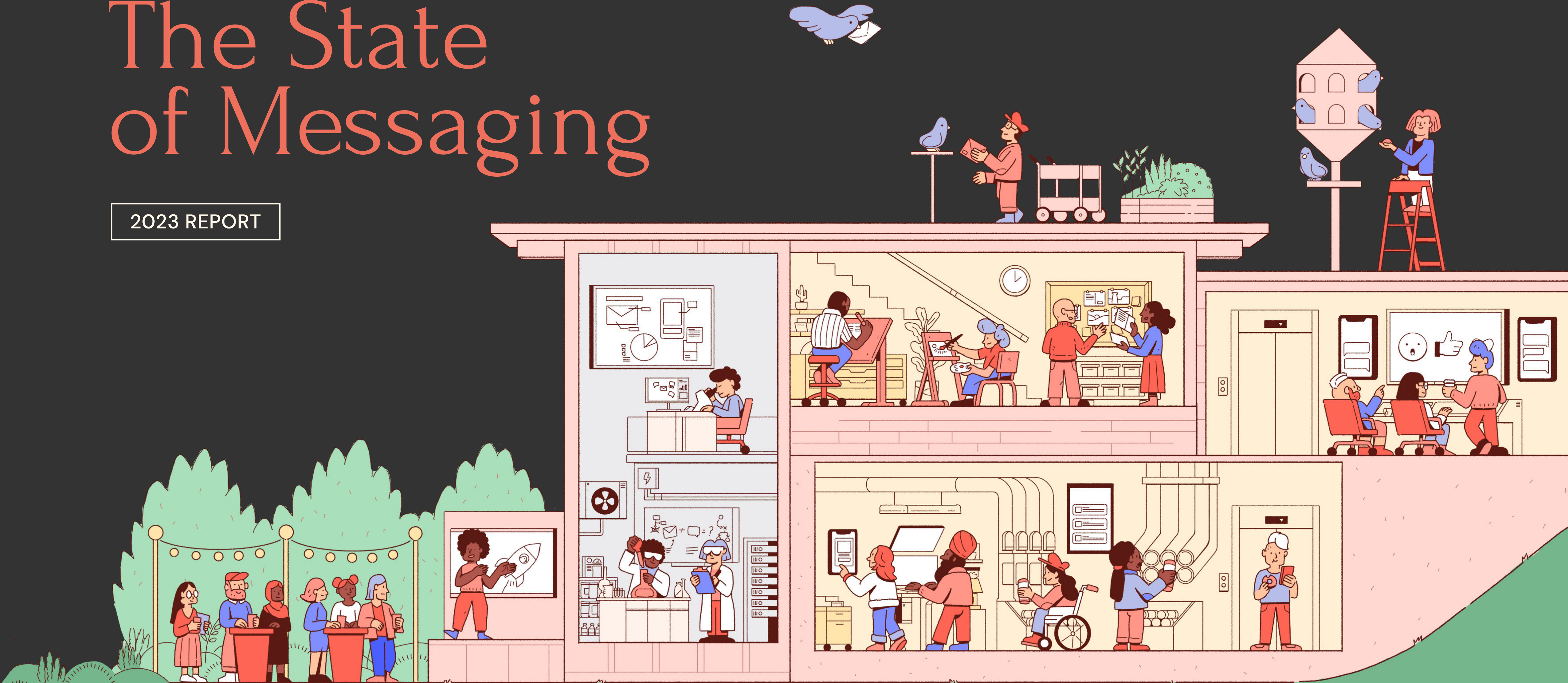


The State of Messaging

2023 REPORT



INTRODUCTION

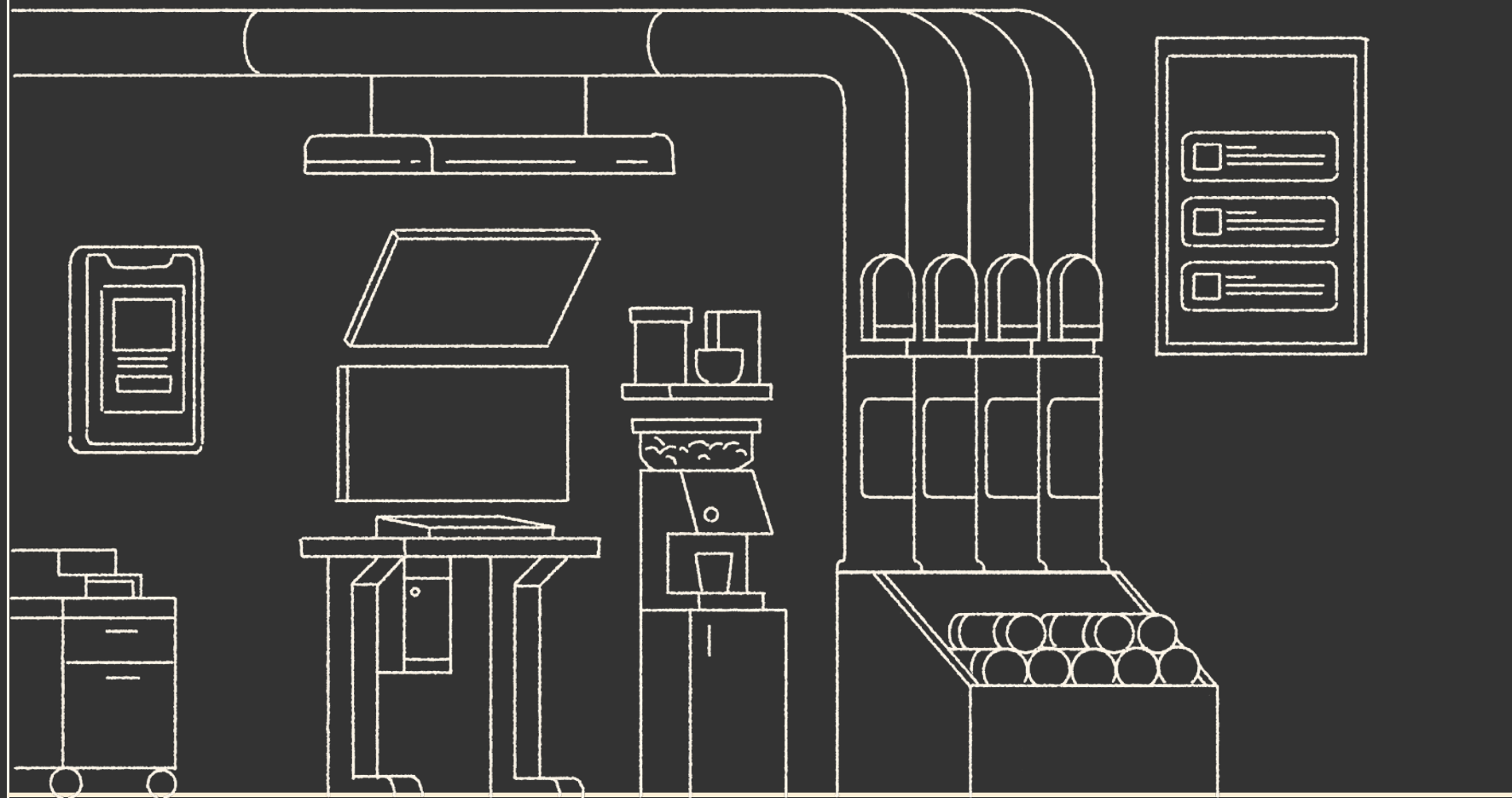
Roll out the welcome mat for customer engagement

Building relationships with your customers is like constructing a well-designed house. Every time you reach out to your customers—from a simple transaction confirmation to a sophisticated multi-touch campaign—you're building a relationship.

To create meaningful bonds with customers, you need a clear understanding of the messaging landscape. In this report, we've analyzed internal data from our platform and synthesized insights from brands across various industries to reveal the trends that defined messaging in 2023 and map out the terrain for 2024.

A successful messaging strategy lays a solid foundation, creates a blueprint for ongoing engagement, and invites customers to make themselves at home with your brand.

In the following pages, we provide detailed data with analyses and forecasts to help you optimize your messaging and thrive in the ever-evolving realm of customer engagement.



METHODOLOGY

Collection & analysis

24 months of platform data

Anonymous, aggregated usage and performance data from Customer.io Journeys and Parcel.io.

Performance within and across channels:

- Sending behavior
- Engagement metrics (conversion rates)
- Churn, retention, and loyalty indicators

Personalization and optimization strategies:

- Multi-channel and single usage, send times, email frameworks

360 survey + poll responses

Insights from marketers, product managers, and engineers on messaging trends in their companies and industries.

