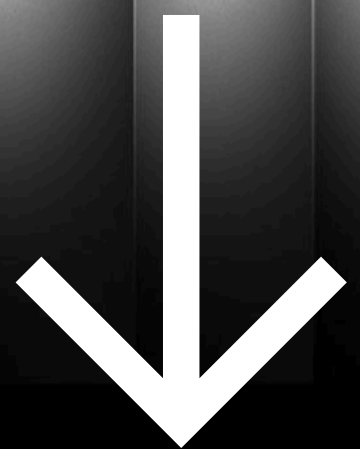


# Why B2B Personalization Pays Off

A Visual Guide  
↳ 2025



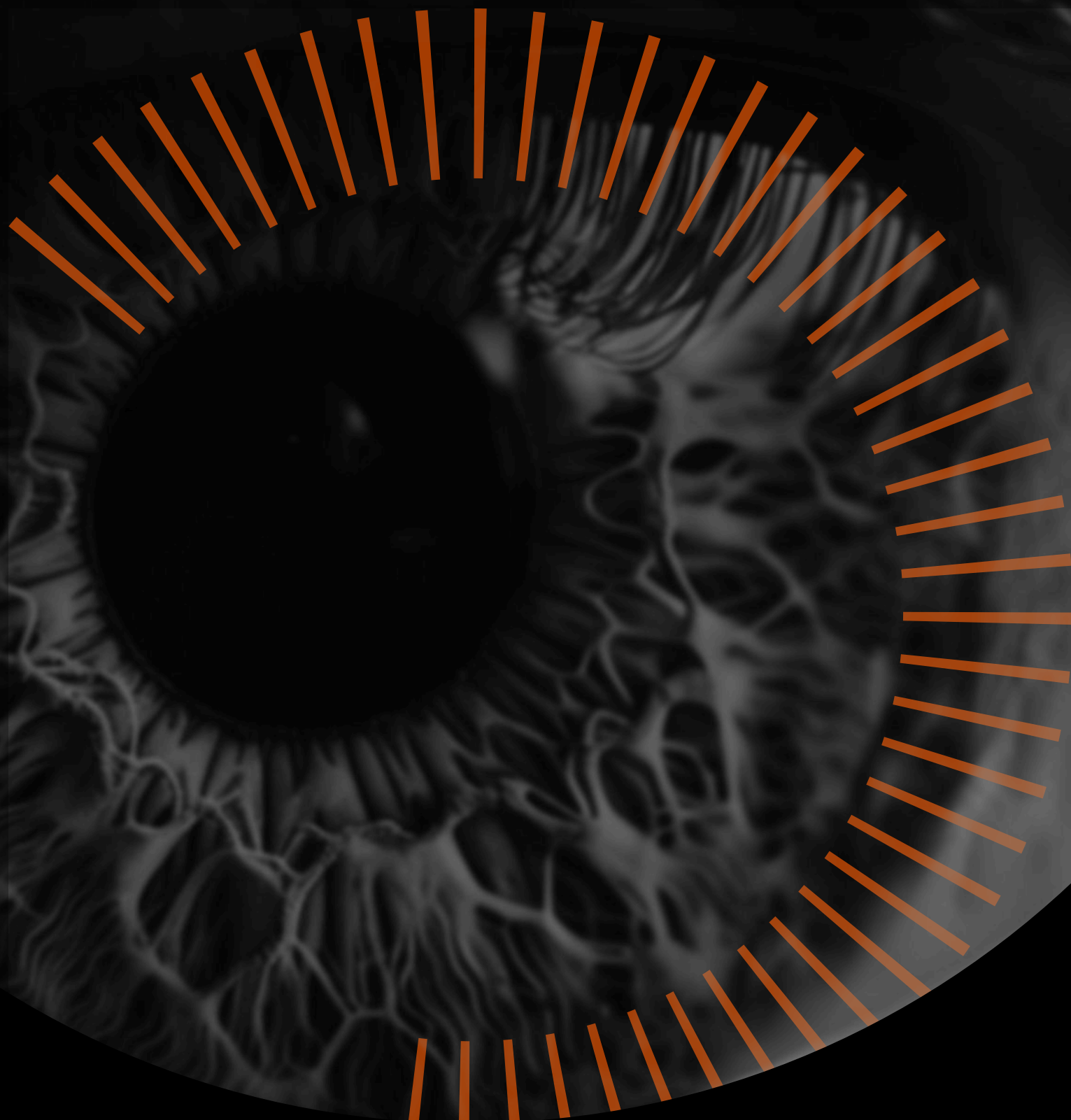
The competitive edge  
isn't about knowing the  
individual.

