-promotional campaigns helpful for their shopping experience. Which means you can send messages that influence shoppers without necessarily cutting into your profits.

99% of consumers believe non-promotional content is helpful for their shopping experience.

Most helpful non-sales content in text or email



There's a significant portion of consumers that want to hear from brands about each type of non-promotional content, but they don't agree on what they want to receive. However, a few generational patterns emerged:

-  Gen Z is more likely than other generations to gravitate toward event invitations, brand culture and values, and behind-the-scenes content—pointing to their parasocial nature.
-  Millennials enjoy these content types too, but engage with brand initiative updates, product care and styling tips, and opportunities to share feedback more than other generations.
-  Gen X and Baby Boomers show stronger interest in customer reviews than other generations.

Notably, Baby Boomers prefer more practical content that will help them decide what to buy. This includes messages about product launches, recommendations, and customer reviews. They also appreciate product care and styling tips that help them get the most out of their new purchase. But they have little interest in content about brand culture and values or behind-the-scenes content.

With these generational insights in mind, you can send more of the types of content that resonate with each age group.

However, while there are generational patterns, there's still a broad variation in preferences across consumers. So one-size-fits-all campaigns will limit your impact.



Try segmenting your audience based on engagement patterns for different content types. Then you can send more of what each customer wants and less of what they don't.

For accurate segmentation, it's critical to be able to identify subscribers across devices and sessions—as **61% of consumers say they take multiple sessions or switch devices during their shopping journey.** Without this foundation, you can miss opportunities to reach high-intent shoppers with the right message.

Products like **Attentive's Identity AI** more accurately identify site visitors when they switch devices or start a new browsing session thanks to more persistent cookies and advanced server-side tagging. This enhanced tracking means improved attribution, more comprehensive customer profiles, and more impactful personalized messages—ultimately helping you reach your audience more effectively.

→ Take Action

Scale 1:1 personalized experiences with AI to gain a competitive advantage

The era of one-size-fits-all marketing is over. Customers want tailored experiences that show you know what they like and need—and they reward brands that deliver with increased purchases and loyalty. Start with these foundational personalization strategies:

- 1 Segment your audience based on preferences, demographics, and engagement patterns
- 2 Launch essential behavioral flows that respond to consumer behavior
- 3 Adjust your content and tone to suit each segment
- 4 Ask subscribers what types of messages they want to receive

But the variation in consumer responses reveals an important insight: **true 1:1 personalization goes beyond manual segmentation and behavioral flows.** Each of your subscribers engages differently with your marketing communications. Responding to individual customer preferences helps you maximize your program's performance.

→ Take Action

Scale 1:1 personalized experiences with AI to gain a competitive advantage

This is where AI comes in. AI is the extra layer that takes standard personalization to a new frontier. As capturing and keeping consumer attention becomes more challenging, AI can help scale personalization efficiently.

Attentive's Personalization Engine works by letting you feed mass amounts of data points on a consumer and brand. Then, it generates personalized content for each customer that matches their relationship with your brand.

Brands using Attentive AI™ can:


- ✓ Identify high-value subscribers who are likely to purchase to maximize campaign ROI
- ✓ Recognize customers across devices and sessions to improve targeting accuracy
- ✓ Dynamically adapt message content based customer behavior, product affinity, and revenue impact
- ✓ Optimize send-time for higher engagement and conversions
- ✓ Automate campaign and behavioral message optimization to keep pace with changing customer behavior

Adding AI to your messaging strategy lets you finally activate all your data to give customers the truly personalized experiences they want—and drive better performance in the process.


Leading brands are already using AI to deliver the experiences customers want at scale.

Skincare brand Philosophy uses Attentive AI™ to sharpen their targeting, enhance customer recognition, and reach customers at the right time.

For example, Audiences AI expanded the reach of this campaign by adding in likely-to-engage recipients beyond what Philosophy identified in their manual segments. This earned the brand revenue they wouldn't have otherwise.



Philosophy: Time's running out!
Final chance to enjoy 30% OFF
+ FREE shipping. Shop now:
<https://philosophy.com/azFgH5>

 **Audiences AI**

➤ Sent to: all subscribers
Exclude: Made a purchase in the last 24 hours (AI-optimized)



Overall, these AI-powered capabilities have helped Philosophy achieve:

90%

surge in revenue with Audiences AI

22%

increase in weekly revenue with Identity AI

17%

boost in click-through rates with Send Time AI

“

Audiences AI helped us zero in on the right customers, Identity AI made sure we connected with them at just the right moment, and Send Time AI fine-tuned our timing for maximum impact.

We’ve seen a clear lift in both engagement and revenue, and it’s been exciting to watch these tools in action.”

Kyla Williams

E-commerce Director, Philosophy

philosophy
dermatologic wisdom™

02

Product discovery needs to be easier

Consumers are overwhelmed with too many options when shopping, leading them to abandon their purchases. Brands that streamline product discovery improve the customer experience—and it's crucial for converting customers and building lasting customer relationships.



Product discovery is broken

Finding the right products should be effortless, but it's become a frustrating experience for shoppers. According to recent data from Accenture, nearly three-quarters of consumers have abandoned their carts because they felt bombarded by options. Rather than feeling empowered by endless choice, shoppers are feeling paralyzed by it.

Our research reinforces this reality:

Consumers say finding the products they're looking for more easily is the #1 factor that would improve their shopping experience.

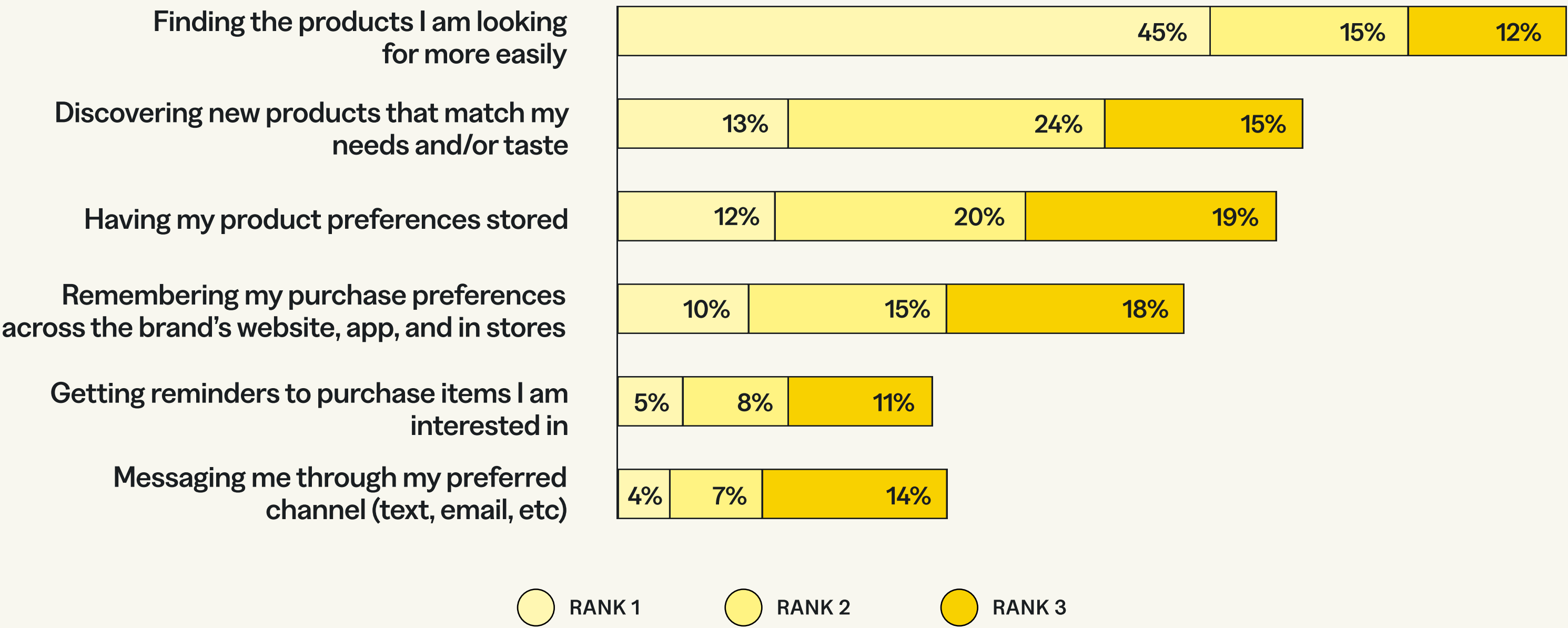
Additionally, consumers say they struggle with:

- 1 Discovering new products that match their taste and needs
- 2 Brands not storing their product and purchase preferences

The solution isn't just adding search functionality and improving site navigation.

Consumers want a concierge-like experience where brands proactively help them discover relevant products based on their preferences and behavior.

Factors that would improve shopping experience the most





Make product discovery easier by giving shoppers more guidance. Activate your zero-party data and sync customer preferences across your website, app, and stores to give shoppers a consistent experience.

Then you can surface relevant products for subscribers based on all the information you've gathered on them.



AI can enhance these efforts by analyzing each customer's shopping patterns to predict what products they want. Then, it can surface those recommendations in triggered messages like welcome or abandonment flows.

Conversational AI, such as what's available for brands that use Attentive Concierge™ or AI Journeys, can complement this by helping customers find the right products through natural dialogue. This removes friction from the discovery process and helps get customers to checkout quicker.

It also helps you build lasting loyalty. This personalized assistance is much like having a knowledgeable in-store sales rep answering questions and helping shoppers feel confident in their shopping experience.



Soon, RCS Business Messaging will streamline the discovery process even further. Customers will be able to browse product carousels, add to cart, and complete purchases with your brand right in the messaging app.



Adnan Shah
Director of Technology
Partnerships, [Rebuy Engine](#)



“

Effective product discovery is the cornerstone of conversion, which is why it's critical to personalize the experience based on individual shopping patterns. The most successful retailers are connecting these personalized discovery experiences across channels—from onsite experiences to marketing campaigns—to ensure customers receive relevant product recommendations wherever they engage. When brands use tools like [Rebuy Smart Search](#) on their website to deliver personalized merchandising and product discovery—and integrate with solutions like Attentive for follow-up texts and emails—they typically see significant improvements in conversions and retention.

Personalized discovery drives purchase behavior—and consumers are ready for AI to help

When brands make it easier to find and discover products, consumers respond by pulling out their wallets:

77% find value in AI-powered brand experiences

77% of consumers are likely to purchase from a brand when they get relevant product recommendations

53% say product recommendations based on their shopping history is most helpful for their shopping experience

41% say finding what they want without searching is the #1 factor that makes them likely to purchase

And they're open to brands using AI to deliver these experiences.

77% of all respondents—and 88% of Gen Z and Millennials—find value in AI-powered brand experiences. They say it makes product discovery easier and simplifies shopping.

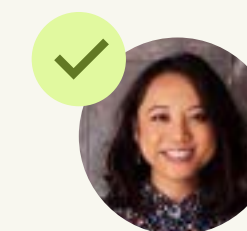


The easier you make it for customers to find relevant products, the more likely they are to purchase. AI can help by surfacing accurate recommendations for each customer.

If you use a tool like Attentive, it works by **unifying and analyzing customer and product data to identify the right products for each shopper. Then it delivers relevant recommendations based on their buying intent and customer journey stage.**

As younger generations are more receptive to AI-enhanced shopping, the appetite for these experiences will only grow.