Survey participant demographics:

- **Industries** – SaaS, edtech, fintech, healthcare, media and entertainment, ecommerce, marketplace, gaming, travel, IT, and telecommunications
- **Roles** – Executives, marketers, product managers, engineers, and customer success reps
- **Size/type** – Startups, growth-stage, and large enterprises in both B2B and B2C



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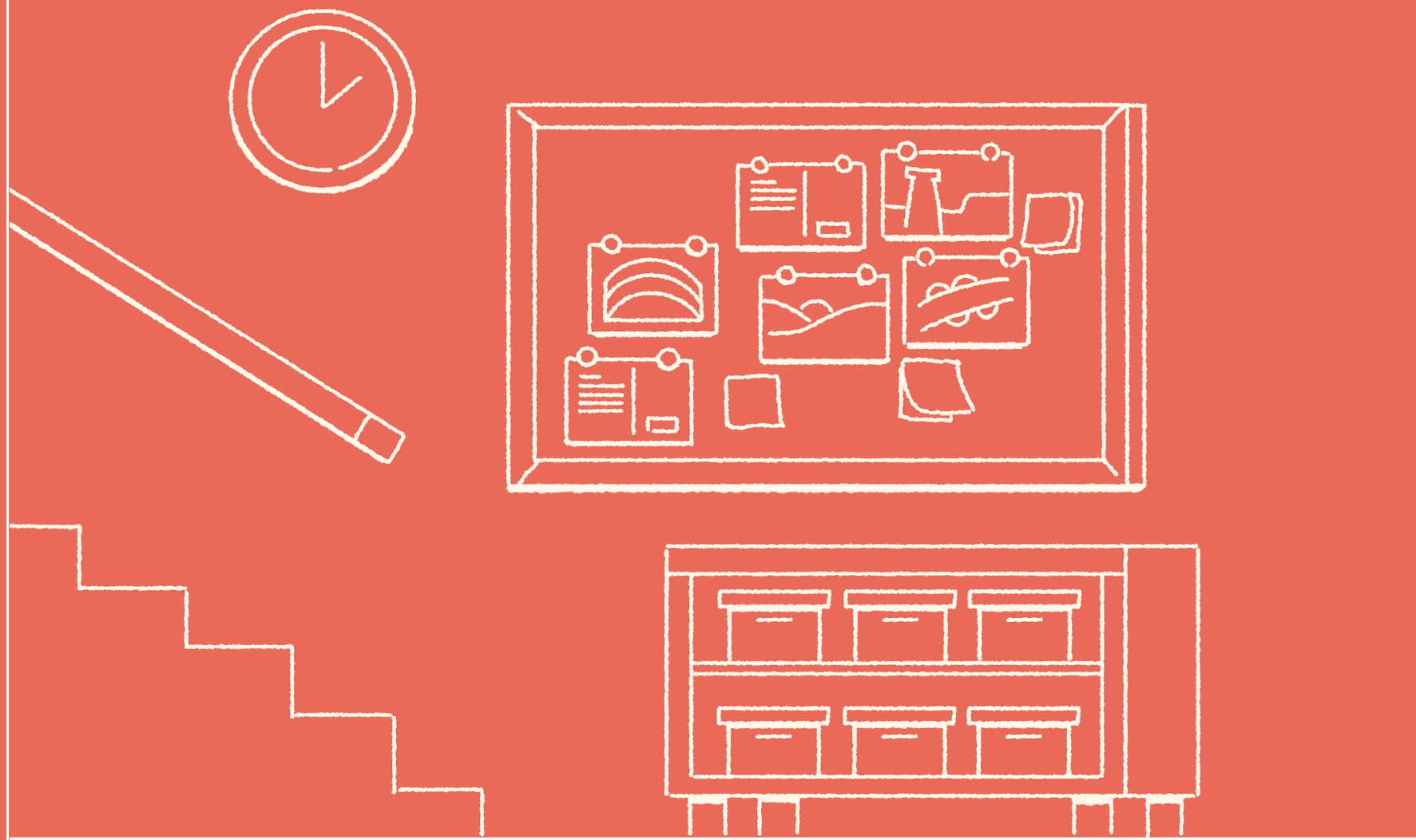
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2023 retrospective

Brands used more channels—especially mobile—and increased their message volume across them all. While email is still central to brands’ strategies, the state of messaging is increasingly focused on connecting with customers across multiple touchpoints, with multi-channel campaigns providing superior performance.

Let’s walk through the key findings and trends from 2023.



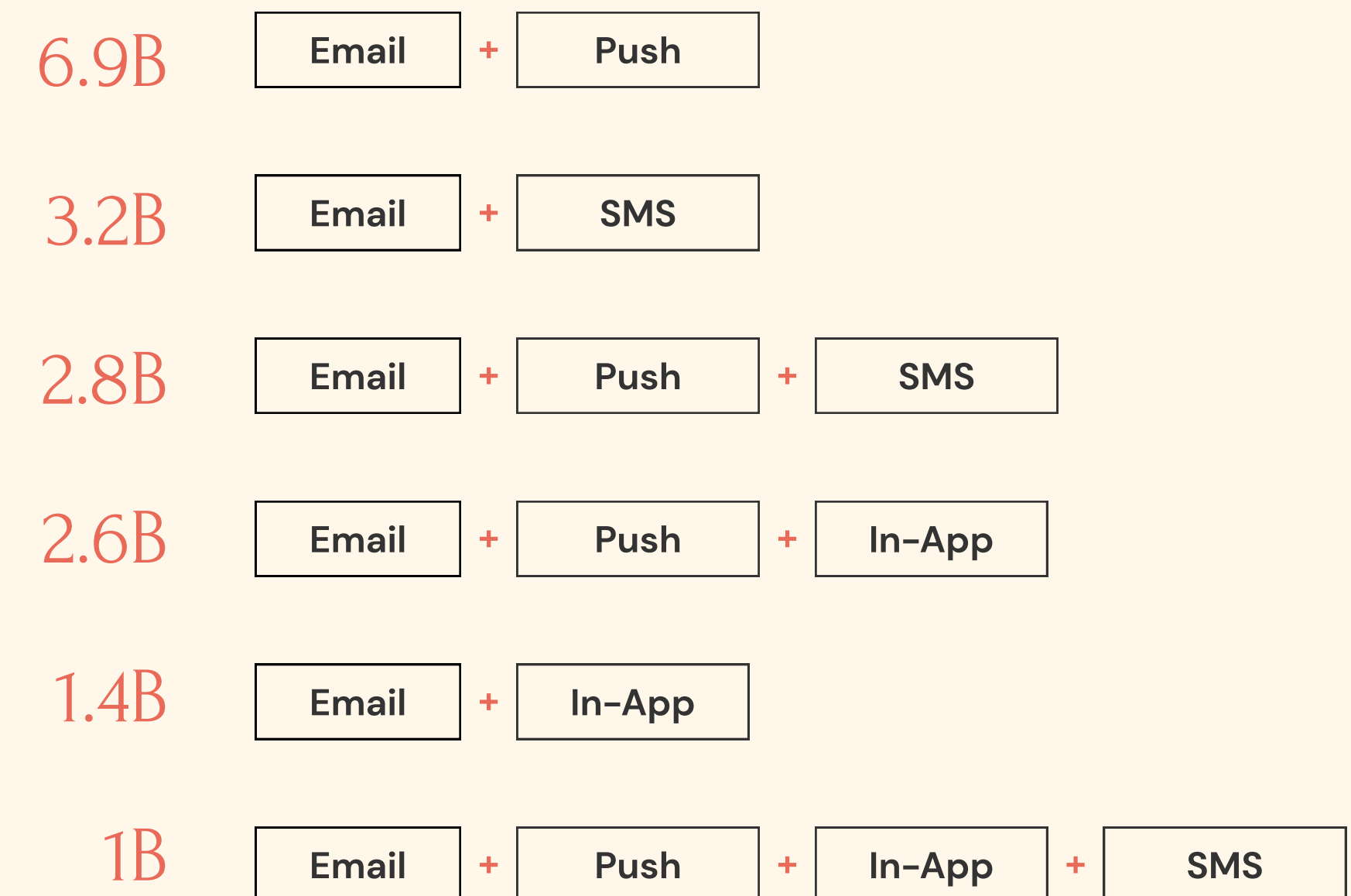
Brands moved toward multi-channel messaging

There are more ways to connect with customers than ever before, and more brands seized the opportunity to combine email, SMS, push notifications, and in-app messages. Multi-channel messaging showed significant growth in 2023, with 44% more brands using at least two channels in 2023 than the previous year.

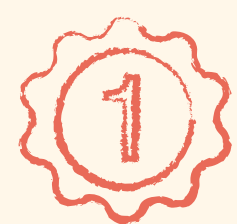
While the largest number of campaigns combined two channels, a significant chunk leveraged three.

44% increase in brands using 2+ channels

CHANNEL COMBINATIONS RANKED BY TOTAL NUMBER OF SENDS IN 2023



MULTI-CHANNEL TRENDS: HIGHEST-PERFORMING COMBOS



Email + SMS + Push

285% better than Email + SMS 196% better than Email + Push



In-app + Push

417% better than in-app alone 283% better than push alone



Push + SMS

239% better than SMS alone 206% better than push alone

Multi-channel > single-channel messaging

Brands that took advantage of more than one channel in their messaging strategies were rewarded with higher performance. Mixing two or more channels, such as in-app + push or SMS + push, yielded significantly higher conversions than using a single channel alone. Three channels seemed to hit the sweet spot, producing 244% better conversion rates than single-channel approaches.

In campaigns that used multiple channels, email + SMS + push beat out all other combos—converting at a whopping 913% higher rate than email alone.