Identified Visitor: Julie



Location: New York, NY

Visited 3 times

Dry skin

Purchased: Protective Superscreen

9:41



Bonni Beauty >

Text Message
Wednesday 1:42 PM



✨ Meet our latest product - The Balm! Derm-approved & packed with hydration 💧 for your dry skin. Treat your skin! Shop The Balm now 🙌
<https://bonnibeauty.attn.tv/aMd4Tg46j7>

→ Take Action

Upgrade product discovery to drive purchases

Finding products is tedious for consumers, but brands can reduce friction and make it easier for shoppers by being more proactive:

- 1 Launch product recommendation quizzes on your website or by text
- 2 Collect zero-party data in sign-up forms and conversational texts
- 3 Surface relevant products based on customer preferences and interactions
- 4 Sync product and purchasing preferences across all touchpoints

→ Take Action

Upgrade product discovery to drive purchases

Customer preferences are constantly evolving and can be challenging to keep up with through traditional product recommendation methods. AI-driven product recommendations can amplify your efforts with real-time data.

Tools like Attentive AI™ can analyze customer data to better predict what products each customer is likely to want. Complement this with conversational AI to provide guided product discovery through natural language.

Soon, RCS Business Messaging will make search and discovery even easier with:

- ✓ **Straightforward and intuitive preference collection with Suggested Replies and Actions**
- ✓ **Interactive shopping experiences, like product carousels, that can be personalized to each shopper**
- ✓ **New support for rich media options, including full-resolution video, so you can share engaging content**
- ✓ **Add-to-cart right in text messages**
- ✓ **Purchase completion without leaving the messaging app**

Together, these technologies transform product discovery from a frustrating search into an effortless, personalized experience. Using AI now—and preparing for RCS's enhanced capabilities—will give you a significant advantage by removing friction from product discovery.

Apparel brand Affliction has already seen amazing results from using conversational AI with Attentive.

Customers can text with the brand to get instant recommendations from the AI concierge, supported by live agents on standby for any more complex inquiries.



Affliction: Hi Logan! I'm here to help you find the perfect items. To start, could you tell me what type of clothing or style you're interested in?

I like styles that stand out like the shirts with wings on the back and bold designs

Affliction: I found a couple of items that might catch your eye.

Using Attentive Concierge™ powered by AI,
Affliction achieved:

293% lift in CVR compared
to standard flows

178% increase in
revenue per send

“

Seeing Attentive AI™ interact with our customers to help solve their problems has been extraordinary. The responses it writes sounds like those that come from our best live agents, it’s impossible to tell the difference. We’re excited to add it to more touchpoints in our customer journey to see the impact it can make.”

Brandon Erickson
E-commerce Manager, Contravisual Brands

03

RCS will revolutionize mobile messaging—and consumers are ready for it

A transformation to mobile messaging is coming—and consumers are already eager for the enhanced shopping experiences on the horizon. Rich Communication Services (RCS) will transform how brands engage with subscribers by bringing interactive capabilities to text messaging. **And consumers say they're more likely to purchase when these features become available.**

What is RCS?

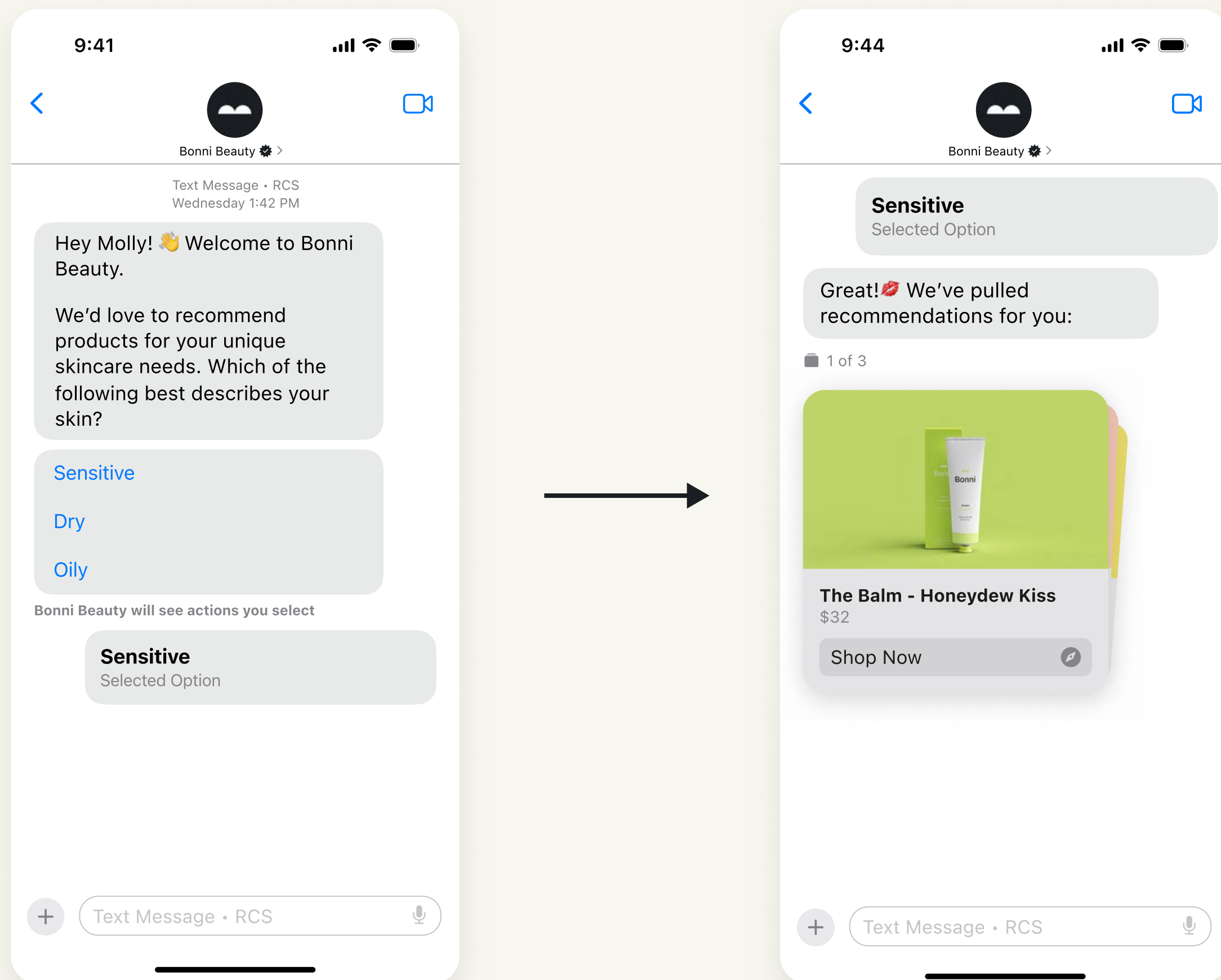
Richer experiences are coming to text messaging

We already know from MMS (which is available in the US) that richer experiences lead to better conversion rates. According to our internal data, **MMS sees a 2.8x higher average conversion rate than SMS**. That's already a sign that richer experiences breed better engagement. But RCS Business Messaging is the next generation of mobile messaging. It will take rich messages to an entirely new level—and unlike MMS, it'll be available globally.

Text messages today are limited to basic text, images, and links. RCS will bring app-like features to text for more dynamic and useful brand interactions.

Shoppers will be able to:

- ✓ Easily share their preferences, enabling more precise segmentation
- ✓ Swipe through curated product recommendations with carousels that display rich media cards
- ✓ Add products to their cart with distinct CTAs
- ✓ Make purchases through an in-message browser
- ✓ Track orders with visual updates
- ✓ Chat with customer service through verified conversations
- ✓ Schedule appointments and services



These features will streamline shopping, transforming the traditional multi-step customer journey into a natural conversation between brand and consumer.

The new capabilities will appear right in consumers' text messaging app, regardless of operating system, as long as they have a smartphone. So they don't have to download anything new or learn new technology.

While RCS Business Messaging isn't widely available yet as of Q1 2025, early results are promising. **Subway saw 140% more conversions during an early RCS campaign test compared to the SMS version.**

And it'll be available more broadly than MMS, so global brands will be able to take advantage of this new engaging message type.

Consumers are eager for richer mobile experiences

Consumers have a strong appetite for the enhanced messaging features RCS will bring. 95% of consumers showed interest in at least one of the RCS features we asked about. And 90% of consumers say they're more likely to make a purchase when interacting with at least one of these capabilities.

Interest is high across all features, with over half of consumers interested in each one, including these marketing use cases:

- ✓ Receiving promotions based on store proximity
- ✓ Saving items to their shopping cart from texts
- ✓ Browsing products in their text conversations
- ✓ Purchasing promoted products within a text conversation

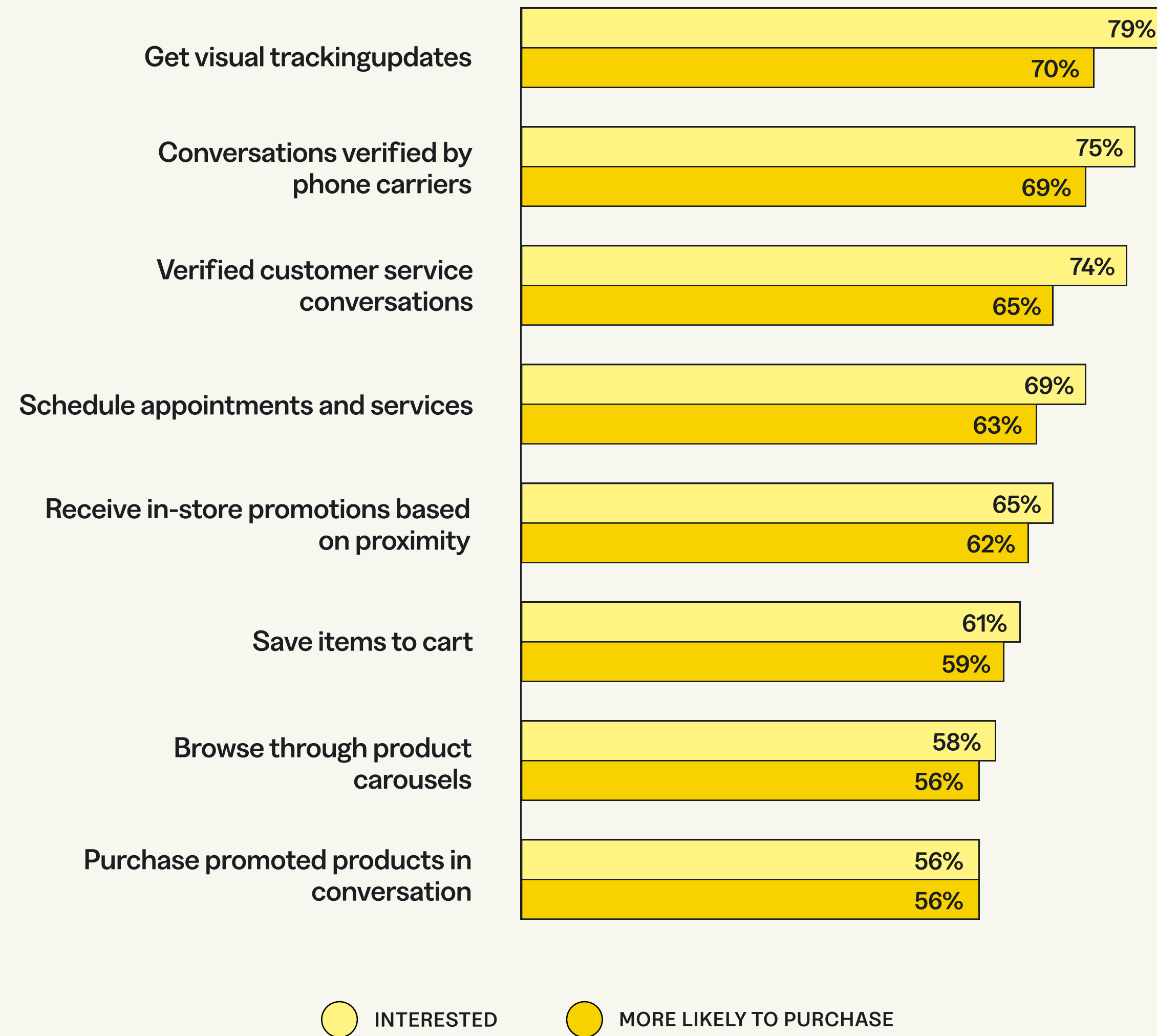
Consumers are particularly interested in features that provide utility, like checking order status, ensuring security through verification, and connecting with customer service. All of these are important for improving customer satisfaction and loyalty.

And for each feature we asked about, more than half of consumers said it would increase their likelihood of making a purchase.

95% of consumers are interested in RCS features

90% of consumers are more likely to make a purchase from at least one RCS feature

RCS features: interest and impact on likelihood to purchase



RCS Business Messaging will be here before you know it. Start laying the groundwork by identifying which features would resonate most with your customers and drive the strongest business results.



Andrew LeClair
Director of Product
Marketing, Movable Ink

MOVABLE INK

“

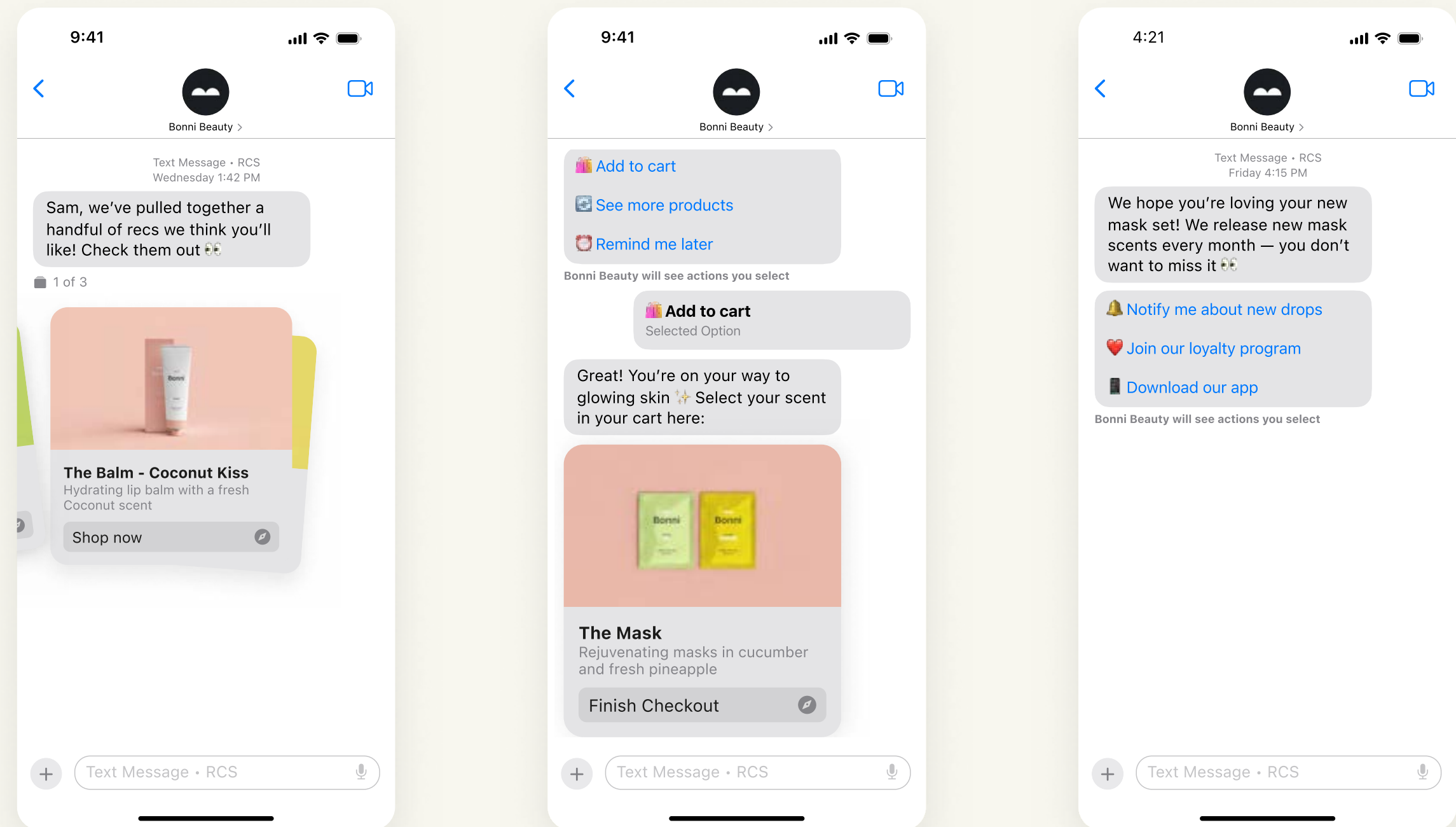
As brands seek more engaging, interactive, and immersive ways to connect with their customers, RCS represents an unprecedented opportunity. As this technology becomes widely adopted, brands that embrace it will gain a competitive edge — **creating deeper connections, higher conversion rates, and a more personalized shopping experience.”**

→ Take Action

Add RCS to your strategy so you're ready to go when it launches

RCS Business Messaging represents a significant opportunity to enhance the mobile shopping experience, and consumers are ready for it.

RCS will enable brands to increase customer loyalty and sales through more seamless shopping experiences—from product discovery through the post-purchase experience and support.



While widespread RCS Business Messaging adoption is still ahead, now is the time to map out how its capabilities could enhance your customer experience and start incorporating RCS into your long-term marketing communications strategy.

Brands that prepare for this evolution in mobile messaging will be positioned to deliver the enhanced experiences consumers want when RCS Business Messaging becomes widely available.

04

The privacy paradox: Trust is the prerequisite for personalization

Consumers want personalized shopping experiences, but they're actively taking steps to protect their data. While these goals may seem at odds, consumers are willing to share information when brands are transparent and deliver clear value in return.

This reveals an opportunity for brands to build trust while delivering the personalized experiences consumers want.

Privacy behaviors create challenges for personalization

64% of consumers reported taking action to protect their privacy by:

- ✓ Limiting apps' data access
- ✓ Opting out of cookies
- ✓ Browsing in incognito mode
- ✓ Opting out of personalized social media ads

Younger generations are more likely to protect their data, reflecting that digital-native generations are more informed about data use.

Yet consumers want personalized experiences. 71% want brands to learn from their shopping habits over time. And those we identified as privacy-conscious are just as likely to say they want brands to learn from their shopping habits over time as those who aren't privacy-conscious.

When we asked those protecting their privacy what drives these behaviors, three factors stood out that brands can address through their data collection methods:

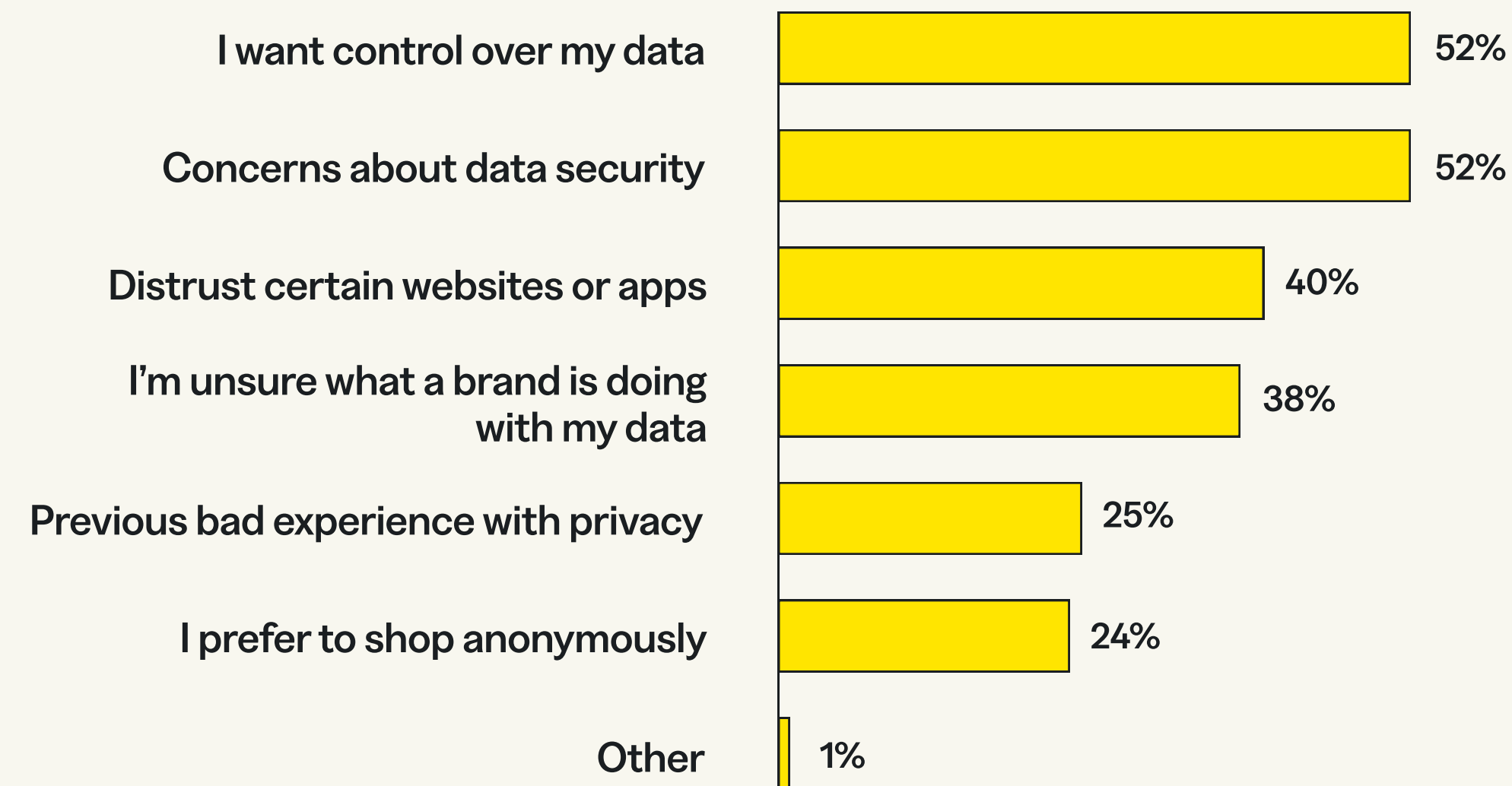
- ✓ 52% want control over their data
- ✓ 40% distrust certain websites or apps
- ✓ 38% are unsure what brands are doing with their data

Privacy behaviors can create challenges for marketers to learn about their customers and provide better experiences. But they also reveal an opportunity to build trust with your customers.

64% of consumers are protecting their privacy

71% want brands to learn from their shopping habits over time

What has made you take action to protect your privacy when shopping online?



The desire for brands to learn about their shopping habits means they're open to brands tracking their behavior. They just want transparency and control around how their data is being used.

This first-party data—including browse and purchase history—is the most valuable information you have on your customers. It helps you predict customer intent and enables sophisticated personalization.

That's why tools like Attentive's Identity AI focus on accurately identifying customers across devices and sessions, helping brands maintain these crucial data signals.



Baby Boomers are significantly more concerned about data security and are less trustful of websites and apps. Meanwhile, Gen Z and Millennials are more likely to want to shop anonymously in comparison.