63% better performance by multi-channel usage than single-channel

CUSTOMER SPOTLIGHT

Bamboo cleverly combined channels to boost conversion

FinTech startup Bamboo needed to engage a diverse audience of investors with personalized content tailored to a wide range of customer profiles. Using Journeys, they built multi-channel campaigns that included email, SMS, and push to engage their audiences where it mattered most. But, they found that many customers quickly dismissed push notifications, so they added in-app messages to the mix. That did the trick—doubling conversion rates in 2023 compared to the previous year.

30% conversion rate for multi-channel campaign vs. 15% from the previous year



[Read the full case study on how Bamboo exceeded their KPIs across audience segments](#)



“Messaging frequency is key for our strategy. We can’t email our customers daily, so increasing frequency with a multi-channel strategy is how we can scale message volume. The conversion rates prove that strategy is working.”


UGO IWUCHUKWU
HEAD OF MARKETING & PARTNERSHIPS



MOBILE SEND VOLUME GROWTH BY CHANNEL IN 2023*

 **793%**
IN-APP

 **46%**
SMS

 **34%**
PUSH

* % increase from Jan-Oct 2023 (not year-over-year data)

2023 RETROSPECTIVE | CHAPTER 2

Messaging trends

Brands are increasingly meeting customers where they spend most of their digital time—on their phones. While mobile message sends rose overall, in-app and SMS saw the sharpest uptick in volume, becoming the fastest-growing channels in 2023.

47% increase in mobile
messages sent throughout
2023



SMS trends

As texting increasingly dominates how people communicate, brands are getting into the conversation. SMS message volume shot up in 2023, reflecting brands' move into more mobile messaging. Growth in this channel is particularly relevant for brands that don't have an app to leverage push or in-app messaging.



Industry breakdown

While brands across the board increased their use of SMS, three industries got in on the action in a big way.

- **FinTech** seized SMS on a grand scale, with an increase of 50% compared to 2022.
- **Healthcare** sent a relatively low number of SMS messages but ramped up their activity in 2023 by sending three times more messages than the previous year.
- **SaaS** was the second-most active industry in using SMS but saw a year-over-year increase of just 7%.

FinTech companies have a particular challenge that SMS can help solve: the know-your-customer (KYC) process. With intricate onboarding steps like identity verification and income confirmation, this industry needs frequent touchpoints for time-sensitive customer actions—so it's no surprise fintech brands are leveraging SMS to guide customers through the journey.

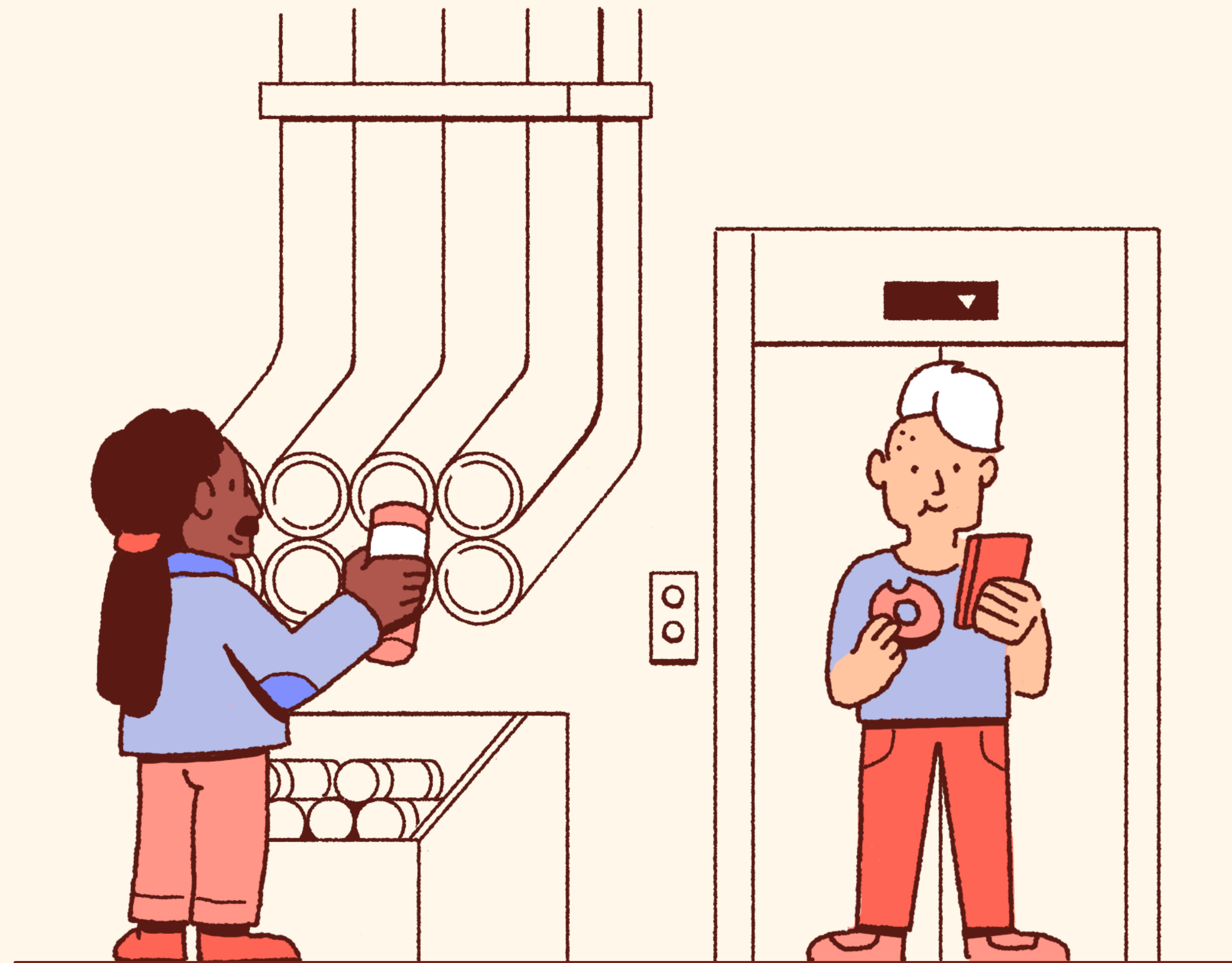
PRO TIP

Timely and relevant content

When using SMS for time-sensitive actions like KYC processes, prioritize crafting content that feels genuinely important. Given the binary nature of SMS preferences (opt-in or opt-out), delivering a high-quality, valuable message is crucial to prevent high unsubscribe rates. With limited space for storytelling, aim for SMS messages that are short, direct, and super valuable.



[Learn more about personalized SMS mobile onboarding](#)



Push trends

Brands are pushing their way into customers' mobile devices more than ever before. 49% more brands adopted this channel in 2023.

Comparing push send volume between 2023 and 2022 shows a slight year-over-year drop of 8%. That's unsurprising in light of in-app messaging volume, which skyrocketed in 2023. Since brands with apps can leverage both these channels, the data reflects how they balance push and in-app within their multi-channel strategies.

Industry breakdown

The pushiest industries in this channel were SaaS and fintech by a wide margin. But when it comes to changes in sending behavior, the healthcare industry led the pack,

increasing push notifications by 41% year-over-year. In the broader landscape, fintech and SaaS industries accounted for the largest overall senders, allocating 34% and 13% of their volume to push notifications, respectively. Notably, fintech saw a rising trend with the introduction of transactional push notifications*. In an environment prioritizing metrics like monthly active users (MAU) and daily active users (DAU), push notifications emerged as a strategic tool to re-engage users.

 **41%** year-over-year push volume increase for healthcare companies

 **49%** year-over-year increase in brands using push

* Customer.io Journeys launched [transactional push notifications](#) in May 2023

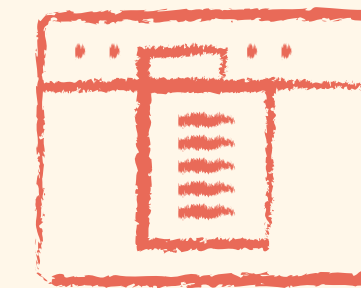
In-app trends

In-app messaging was the fastest-growing channel this year, both in adoption and send volume growth. Not only did the number of brands using in-app swell, but the quantity of sends increased by 793% throughout 2023.

What's behind the surge? One factor may be the relatively new availability of the channel—it was introduced to the platform in late 2022, and brands showed high enthusiasm for adopting it in 2023. With the in-app + push combo delivering the second-best performance in multi-channel campaigns, brands seem to have implemented a more holistic strategy by adopting in-app messaging.

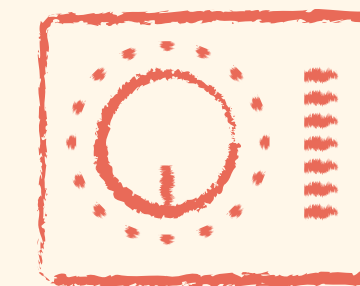
Industry breakdown

SaaS companies embraced in-app messaging with gusto, sending far more messages than any other industry in 2023. The next highest volume came from edtech companies, though the send volume in that industry was trifling compared to SaaS.