Consumers share data when they see clear value

Despite privacy concerns, consumers are willing to share their data when they see a clear connection between the information they provide and the value they receive.

In fact, 99.6% of consumers are willing to share some form of zero-party data in exchange for an incentive.

Our research shows consumers are most likely to share personal details when:

- ✓ **The data is clearly relevant to the incentive**—like sharing product preferences, gender, or physical characteristics like weight and skin type to get product recommendations.
- ✓ **The value of the incentive is high**—consumers are more willing to share unrelated information in exchange for a free gift compared to other categories.

Product recommendations are the top incentive for consumers to share their personal information. 99% of shoppers are willing to share some form of information to get one. That aligns with the finding that consumers want it to be easier to find and discover products.

99.6%

are willing to share some form of data in exchange for an incentive

99%

are willing to share their data for a product recommendation

Build trust by collecting and using data that's relevant to the incentive you're offering.

If you want to gather information for future personalization that won't be immediately used to deliver value to a customer, consider offering something high-value in exchange.

→ Take Action

Build trust to enable personalization

Earning consumer trust enables the data collection needed for effective personalization. Start with these foundational practices:

- 1 Be clear about how you'll use customer data
- 2 Give customers control over their data and communication preferences
- 3 Explain what subscribers can expect from your emails and texts
- 4 Focus on collecting and activating relevant first-party data that improves the customer experience

→ Take Action

Build trust to enable personalization

Adding AI and RCS takes these personalization experiences even further.

A solution like Attentive AI™ serves up more relevant content and product recommendations by:

- ✓ Improving subscriber identification across devices to maintain accurate first-party data collection and use
- ✓ Identifying patterns in customer behavior to predict individual preferences and intent

RCS Business Messaging makes quizzes and preference selection more dynamic and engaging with Suggested Replies and Actions. And richer content options, like curated product carousels and video, show customers the immediate benefit of sharing their data.


Brands that find ways to respect privacy while delivering personalization will win customer trust—and their business.



Petmate used Two-Way Journeys to ask subscribers what type of pet they have.

The brand does a great job of explaining the benefit of sharing this data: a holiday gift guide for their pet now and more relevant content to come. Based on the response, the brand shared a link to the relevant gift guide. These responses were added to subscriber profiles so Petmate can reference this zero-party data long after the holidays for any campaign.

✦ ✦ ✦ ✦ ✦



Petmate: What type of pet do you have? We want to learn so we can send you content and updates specific to your furry friend. First up is a cat/dog holiday gift guide so reply now to unlock!

Respond with the corresponding number below:

- 3 for Dog
- 4 for Cat
- 5 for Both

3

Petmate: Thank you for sharing! Here at Petmate we love dogs.

Don't forget to buy your dog a gift this season! Check out our Dog Gift Guide. We've got chew toys, items to fetch and even a self-warming dog bed. Buy the perfect gift: <https://petmate.attn.tv/I/OiO> .

05

Cross-channel coordination drives impact

The vast majority of SMS subscribers also subscribe to a brand's emails—and they expect different content on each channel. When brands coordinate their email and SMS communications effectively, taking these preferences into account, they see better engagement and conversions.



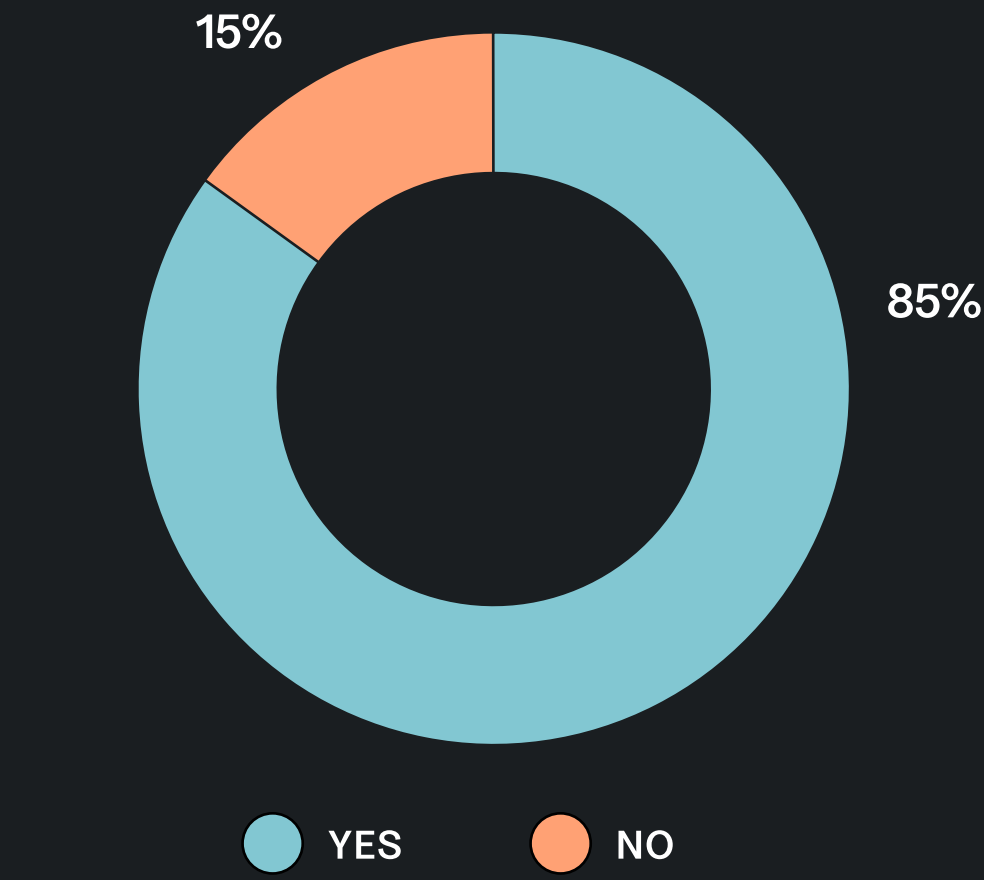
Consumers want different content on email and SMS

The survey reveals that 85% of consumers who subscribe to a brand's text messages also subscribe to their emails. And 72% of consumers want brands to use text and email differently.

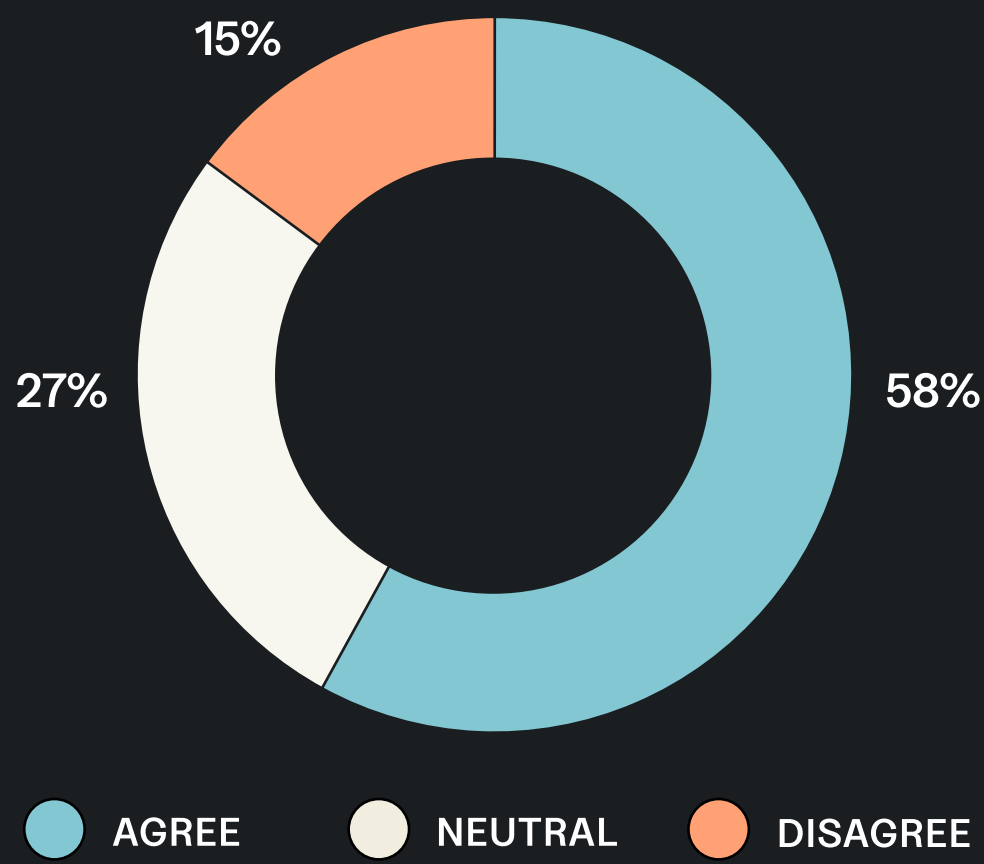
But this doesn't mean you should avoid promotional overlap. In fact, 58% of consumers say they're more likely to make a purchase when they receive the same promotion across channels.

You just don't want to copy-paste from one channel to the other.

For brands you subscribe to via text message, do you also subscribe to their emails?



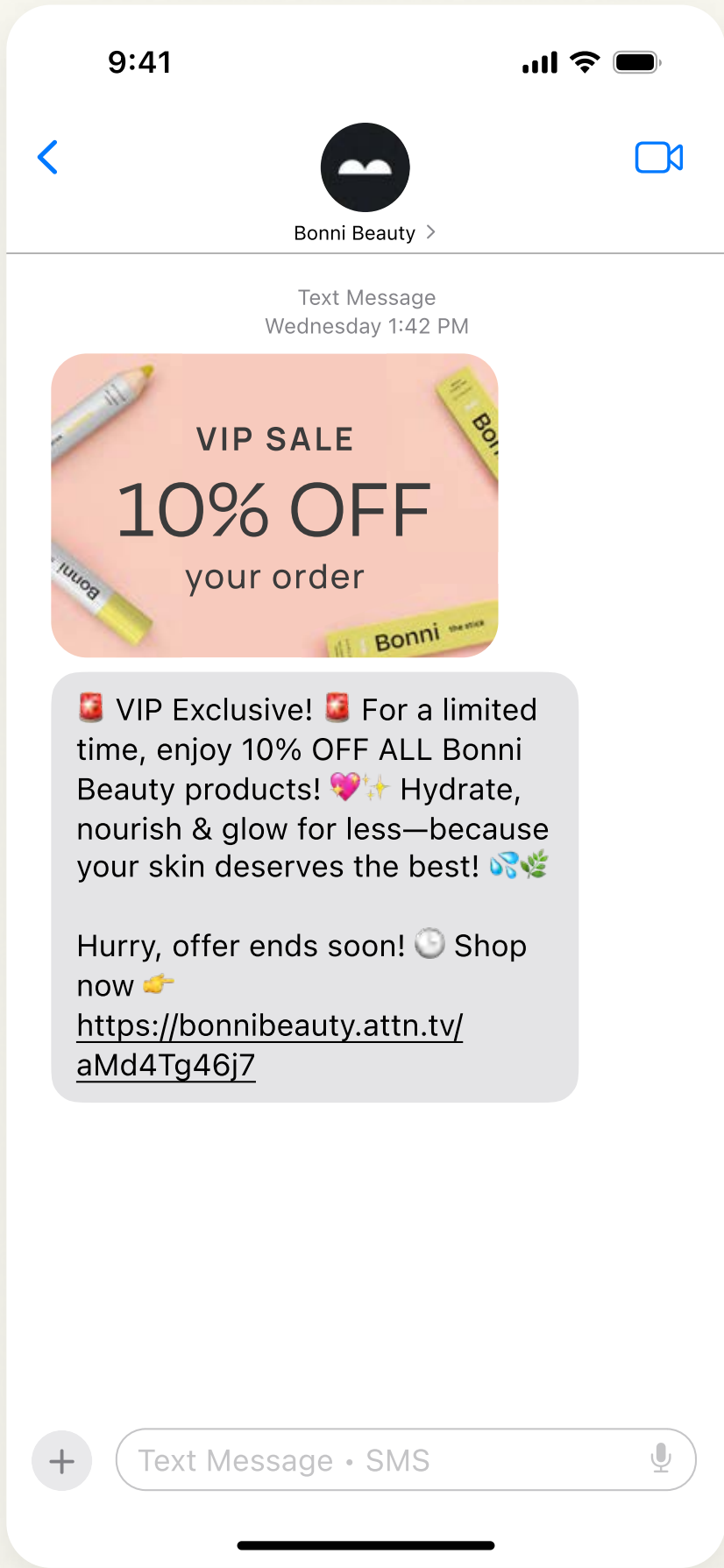
I am more likely to purchase when receiving the same promotion across channels.



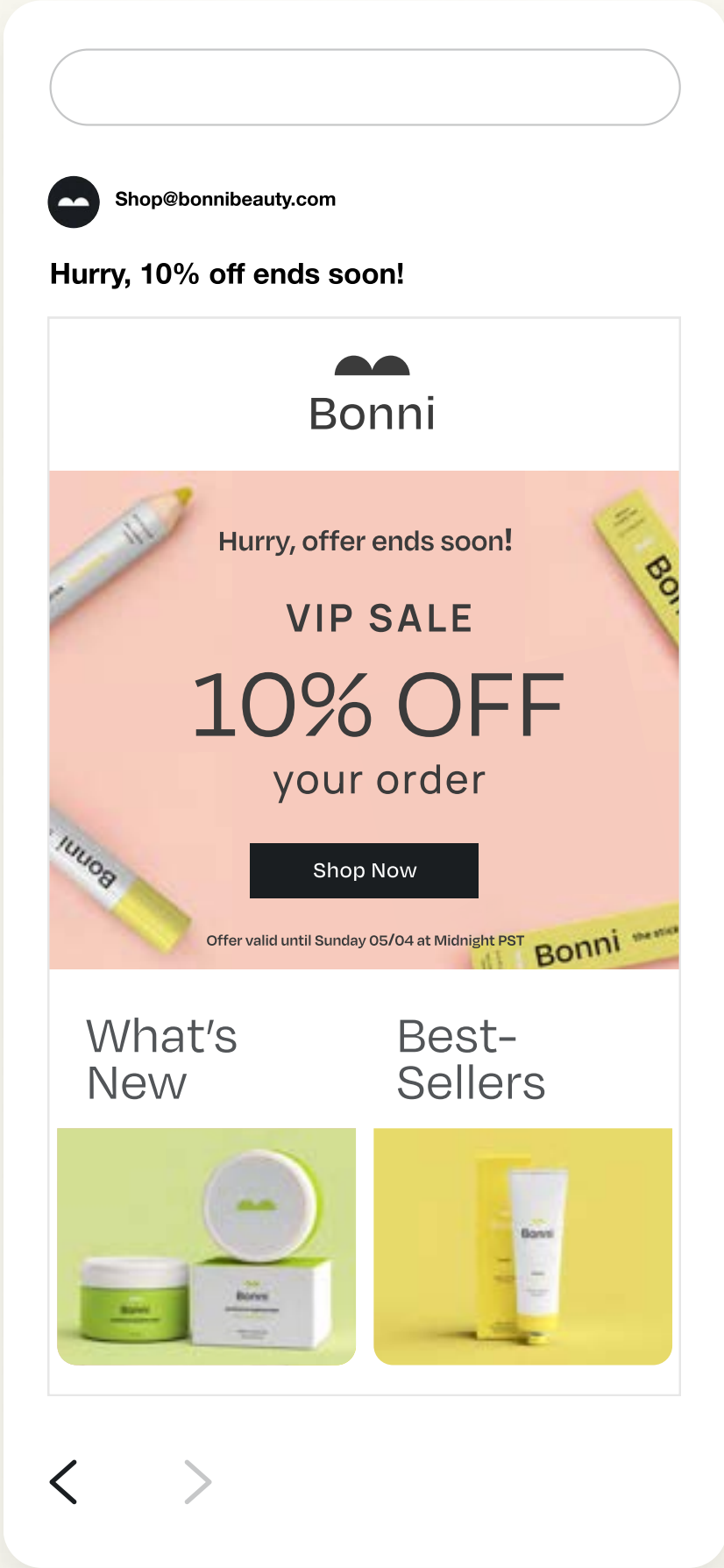
To coordinate SMS and email effectively, start by adapting your messages to leverage each channel's strengths.

For example, **for flash sales and limited-time offers, use SMS to create urgency and drive immediate action.** Follow up with email to showcase more product imagery and provide more details that could entice shoppers who didn't act right away.

For product launches, text to announce the launch and drive instant traffic. Use email to tell the full product story.



SMS



Email



Carlene Galaviz

Senior Director, Email &
Lifecycle Marketing,
Wpromote

WPROMOTE

“

The key to success is ensuring these channels complement, not compete with each other. We strategically map out journeys, using data and segmentation to determine where email or SMS will have the greatest impact based on customer behavior and preferences. By playing to each channel's strengths and aligning them within a cohesive strategy, we're able to increase engagement, drive higher conversion rates, and reduce churn across the subscriber lifetime.

And they want to choose which content they receive on each channel

86% of consumers want to be able to choose which types of messages they receive on each channel. However, preferences vary across content types.

When we asked consumers what content they want to receive by text, they were more likely to want time-sensitive information that's important to them:

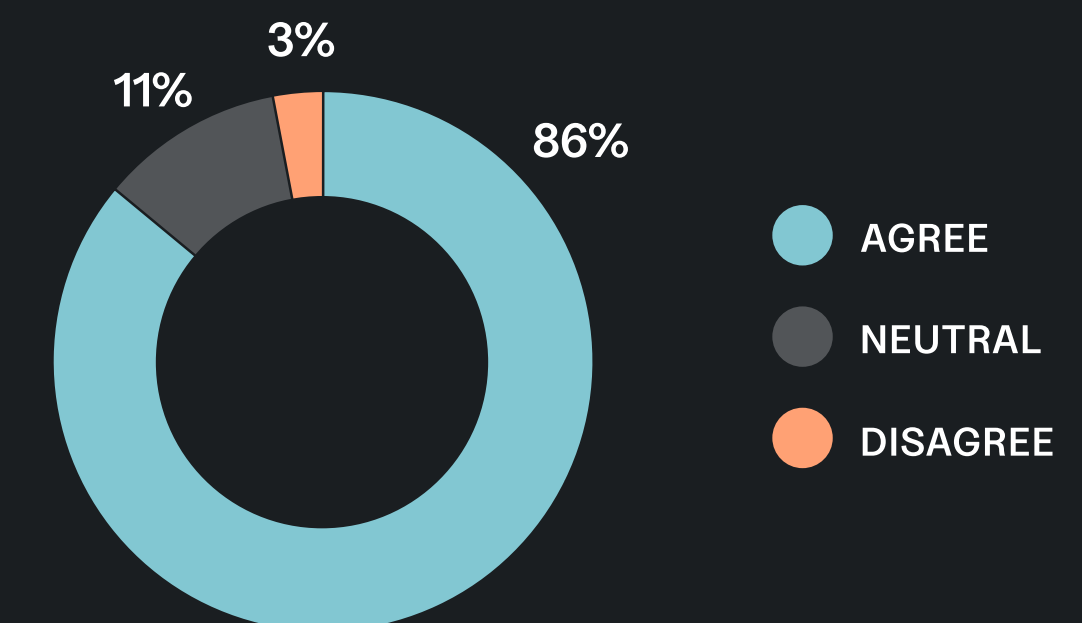
- ✓ Order confirmations
- ✓ Price drops for items they're interested in
- ✓ Shipping and delivery updates
- ✓ Back-in-stock alerts

And for email, consumers are more likely to want to receive nonurgent content like:

- ✓ Product launches and previews
- ✓ Product recommendations
- ✓ Loyalty membership updates
- ✓ Behind-the-scenes content
- ✓ Brand news

This aligns with standard [SMS best practices](#) to focus on time-sensitive messages for the channel. However, consumer preferences vary greatly overall. There's no sweeping majority rule for any category that dictates which channel you should contact subscribers on.

I want to be able to choose which content I receive on each channel



Give subscribers options so they can choose which content they receive on each channel. The Milwaukee Bucks ask their customers as part of their welcome flow:



Bucks: What do you want to hear about the MOST? Let us know by replying with one of the letters below 📌

B = Ticket Updates, Plan Alerts
+ Select-A-Seat Invites
U = Merch Drops & Merch Sales
C = Exclusive Content + Team &
Player Announcements
K = I want EVERYTHING!

You can also segment your audience by engagement with different content types so you can send more of what each subscriber wants on each channel.

AI can support your cross-channel strategy by helping you send more relevant messages on each channel. **Brands that use Attentive's Identity AI are able to improve subscriber identification across devices and browsing sessions. This informs better targeting and segmentation.**

Plus, Attentive AI™ can help you craft high-performing emails and text messages because it's trained on over 3,000 trillion data points. So every campaign works better.

→ Take Action

Create a coordinated cross-channel strategy

Meeting consumers where they want to engage—
with the content they want on each channel—
drives better results.

To adapt to individual preferences, start by understanding and respecting how your subscribers want to engage with your brand across channels:

- ✓ Adapt your messages to suit each channel's strengths.
- ✓ Give subscribers options for which channel they receive different content types on.
- ✓ Segment your audience based on engagement patterns for different content types on each channel.

→ Take Action

Create a coordinated cross-channel strategy

Orchestration across SMS and email is made even more effective by leveraging AI—and soon, RCS.

Brands using solutions like Attentive AI™ can support a high-performing SMS and email marketing program with high-performing copy and improved subscriber identification. This leads to more comprehensive and accurate data to personalize messages with.