187%

year-over-year increase
in brands using in-app



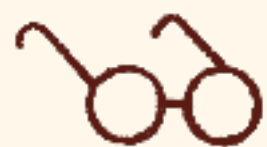
3X

more in-app messages
sent by SaaS companies
than edtech

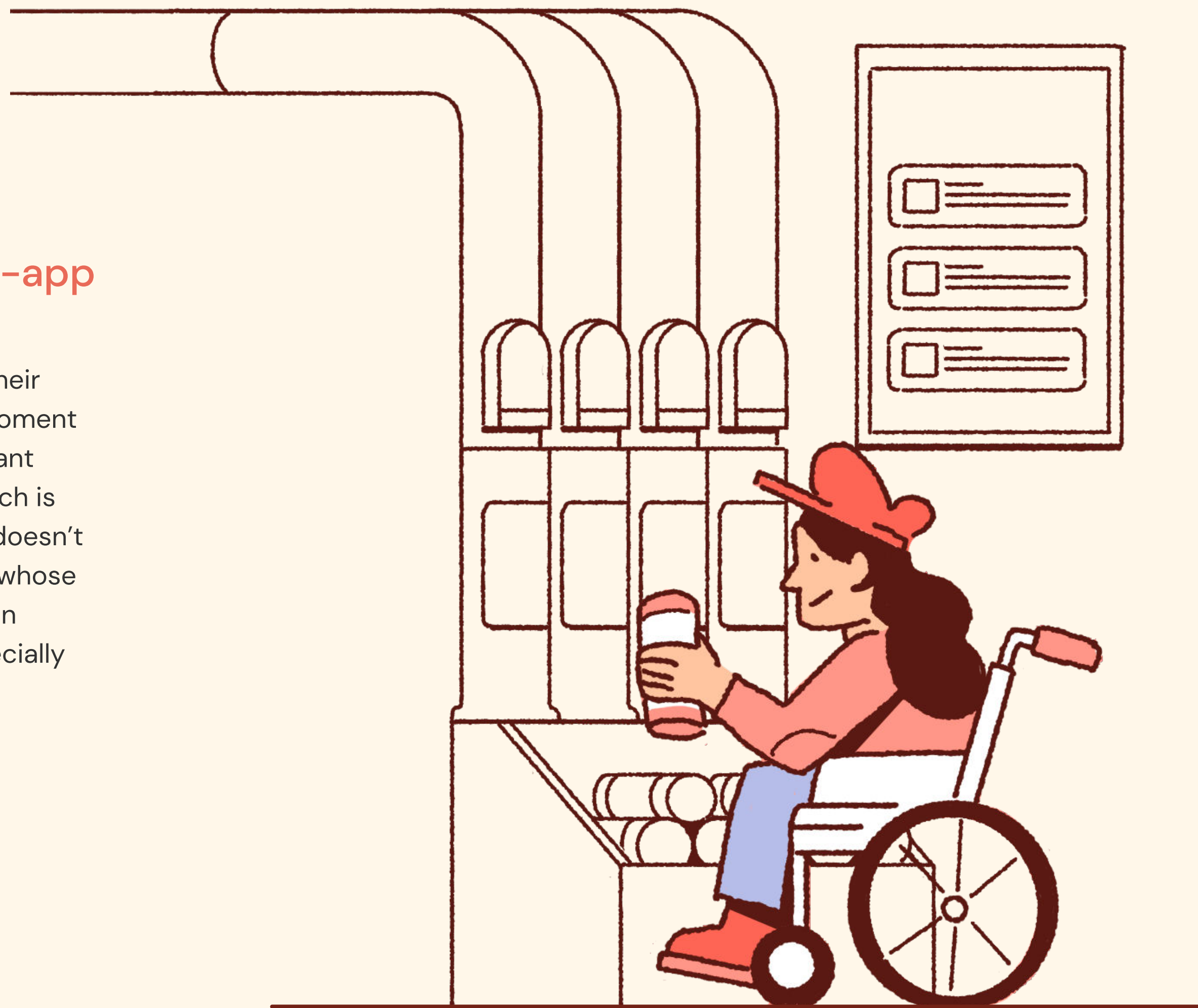
PRO TIP

Boost engagement with in-app

In-app messages allow brands to reach customers when they're already using their app—a strategy that deepens in-the-moment engagement. Brands can ensure important messages get in front of customers, which is particularly important if your audience doesn't usually engage with emails. Companies whose only product is a mobile app (common in fintech and edtech industries) can especially benefit from this approach.



[Discover in-app benefits and best practices](#)





26%

year-over-year increase in email volume



2.7X

more emails sent by SaaS companies than other industries

2023 RETROSPECTIVE | CHAPTER 6

Email trends

Email continues to be the trusty workhorse in messaging strategies, with brands relying on it more than ever, even as they bring in other channels. In fact, November 2023 saw an all-time high in the number of emails sent using Journeys: 3B in that month alone.

Industry breakdown

SaaS companies had a lot to say to their customers, sending almost three times more emails than any other industry. SaaS also dominated send volume for mobile channels, reflecting a higher degree of outreach overall.

Other industries sent far fewer emails in comparison, but all increased their volume. Media and entertainment showed an exceptionally large surge, deploying more than twice as many emails in 2023 compared to 2022.

Email frequency

Brands aren't just sending more emails—they're hitting the inbox frequently. More than half reach out to some portion of customers weekly. And nearly as many brands (46%) sent emails to at least one audience segment every day.

Send days and times

Across both B2B and B2C brands, email sends were heavily weighted toward office hours. **Most emails were sent on Mondays**, with Wednesdays and Thursdays following close behind. And nearly half of all emails hit the inbox between 8:00 a.m. and 4:00 p.m., with that number split almost equally between morning and afternoon.

54% of brands sent emails at least once a week, and Monday was the most popular day

PRO TIP

Engage, don't overwhelm

When sending emails frequently, the challenge is to avoid over-messaging. It's crucial to refrain from bombarding your customers with constant messages. Instead, consider how often each individual receives emails, as well as the relevance of the content. Mapping out overlapping journeys in advance and using segmentation intentionally to target the right audience can help you keep unsubscribe rates low—a practice embraced by the most successful brands.



[Learn how to reduce unsubscribe rates](#)

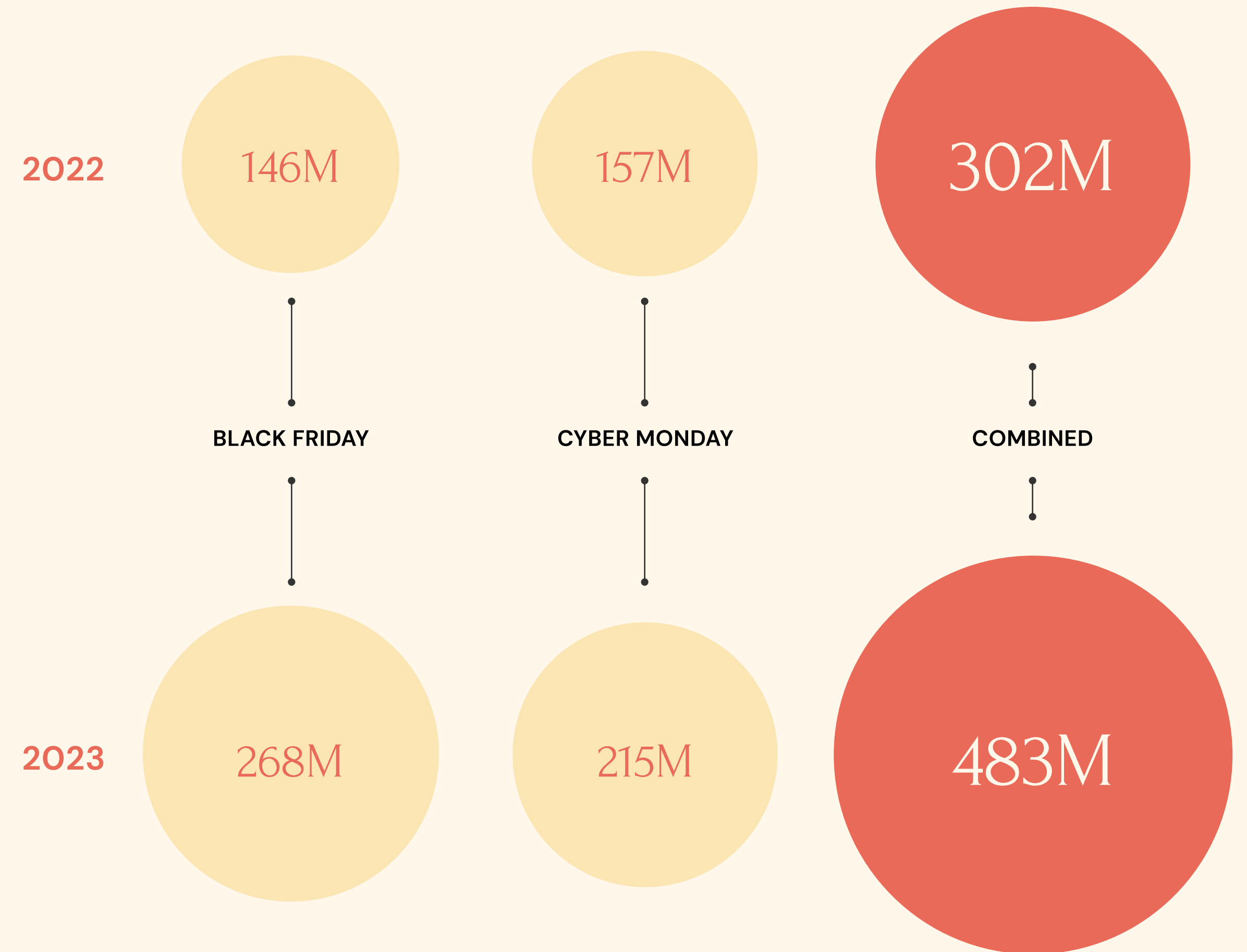


Time of year

Email send volume wasn't spread evenly in 2023. Brands sent most emails on Black Friday and Cyber Monday as they kicked off the biggest selling season of the year.