RCS Business Messaging will improve cross-channel efforts with:

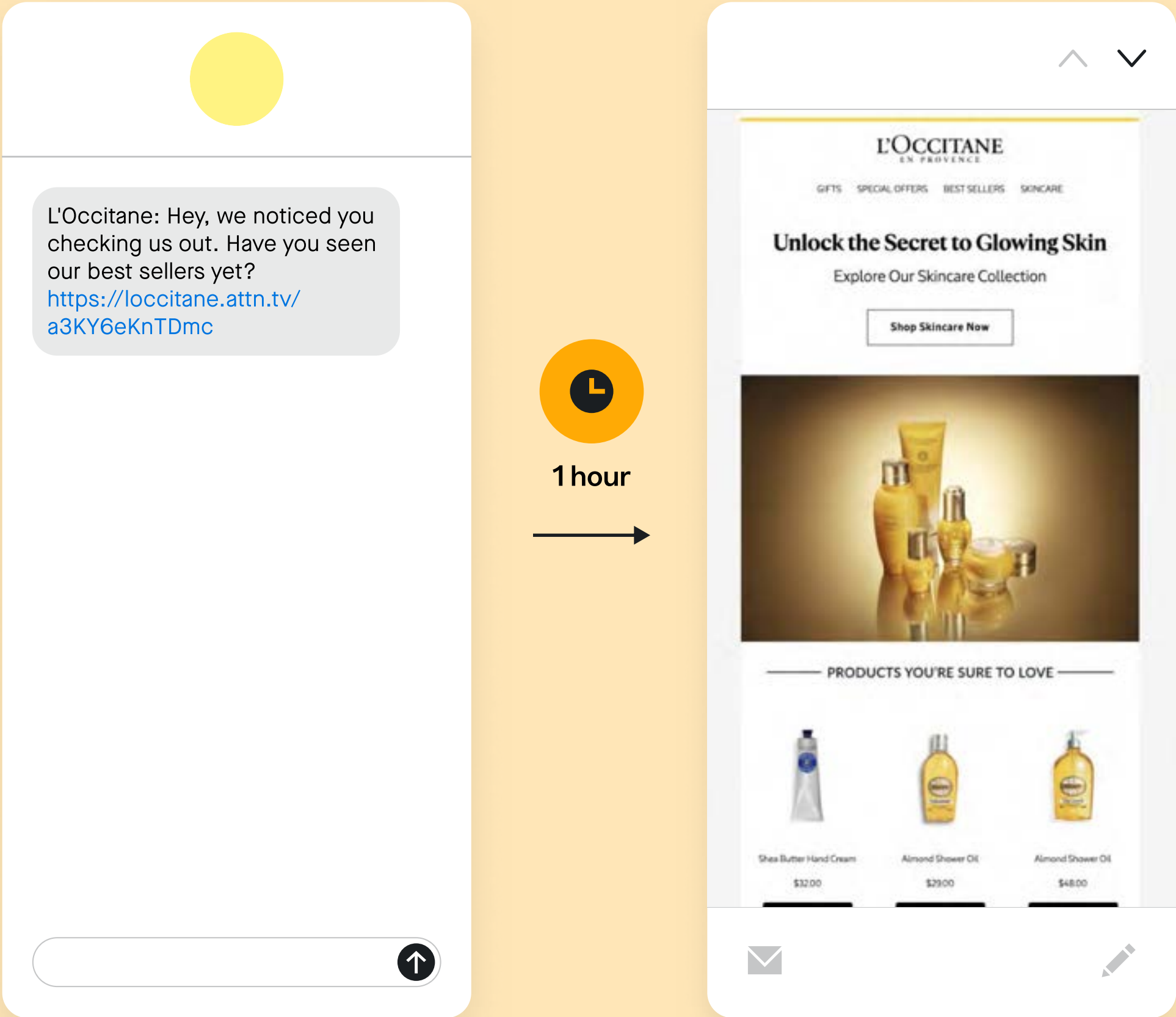
- ✓ **Easier collection of zero-party data, like preferences, through Suggested Replies in text messaging threads**
- ✓ **Better tracking of interest when customers engage with product carousels.**

This data can power more targeted engagement across channels and create a more cohesive experience tailored to each subscriber.

By coordinating your channels thoughtfully and adapting to individual preferences, you can create more compelling experiences that keep subscribers engaged and converting.

When L’Occitane switched to Attentive Email to access a wider variety of email triggers and better SMS coordination, they saw a significant lift in conversions.

For example, their session abandonment journey combines the strengths of SMS and email to re-target site abandoners effectively. The brand sends a text to a subscriber 15 minutes after a website visit to quickly re-capture their attention. An hour after that, they send a more detailed email to pique interest if the subscriber still hasn’t come back to browse.



Since using Attentive's advanced orchestration capabilities, L'Occitane has achieved:

382% increase in conversions

414% increase in email sends

“

Attentive triggered email provides us with enhanced orchestration capability and offers more control over our content, revolutionizing the way we connect with our customers: instantly and effectively.”

Emily McDonald
Senior Manager, CRM & Promotions, L'Occitane

L'OCCITANE
EN PROVENCE

06

Right timing maximizes engagement—but it varies by customer

When your marketing communications reach subscribers at the right time, they're more likely to engage and convert. But ideal timing varies widely across your subscriber base.

Understanding and adapting to these individual patterns will help you see better results from your marketing campaigns.



Customer context influences purchases

Aside from sales, which can influence 50% of shoppers to make a purchase after they get a marketing message from a brand, contextual timing also affects how likely consumers are to buy:

Are actively looking to buy something

- ✓ Are actively looking to buy something
- ✓ Need to restock items
- ✓ Receive their paycheck
- ✓ Are getting ready for a holiday or special occasion
- ✓ Celebrating a holiday or special occasion

These are scenarios you can actively track to better engage customers and reach them when they're most likely to buy.

When are you most likely to buy after receiving a message from a brand?





You can tailor messages to the context of your customers' purchases.

When you identify habitual shopping patterns in your customers, you can reach out with relevant messaging such as:



Abandonment flows that use a browsing data to understand when a customer is considering a purchase.



Replenishment reminders that ping shoppers when they're likely running out of something.



Payday promos at the end of the month.



Holiday messaging that helps shoppers prepare for it.



Special occasion messaging to help shoppers get ready for something like a wedding or a sporting event—using the items they're browsing to determine what special event they might have coming up.



AI can make your behavioral messages more effective by optimizing both timing and content to suit the customer's journey with your brand.

If you use a solution like **Attentive's AI Journeys (available in the US), it works by continuously analyzing customer behavior and purchase signals to predict when each subscriber is most likely to buy.**

It then automatically sends messages at the right time—whether that's when a shopper is actively browsing, after a purchase, or during a seasonal sale. And it dynamically adjusts content to match intent, ensuring every message is both timely and relevant.

SwimOutlet was already familiar with the impact of behavioral flows to send contextually relevant messages to their customers.

But sending the same copy to all subscribers was starting to yield diminishing returns.

They wanted to leverage more of their customer data to customize the content, tone, and timing of messages to each subscriber. So they tested Attentive’s AI Journeys against their standard cart abandonment message.

Now SwimOutlet can send hyper-relevant abandonment messages that take into account the customer’s history with the brand, recent behavior, and product details.



The result? AI Journeys helped
SwimOutlet achieve:

600% surge in total
revenue

54% boost to CTR

“

By making the most out of our data we’ve also seen
awesome jumps in how engaged our customers are,
which means more conversions and revenue.”

Ryan Moakley
Director of Marketing, SwimOutlet

SWIMOUTLET
SWIMOUTLET.com

Time of day impacts engagement

61% of consumers engage with brand messages while hanging out at home in the evening or eating dinner. But sticking to a single send time means missing opportunities with over a third of your audience.

A significant portion of your subscribers are likely to engage at other times of day, too:

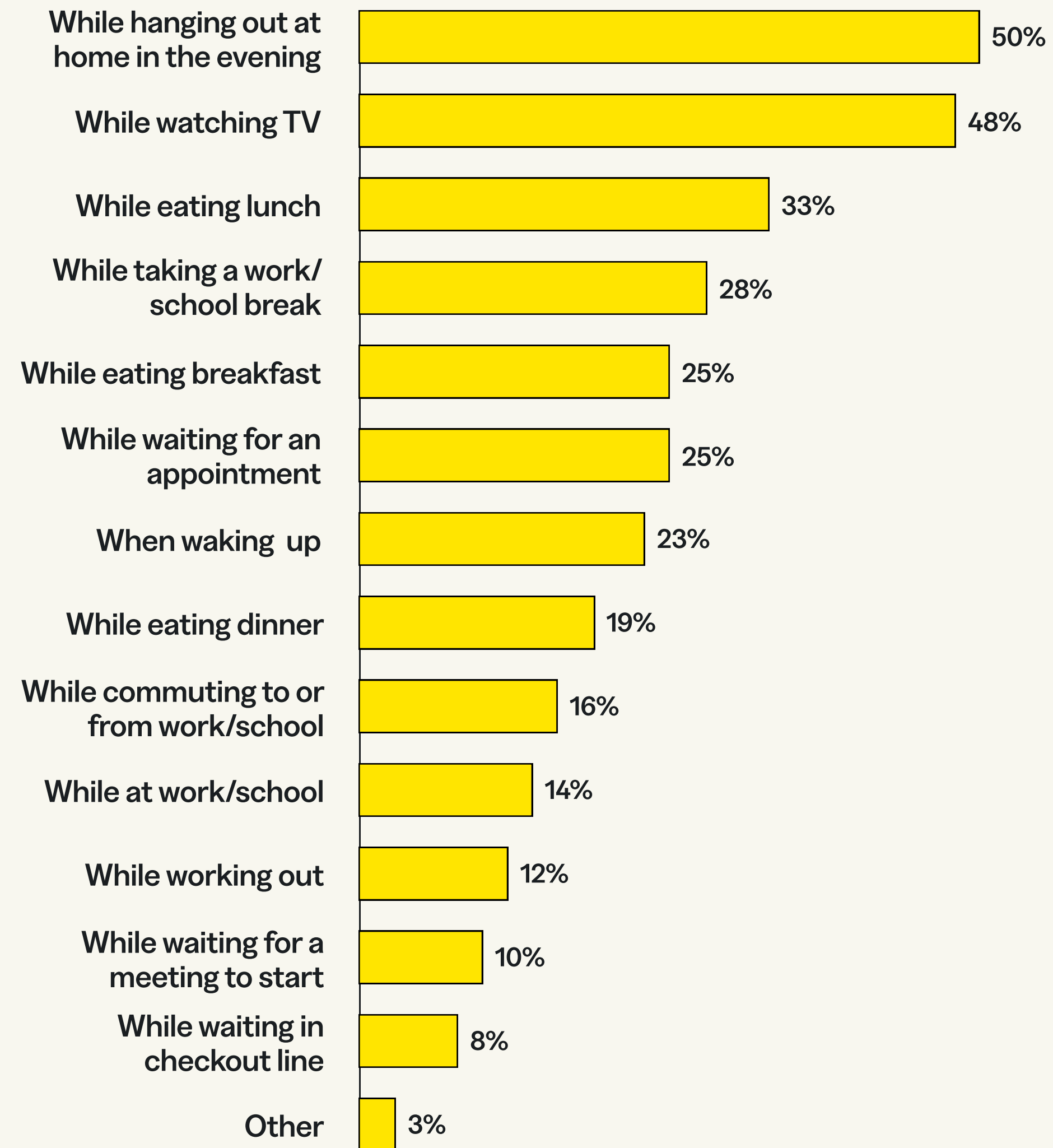
54% during the day—like while eating lunch or taking a break at work or school

41% in the morning—whether in bed or while eating breakfast

There are generational differences in these habits, too. **66% of Baby Boomers are likely to engage while hanging out at home in the evening, while younger generations engage more throughout the day.**

That said, plenty of consumers are likely to engage during activities that have no specified time of day, like while watching TV, waiting for an appointment or meeting to start, or when working out.

Times most likely to engage with brand text messages



Test different send times to understand when your audience is most active. Then segment your sends based on engagement patterns so you can catch each customer at times they're likely to browse.



AI can handle this more effectively than manual segmentation.

AI learns individual engagement patterns to send messages when each subscriber is most likely to engage—and it adapts as consumer habits change. So you won't be stuck messaging a subscriber during their morning coffee when their habits have switched to evening engagement.

Attentive's Send Time AI also takes into account the subscriber's time zone to stay compliant with TCPA quiet hours.



Jess Grossman
Founder & CEO, In Social

“


The medium has always been the message, but the message only matters if it's received at the right time. 8am to one person is not 8am to another. Someone who drives to work between 8-9am isn't going to be reading their emails like the person who works from home and is scrolling their messages while eating cereal before starting their work day.


The good thing is, these differences are most often part of each individual's routine. Leveraging AI sending to identify that routine as the best time to send a message is why Attentive's Send Time AI drives the results that it does, and why we at In Social, a 10 year-old full service digital marketing agency, are big fans of it.”

So how effective is optimizing send time really? Children’s clothing brand **Cecil & Lou** tested Attentive’s Send Time AI to identify the best time of day to reach each subscriber when they’re most likely to engage.