Compared to 2022, **Black Friday saw an 84% increase** this year, and **Cyber Monday saw a 37% increase**.

BLACK FRIDAY AND CYBER MONDAY EMAIL SEND VOLUME



60%

year-over-year increase for emails sent on Black Friday and Cyber Monday

PRO TIP

Validate links and images

Both image and link validation are crucial tools for engagement. If images load too slowly or look wonky, customers are more likely to delete your email right away. And there's no value in a click-through if links land people on a dreaded 404 page. How you build your emails is just as important as the content, and QA steps ensure your engagement strategies can work their magic in the inbox.



[Use Parcel to QA your emails](#)

QA practices

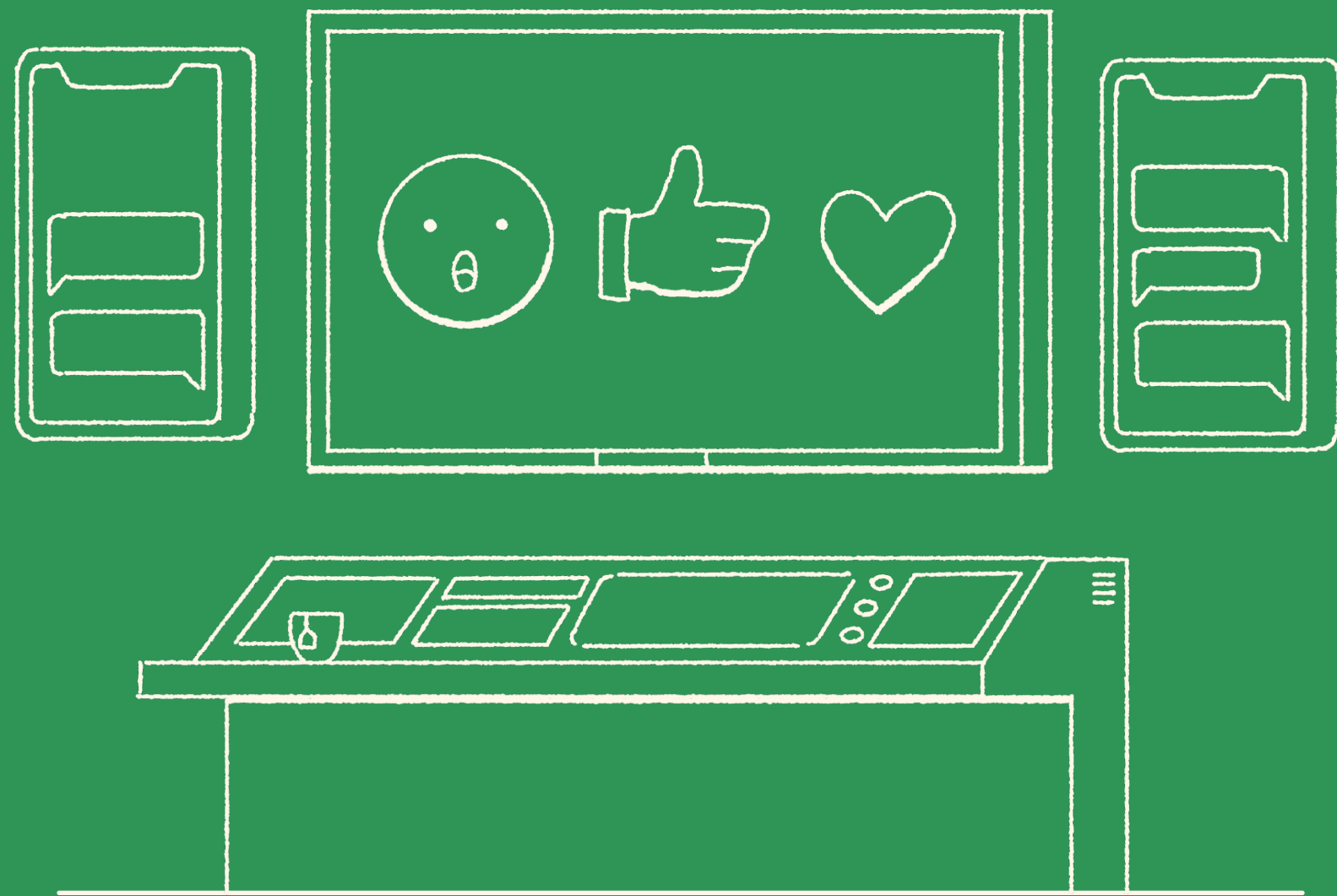
Most brands used Parcel alongside Journeys for quality assurance on their emails. By running link and image validations, they ensured images loaded and displayed as intended and no broken links made their way into messages.

77% of brands ran link or image validations



2024 forecast

As we look ahead to 2024, multi-channel messaging and a commitment to personalization will continue to grow—with brands moving further into mobile channels and harnessing data more effectively to drive targeted messaging.

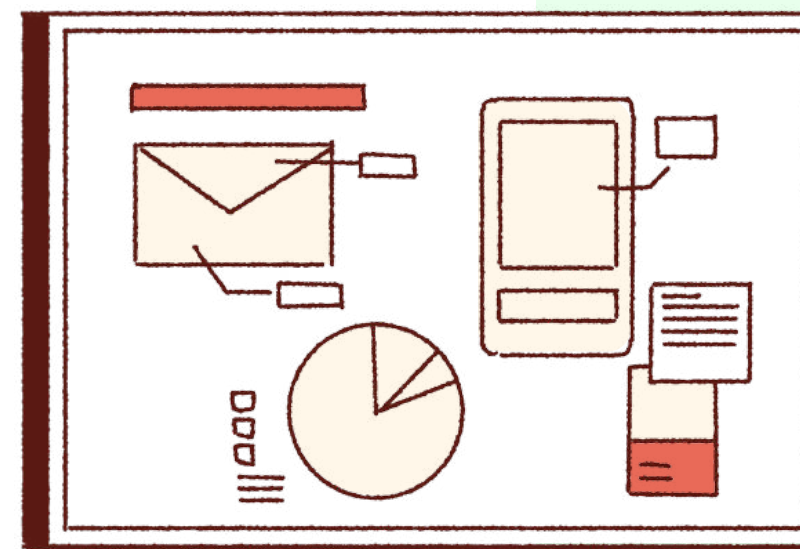


Let's dive into trends and tips to shape your messaging strategy.

Multi-channel strategies will continue to expand into mobile

The ascendance of multi-channel messaging we've seen in 2023 is poised to continue, with most brands looking to expand into more channels in the coming year. Brands won't abandon email—100% use it in their multi-channel strategies—so mobile channels will provide the opportunity to expand their customer touchpoints. 13% of brands anticipate that mobile messaging will have a significant impact on customer engagement in 2024.

54% of brands plan to explore new messaging channels in 2024

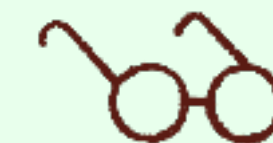


PRO TIP

Leverage one messaging platform for all your channels

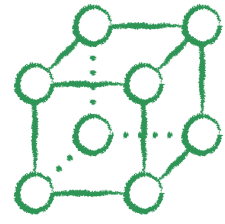
When juggling multiple channels, efficiency is essential for your operations and for effective personalization. Leveraging one messaging platform enables you to:

- Easily manage each discrete channel as well as entire multi-channel campaigns
- Better visualize and enact campaigns across multiple channels
- Measure the performance of entire campaigns as well as specific channels
- Build more effective and efficient customer journey automations



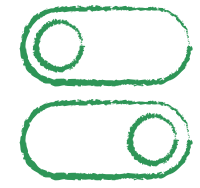
[Learn more about Customer.io](#)

BRANDS FORECAST EMERGING TRENDS IMPACTING AUTOMATION AND ENGAGEMENT IN 2024



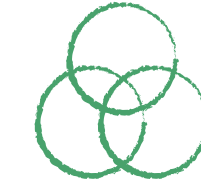
71%

AI & MACHINE
LEARNING



48%

PERSONALIZATION



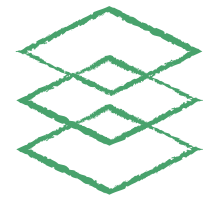
44%

PREDICTIVE
ANALYSIS



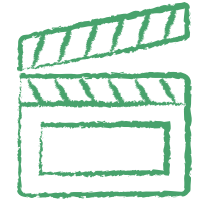
40%

CHATBOT &
VIRTUAL ASSISTANT



30%

SOCIAL MEDIA
INTEGRATION



23%

VIDEO MARKETING
AUTOMATION



21%

DATA PRIVACY
& COMPLIANCE



13%

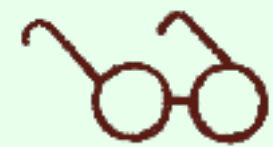
MOBILE
MESSAGING

CUSTOMER SPOTLIGHT

Klar succeeded with major multi-channel leverage

Klar, a dynamic startup revolutionizing fintech in Mexico, needs to deliver personalized content to a wide array of customers—and do so in the right channel for each message.

To meet the challenge, Klar’s team relies on Journeys for fully integrated messaging across email, SMS, push, and in-app. The team can access every channel in one workflow and automate channel selection using conditional logic—allowing them to implement targeted messaging at scale.



[Read the complete story to learn how Klar increased first-transaction conversions by 14%](#)

Klar

“We use all channels in our campaigns when it makes sense to do so. Last month, we sent over 11M emails, over 5M push notifications, almost 1M in-app messages, and almost 100,000 SMS messages from Customer.io.”

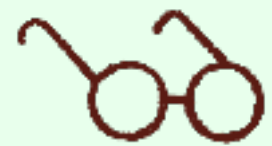
DIEGO SCHOCHER
BUSINESS ARCHITECT



PRO TIP

Embrace a personalized omnichannel messaging strategy

Don't let your multi-channel efforts create a fractured customer experience. As you integrate additional channels into your campaigns, put the customer front and center with an omnichannel strategy—prioritizing personalization for each individual's journey.



[Learn how to implement a personalized omnichannel strategy](#)



2024 FORECAST | CHAPTER 2

Strategic focus will evolve into omnichannel marketing

Brands aren't just using multiple channels willy-nilly. In fact, 64% say they've integrated messaging across multiple channels into a unified strategy. This focus sets the stage for further evolution from multi-channel to omnichannel.

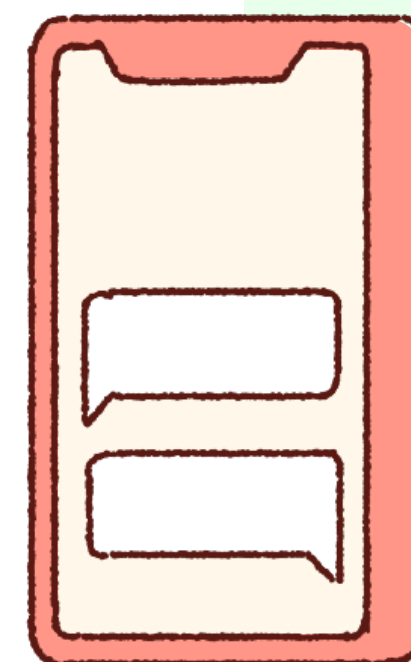
Whereas a multi-channel approach focuses on engagement strategies for individual channels, omnichannel marketing orchestrates a unified customer experience across every touchpoint, creating a consistent experience no matter where someone interacts with a brand.

64% of brands have a unified multi-channel messaging strategy

SMS usage will continue to expand

Nearly a third of brands see SMS as an effective way to drive engagement, and 24% say it's very effective. With most brands planning to branch into more messaging channels in 2024, SMS may be particularly important, as not all brands can leverage push and in-app. For those who don't have a mobile app—or see most customer interaction through website or brick-and-mortar activity—SMS is the primary channel through which they can expand their mobile messaging.

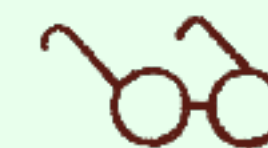
53% of brands find SMS very effective or effective for driving customer engagement



PRO TIP

Optimize SMS engagement

If you're ramping up your SMS tactics, remember that your competitors are as well. Implementing best practices for engagement will help you use this channel to its full potential and cut through the noise on your customers' screens.

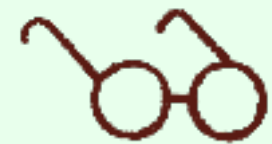


[Discover 7 tips for better SMS engagement](#)

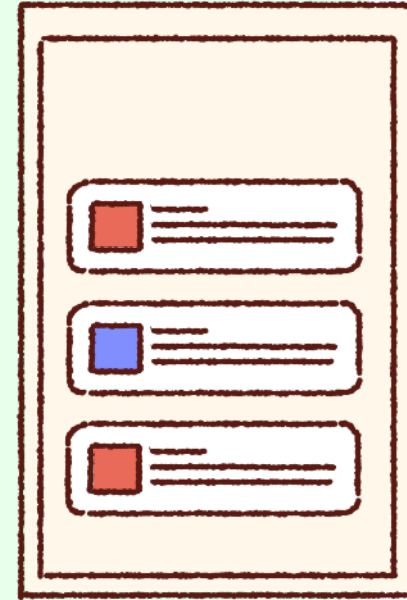
PRO TIP

Optimize in-app engagement

In-app is unique among mobile channels in that you meet customers when they're already engaged with your brand, but you have to wait for them to come to you. Sending the right kind of content—and tapping into other channels in conjunction with in-app messaging—can make all the difference.



[Dive into in-app messaging use cases and best practices](#)



2024 FORECAST | CHAPTER 4

In-app optimization will be paramount

In-app messaging is gaining traction, but brands aren't yet seeing much customer reciprocation. Only 3% of brands currently experience over half of customer interactions through in-app messages, with only 26% of customers interacting with less than 10% of messages.

Connecting when people use an app holds tremendous promise, and brands are eager to capitalize on it. Optimizing your in-app strategy to increase customer engagement will be crucial for realizing the full benefits of this channel.

3% of brands only see more than half of customer interactions through in-app messages

Email will remain a core channel

Most brands continue to see increasingly good results from email marketing. So it's no wonder that 98% cite email as an important channel for driving engagement, with 76% seeing it as very important.

Email strategies must move toward mobile

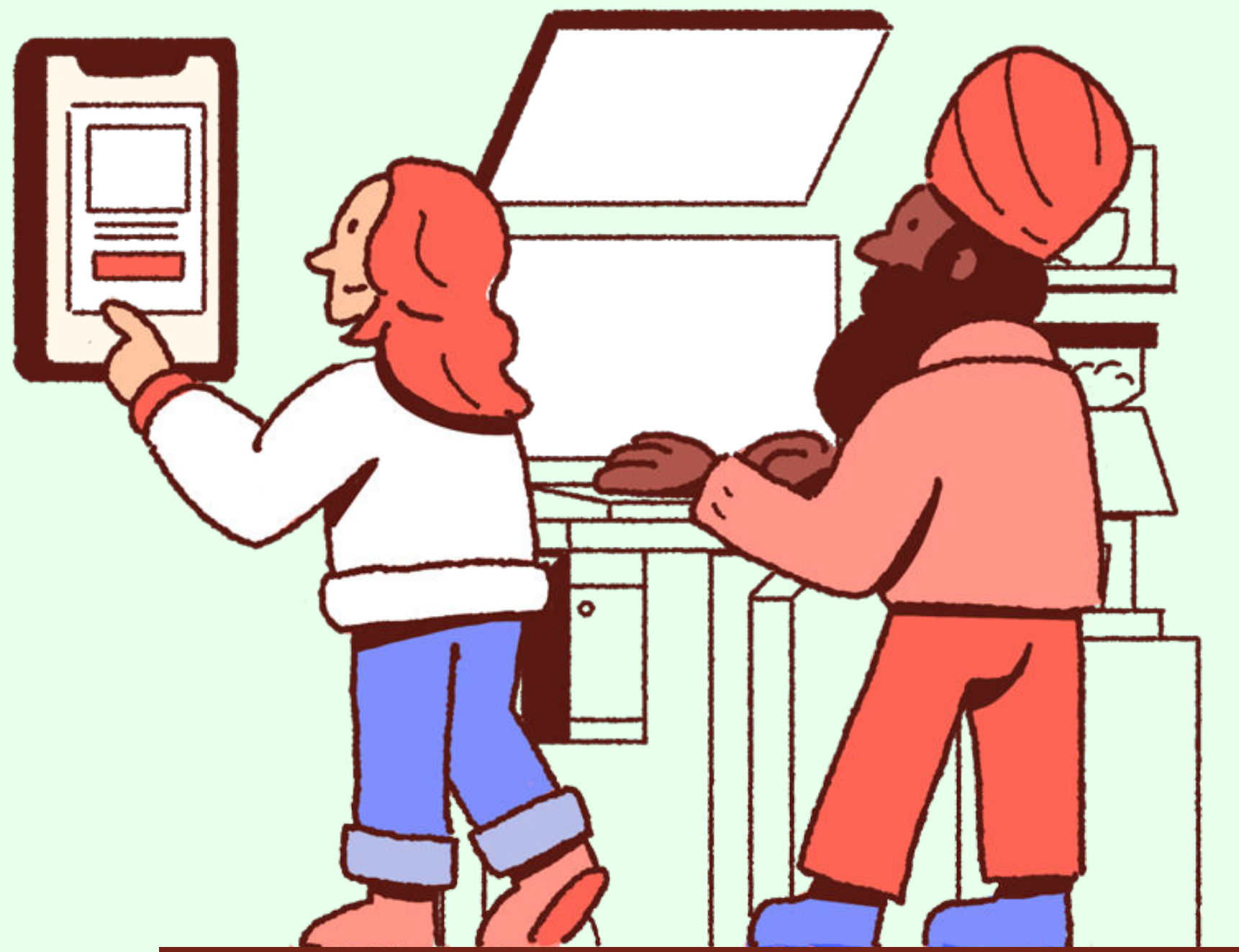
Brands express a strong commitment to retaining email as a core channel, but there's a missing piece: mobile email optimization. 66% of customers primarily open email on their phones and tablets, but only 16% of brands see mobile optimization as an effective tactic for improving email engagement. This was reflected in how brands built emails

in 2023: only 9% used MJML, a mobile-responsive development framework that makes optimizing for mobile easier. While HTML can undoubtedly be used for mobile optimization, not all brands manually add code for this purpose.