Rather than sending a message to everyone at once, Send Time AI analyzes past campaign performance, individual subscriber data, and anonymous platform data to determine optimal send times on an individual subscriber basis.










Send time: Variation A


 Wed, Feb 28, 2024

 9:00 AM

Send time: Variation B

 ATTENTIVE AI™

 Wed, Feb 28, 2024

 AI optimized

Cecil and Lou: LAST CALL! Order these darling CUSTOM styles today and stand out from the crowd! <https://candl.attn.tv/I/MAL/AAAAA>

As a result, one campaign saw:

55% increase in revenue
per message

54% revenue boost

22% increase in CVR

“

We've seen amazing results with Send Time AI. It's better than we ever thought it could be—our campaigns are far more successful when using this tool.”

Gina Moers
Marketing, Cecil & Lou
Cecil & Lou

→ Take Action

Optimize timing to improve message performance

Every subscriber has unique patterns for when they engage with brand messages. And they're more likely to purchase when messages align with their schedule and context.

Start with these foundational practices:

- ✓ Track patterns in audience engagement.
- ✓ Set up triggered messages to respond to consumer behavior, like browse abandonment and restock notifications.
- ✓ Segment sends based on engagement timing.

Add AI to optimize timing to each individual subscriber and adapt to real-time changes in their behavior.

RCS Business Messaging will make timing even more precise since the format encourages engagement through CTA buttons, replies, and carousels, not just link clicks. So you'll have more data to identify exactly when subscribers are engaging.

THE BOTTOM LINE

Meeting consumer expectations requires brands to innovate

Consumers want personalized shopping experiences that match their individual habits and make it easier to find products they'll love. The technology to deliver these experiences at scale is finally here.

The brands that win in 2025 and beyond will be those that:

- ✓ **Put customer preferences first**
- ✓ **Adapt to individual shopping patterns**
- ✓ **Create cohesive experiences across channels**
- ✓ **Embrace AI to scale personalization effectively**
- ✓ **Prepare for RCS's enhanced mobile capabilities**

By adding the personalization power of AI and the rich experiences RCS Business Messaging will enable, brands can finally deliver the seamless shopping experiences consumers want—and drive better business results in the process.

Attentive's Personalization Engine has been trained on over 3,000 trillion data points and 110 billion messages across 70+ verticals to understand what creates high-performing campaigns. This intelligence combines with your brand data to enable true 1:1 personalization throughout the customer journey.

Brands using Attentive AI™ are already seeing dramatic improvements across key metrics:

- ✓ **200% more revenue with triggered messages using AI Journeys**
- ✓ **10–15% lift in abandonment journey revenue with Identity AI**
- ✓ **15-20% boost in campaign revenue using Audiences AI**
- ✓ **27% revenue increase and 7% higher ROI with Auto Retargeting**

Want to find out how Attentive can help transform your SMS and email marketing? [Learn more and get a demo.](#)

In January 2025, we partnered with [CITE Research](#) to survey 3,300 consumers (2,000 US respondents, 1,000 in the United Kingdom, and 300 in Australia) to find out:

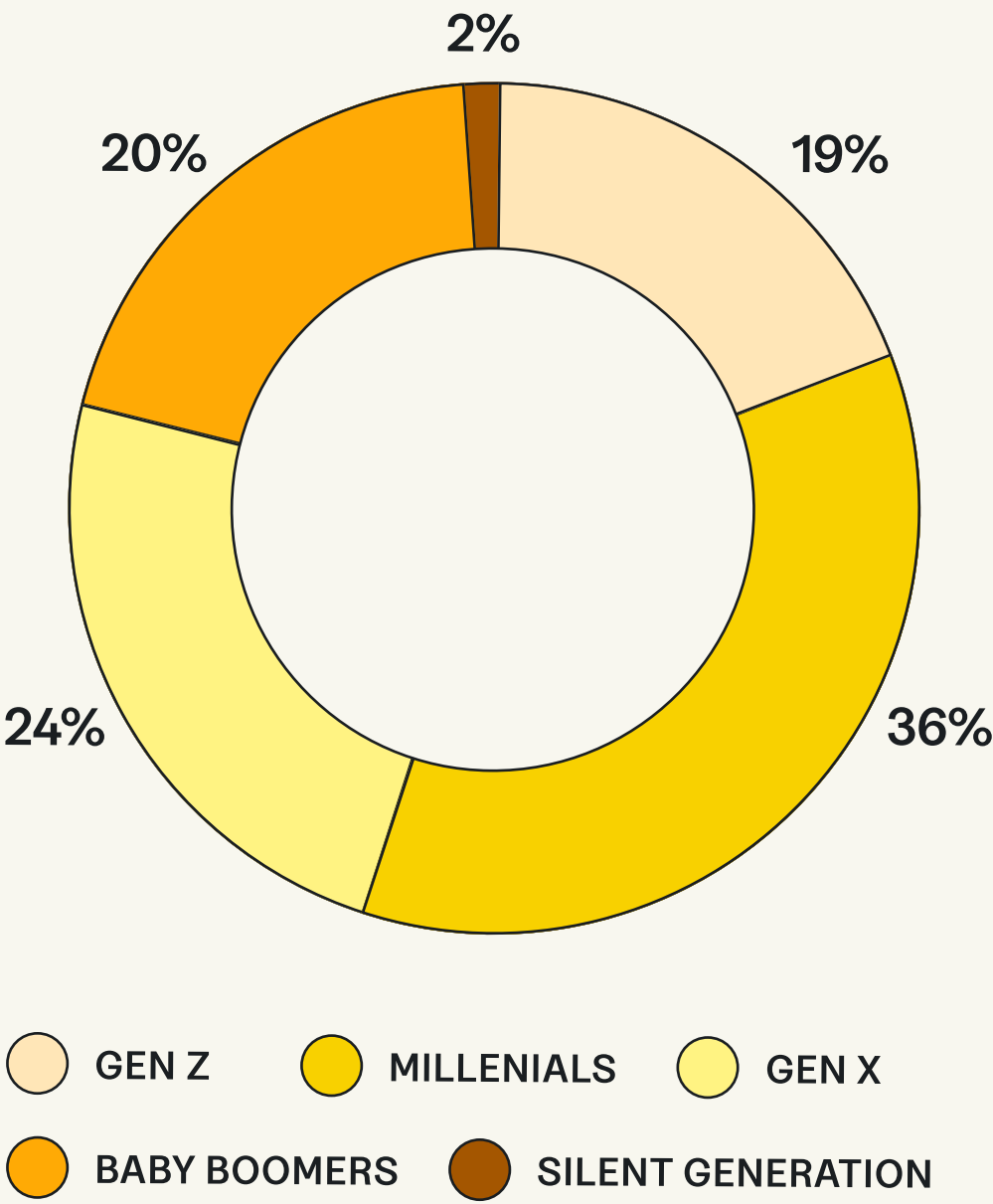
- ✓ What expectations consumers have regarding personalization
- ✓ What drives them to make purchases
- ✓ What content they expect across email and SMS communications
- ✓ How interested they are in AI-powered experiences and upcoming RCS Business Messaging features

Respondent criteria

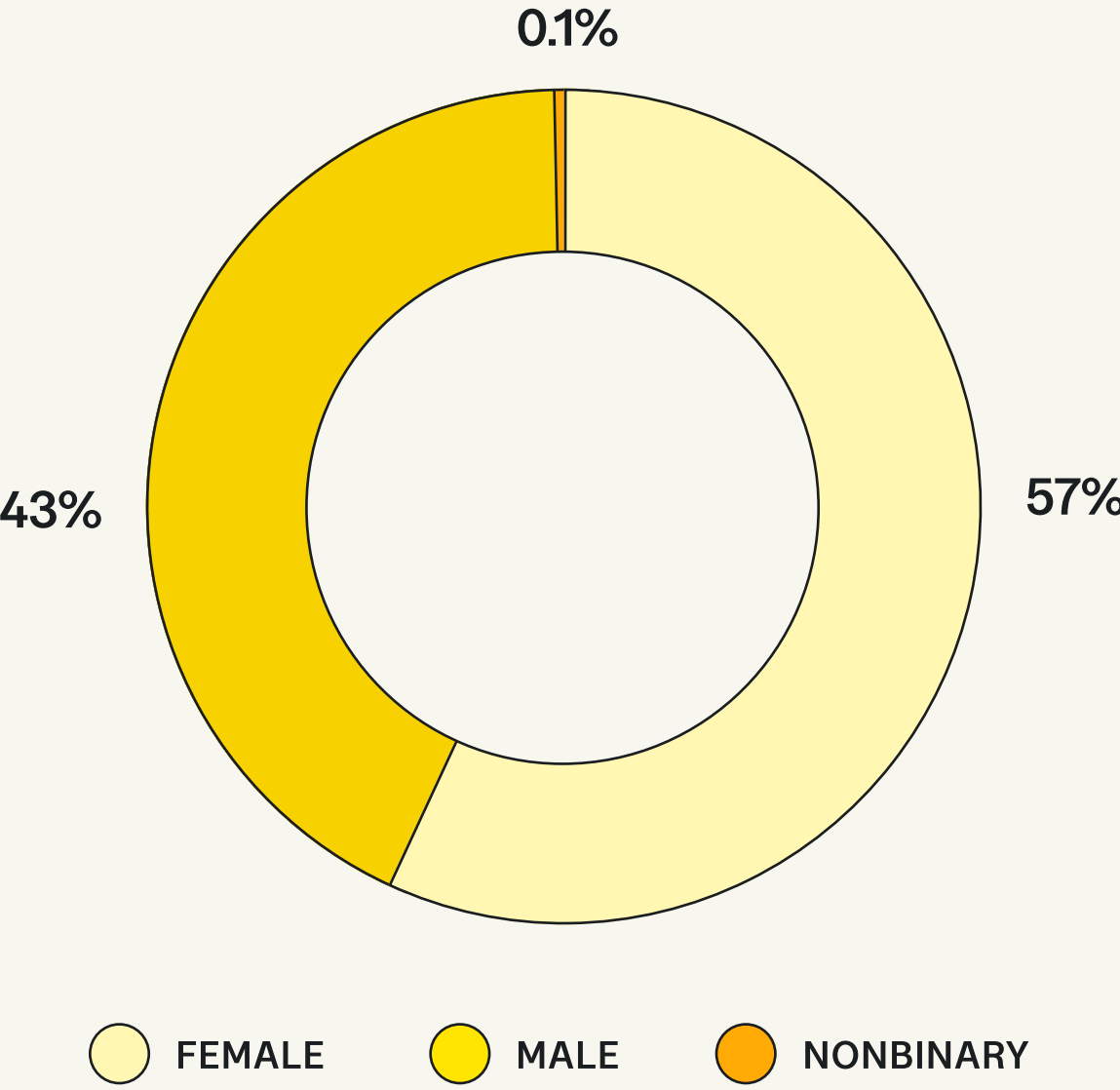
Survey participants met the following criteria:

- ✓ 18 years of age or older
- ✓ Own a smartphone
- ✓ Made at least 3 online purchases in past 3 months
- ✓ Currently receive both email and text communications from brands