The gulf between the proportion of people who open emails on their phones and the number of brands using responsive and mobile-first design creates a compelling opportunity to consider email in the context of a mobile experience. Brands looking for a competitive advantage in mobile messaging may see a chance to outperform peers who aren't optimizing their emails for mobile devices.

68%

of brands report an increase in email marketing effectiveness in recent years

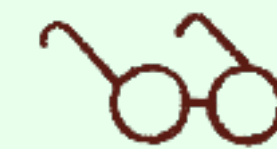


PRO TIP

Optimize emails for mobile

More than half of customers cite phones and tablets as their preferred devices for opening email—and if your messages don't function flawlessly on mobile, you'll quickly lose customers' interest. Think of email as a mobile channel first and foremost, whether you're using it as part of a multi-channel approach or not. And to make mobile optimization easier, use responsive design so your emails will perform well across all devices.

MJML can be a great approach if you fear lines and lines of code, but it's not the only option. When creating emails with HTML, use media queries with inline CSS to adjust content based on the device customers use to open the email. This ensures optimal performance regardless of which device the message is displayed on.



[Learn how to create responsive emails](#)

Brands will prioritize personalization more than ever

Across every channel, brands rely on personalization as the driving force for engagement, with the vast majority describing it as important or very important in their messaging strategies. And they plan to intensify that focus in 2024: 73% say they intend to increase personalization efforts next year.

81% of brands say personalization is important in their messaging strategies

Personalization will be a key ROI driver

Leveraging customer data allows brands to wield various personalization tactics, and they're seeing the highest ROI from behavioral triggers, dynamic content, and personalized email subject lines. Notably, 63% of brands point to behavioral triggers as yielding high ROI—reflecting a focus on responding to customer actions in addition to tailoring content.

Email will get even more targeted

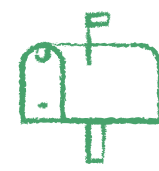
As brands look to increase email engagement in 2024, they're setting their sights on personalization. Most point to this as an effective strategy, but specific personalization tactics like segmentation and content relevance play a significant role.

PERSONALIZED MARKETING TACTICS YIELDING THE HIGHEST ROI



63%

BEHAVIORAL TRIGGERS



41%

SUBJECT LINES



40%

DYNAMIC CONTENT



37%

PRODUCT
RECOMMENDATIONS

STRATEGIES TO IMPROVE EMAIL ENGAGEMENT RATES



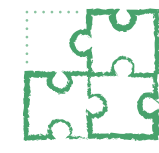
82%

SEGMENTATION



75%

PERSONALIZATION



67%

CONTENT RELEVANCE



36%

A/B TESTING



16%

MOBILE OPTIMIZATION

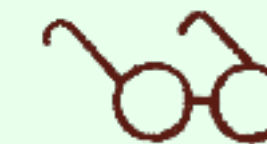
75%

of brands cite
personalization as effective
for improving email
engagement

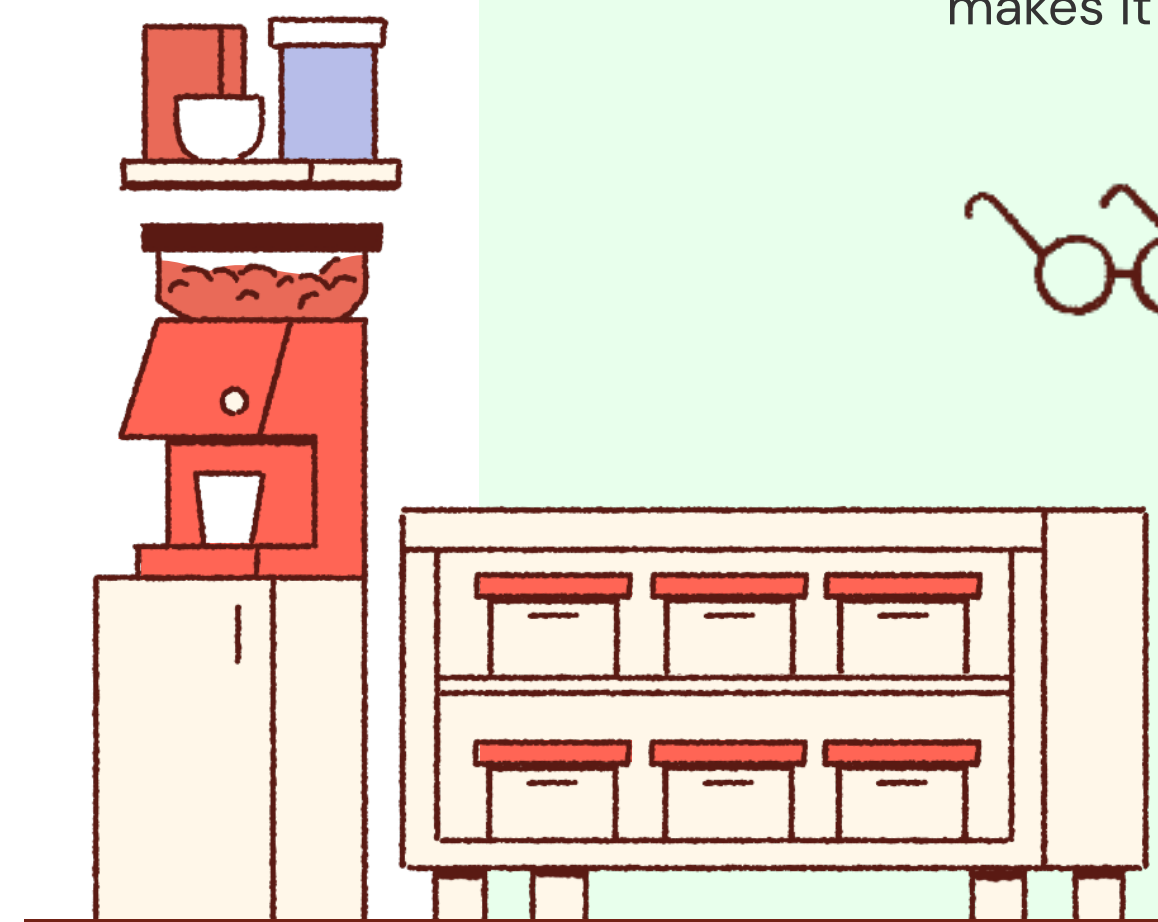


Combine business data with customer data to enhance personalization

Customer data is the heart of personalized messaging, and it's even more powerful when you tap into the full scope of data available to you. Your business is a valuable source of intel you can use in your personalization strategies—and when you relate that business data to people data, you expand your possibilities. Journeys makes it easy to do that with custom objects.



[Find out how and why to use custom objects in Journeys](#)



"We can highly segment our audiences, which has helped us become more personal with our communications. With the number of communications we all get every day, people won't open if it's not targeted and segmented exactly to their needs."

MARKETING MANAGER/DIRECTOR
HEALTHTECH INDUSTRY

Customer data will make-or-break successful messaging strategies

Effective personalization hinges on customer data. As brands take the opportunity to deliver tailored messages across a wider array of channels, they'll need to enhance their strategies for data collection across every touchpoint and activation.

Another factor driving brands to embrace customer data is Google Chrome's impending changes to third-party cookies in 2024. The plan to disable cookies will begin in January for some users, with completion slated for the end of the year. The absence of third-party cookie data will make zero- and first-party data all the more important for personalization.

"I can't stress enough how much good data can make or break your strategy. Personalization at scale is only possible with quality data to support it. Without it, your marketing automation strategy is meaningless."

MARKETING MANAGER/DIRECTOR
FINTECH INDUSTRY



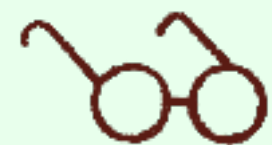
57%

of brands recommend investing in data analytics to optimize messaging and marketing automation strategies

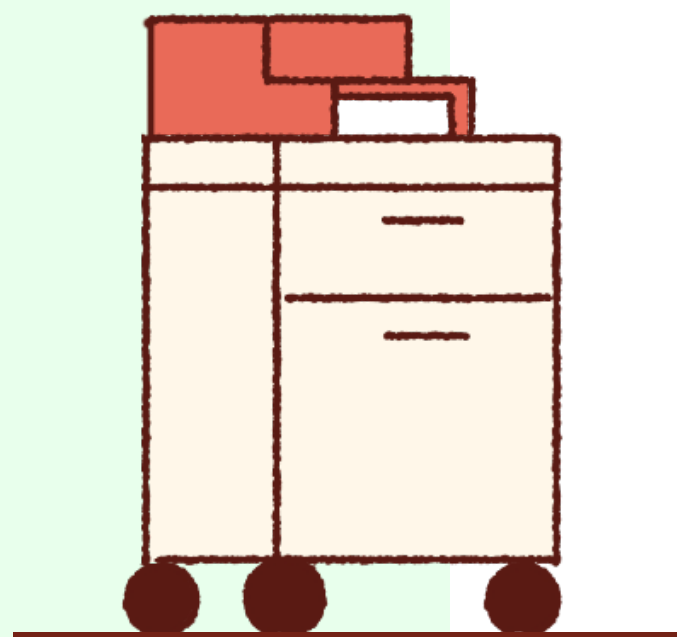
PRO TIP

Implement a CDP for optimal customer data management and analysis

The wealth of data you have about your customers can feel like both a blessing and a curse—it's a treasure trove of valuable intel, but making use of it can be overwhelming. That's where a CDP comes in. It gathers data from every touchpoint, creates a holistic profile of each individual, and then sends it all to every tool in your tech stack. No more silos or outdated info—just accurate, unified data you can activate anywhere.



[Get all the details of how CDPs help you activate customer data](#)



Brands will invest in customer data tools

While brands recognize the importance of customer data to fuel their messaging strategies, they also identify several challenges. Prominent issues include data quality, lack of a unified customer view, and data silos. To overcome these hurdles, brands will need to take advantage of tools like customer data platforms (CDPs) to unify and activate data across their organizations.



57%

LACK OF A UNIFIED CUSTOMER VIEW



44%

DATA SILOS



15%

PRIVACY CONCERNS

60%

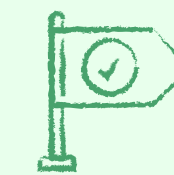
of brands cite data quality issues as a challenge in using customer data for personalization

Marketing automation will continue amping up—and ROI measurement must keep pace

Multi-channel messaging and personalization add complexity to marketing operations, so it's not surprising that an expansion in marketing automation has accompanied the growth of those tactics.

However, when assessing the ROI of their marketing automation efforts, only 22% of brands say they're very confident in their measurements. But most use only one method for measuring ROI—which may be why confidence in the metrics is tepid. This disconnect will drive successful brands to improve their measurement strategies in tandem with increases in marketing automation.

HOW BRANDS MEASURE THE ROI OF MARKETING AUTOMATION EFFORTS



64%

LEAD
CONVERSION RATE



55%

REVENUE
GENERATED



55%

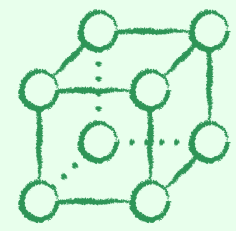
CLICK-THROUGH
RATE

96%

of brands have seen an increase in automation over the last five years

“One marketing automation campaign that’s impacted our bottom line is using behavioral triggers in our app that drive emails serving relevant content and promoting specific feature adoption.”

MARKETING MANAGER/DIRECTOR
FINTECH INDUSTRY



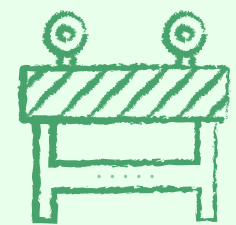
71%

SAY AI WILL HAVE A SIGNIFICANT IMPACT
ON MARKETING AUTOMATION AND
CUSTOMER ENGAGEMENT



47%

PLAN TO EXPAND THE USE
OF AI IN MESSAGING



47%

SEE AI-DRIVEN PERSONALIZATION
AS A MAJOR CHALLENGE

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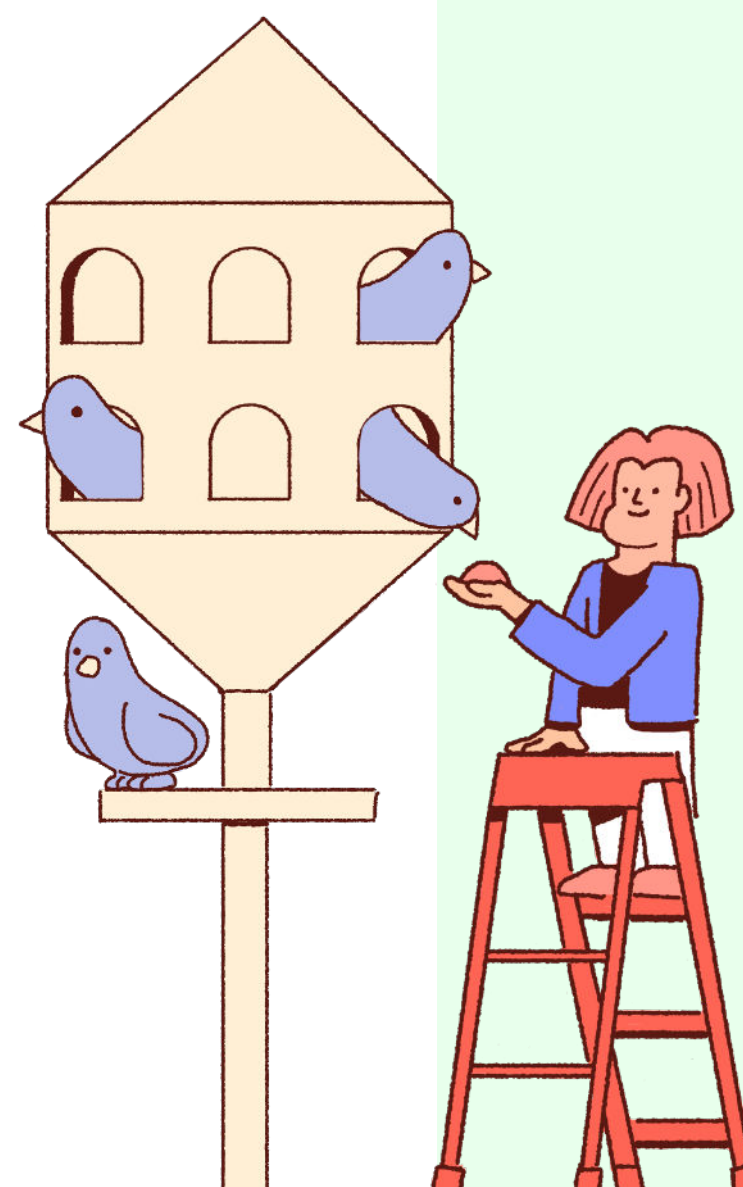
AI will be both an opportunity and a challenge

AI is on marketers' minds—both as an opportunity and a challenge. The rapid proliferation of generative AI tools in 2023 shows no signs of slowing. While the trend presents brands with ample options for integrating AI into their messaging, it also brings a host of issues regarding licensing costs, muddy copyright issues, generative content integrity, and data security. That's reflected in brands' 2024 outlook: 47% plan to expand their use of AI in messaging, and the same proportion cite that very effort as a significant challenge in the coming year.

Budgets won't budge much

2023 showed plenty of expansion in messaging strategies—both in terms of send volume and campaign complexity. Even with that growth likely to continue, brands aren't expecting a proportional increase in marketing budgets. In fact, their plans for keeping budgets tight go hand-in-hand with their messaging strategies: 71% will refine targeting and segmentation, and 58% will leverage marketing automation to increase efficiency.

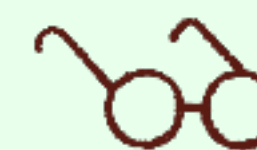
Increasing sophistication in customer data platforms and automated messaging platforms may be the secret to success. Brands are turning to tools that allow for maximal use of data without incurring added costs and tools that integrate seamlessly to reduce the need for multiple vendor contracts.



PRO TIP

Use a consolidated platform for customer data and messaging automation

Easier integration, more efficient operations, simplified support, added control, reduced resources...sound appealing? Implementing a personalized, multi-channel strategy is seamless when you use a single platform for your CDP and messaging automation.



[Discover the benefits of a consolidated CDP and MAP solution](#)

79%

of brands forecast little to no increase in their marketing budget

“One challenge with optimizing budget is an ever-expanding number of choices in targeting customers and prospects, including traditional media, messaging, and newer digital capabilities. With a limited but slightly growing budget, making decisions about which choices will be most effective and efficient is paramount.”

MARKETING MANAGER/DIRECTOR
FINTECH INDUSTRY

Get your house in order for 2024

Whether the current state of messaging for your brand looks like a stately manor or a thatched-roof cottage, it's time to plan the renovations that will transform your house into a welcoming home for customers.

We encourage you to dive into your own data and build on the analysis in this report to lay the groundwork for your 2024 messaging strategy.

If you're ready to realize the power of data-driven personalization for your multi-channel messaging strategy, we'd love to show you how Journeys and Data Pipelines can supercharge engagement for your brand.

[BOOK A DEMO](#)

or start a [14-day free trial](#).