Generation

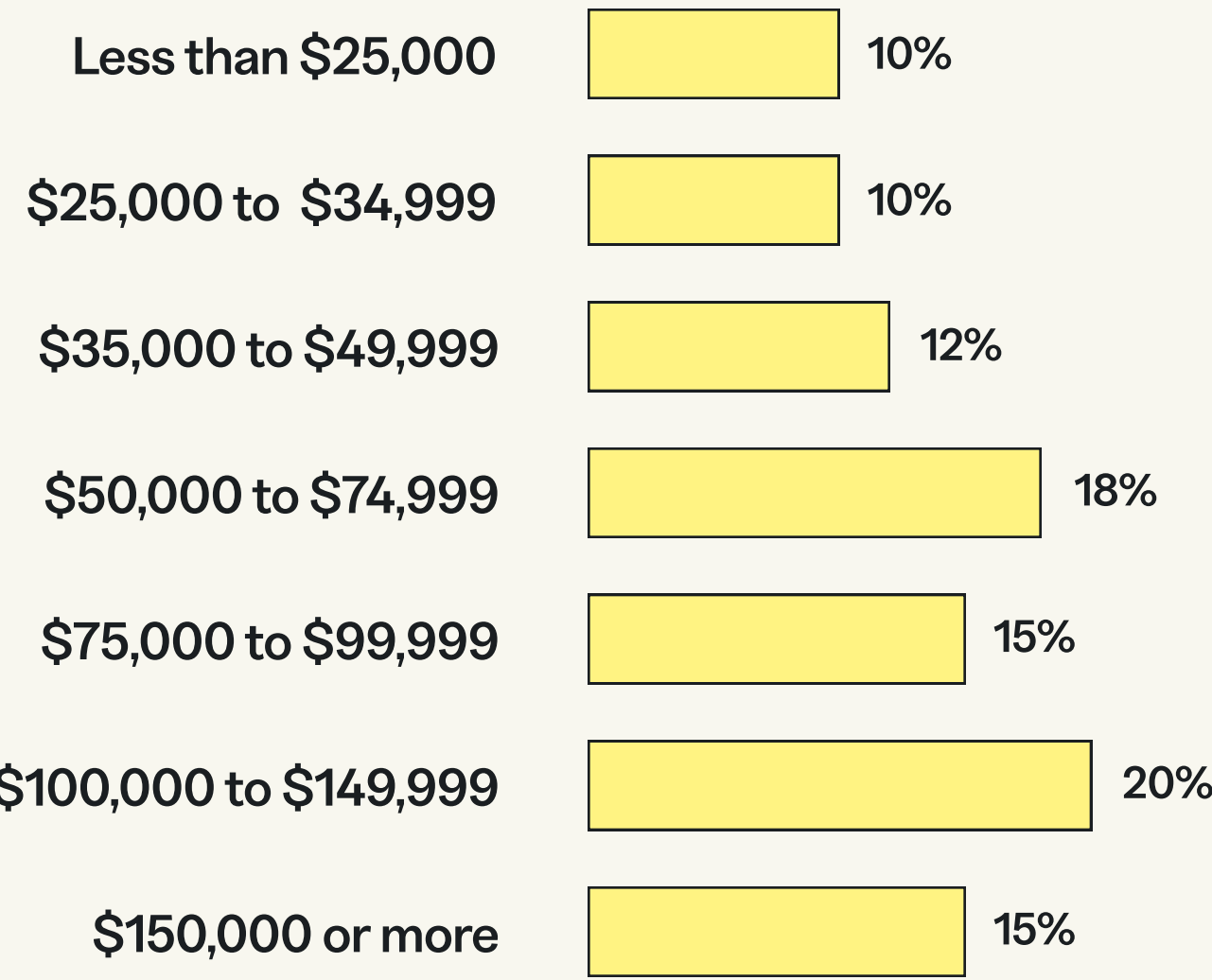


Gender

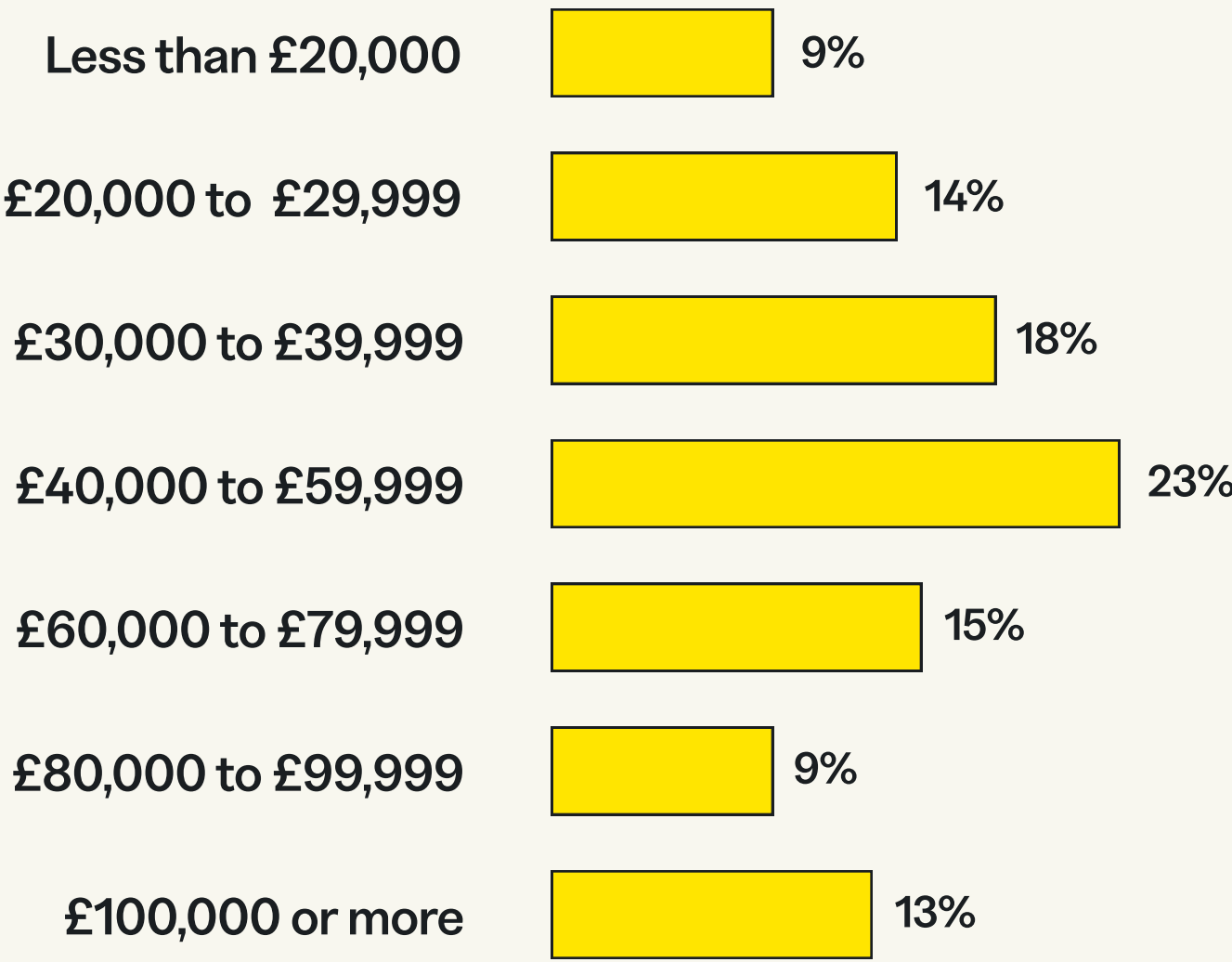


Household income

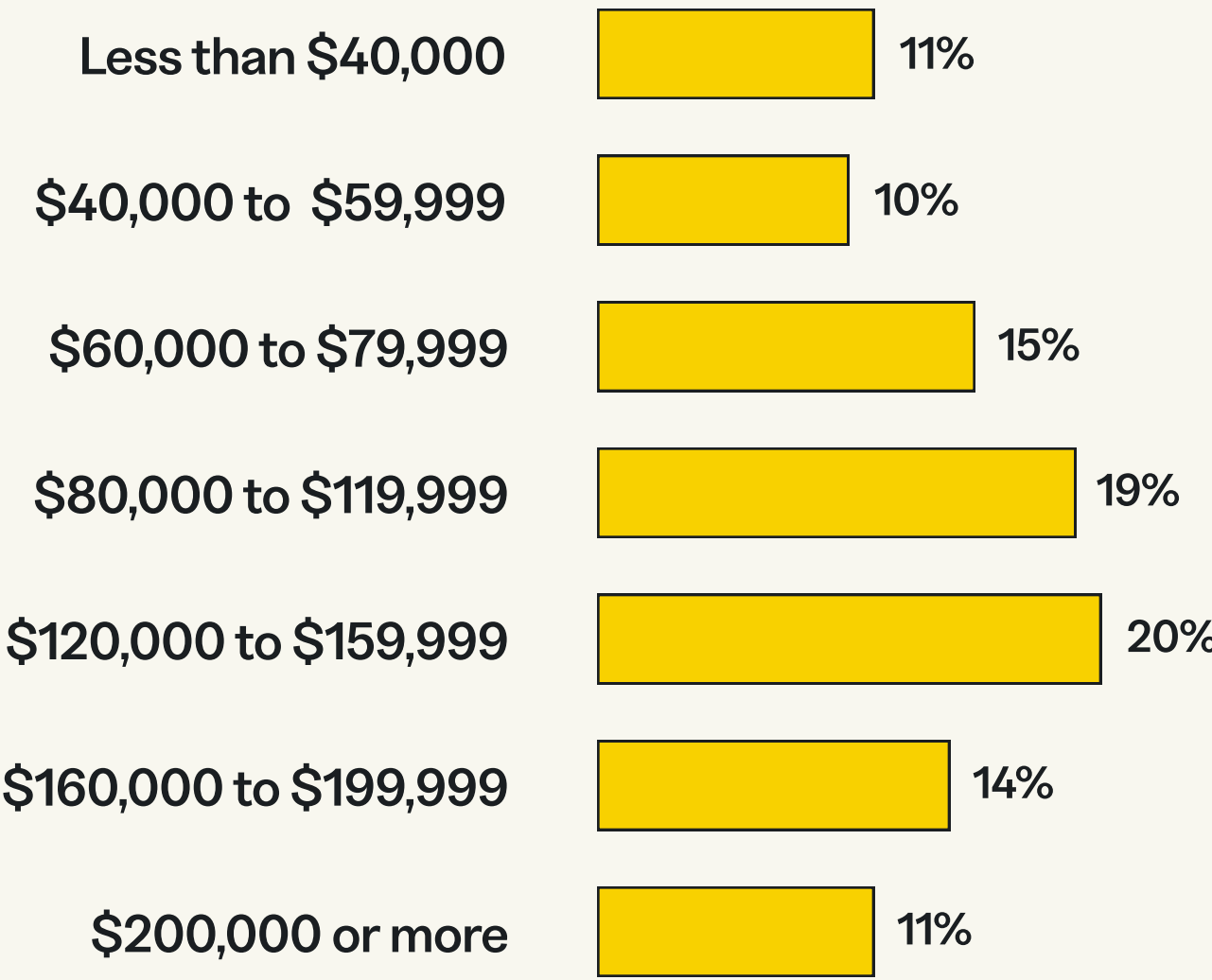
United States



United Kingdom



Australia





Attentive® is the AI-powered mobile marketing platform transforming the way brands personalize consumer engagement. Attentive enables marketers to craft tailored journeys for every subscriber, driving higher recurring revenue and maximizing campaign performance. Activating real-time data from multiple channels and advanced AI, the platform personalizes content, tone, and timing to help brands deliver 1:1 messages that truly resonate.

With a top-rated customer success team recognized on G2, Attentive partners with marketers to provide strategic guidance and optimize SMS and email campaigns. Trusted by leading global brands like GUESS, Urban Outfitters, and Steve Madden, Attentive ensures enterprise-grade compliance and deliverability, supporting trillions of interactions across more than 70 industries. To learn more or request a demo, visit www.attentive.com or follow us on [LinkedIn](#), [X](#) (formerly Twitter), or [Instagram](#).