It's about the role, the team, and  
the moment that matters.

Why B2B Personalization Pays Off

# Expectations are high, and they are rising.

66% of B2B buyers expect the same or better personalization at work as in their personal life.



Why B2B Personalization Pays Off

A large, dark gray circular gauge with a white needle pointing to 38%. The gauge has a white arc with tick marks around its perimeter. The text "Generic = Risk" is positioned above the gauge, and "38%" is displayed in large white font across the center of the gauge. Below the gauge, the text "Will leave for a competitor who personalizes better." is written in white.

Generic = Risk

38%

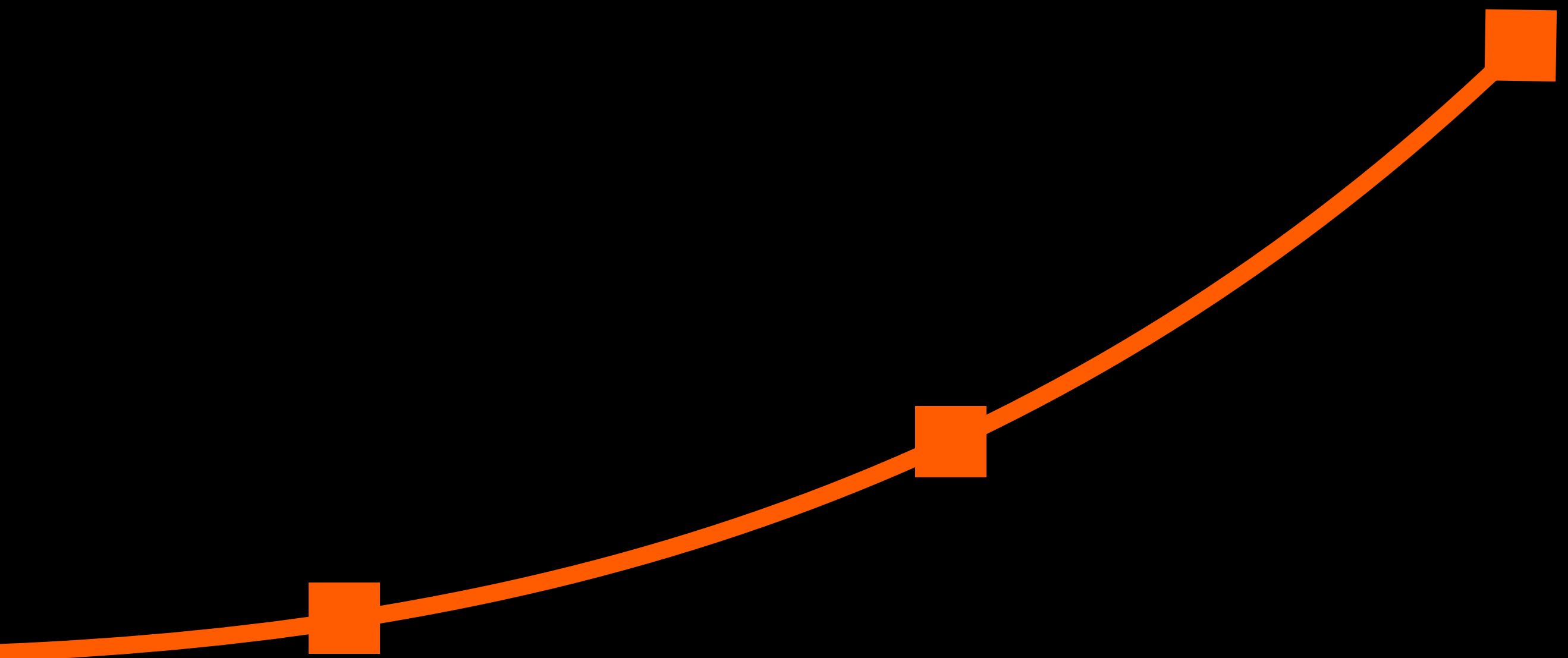
Will leave for a competitor  
who personalizes better.

Why B2B Personalization Pays Off

Not investing?

**You're leaving money  
on the table.**

40% of revenue growth  
is now tied to personalization



## Why B2B Personalization Pays Off



48%

of B2B merchants are seeing strong outcomes from personalized product recommendations.



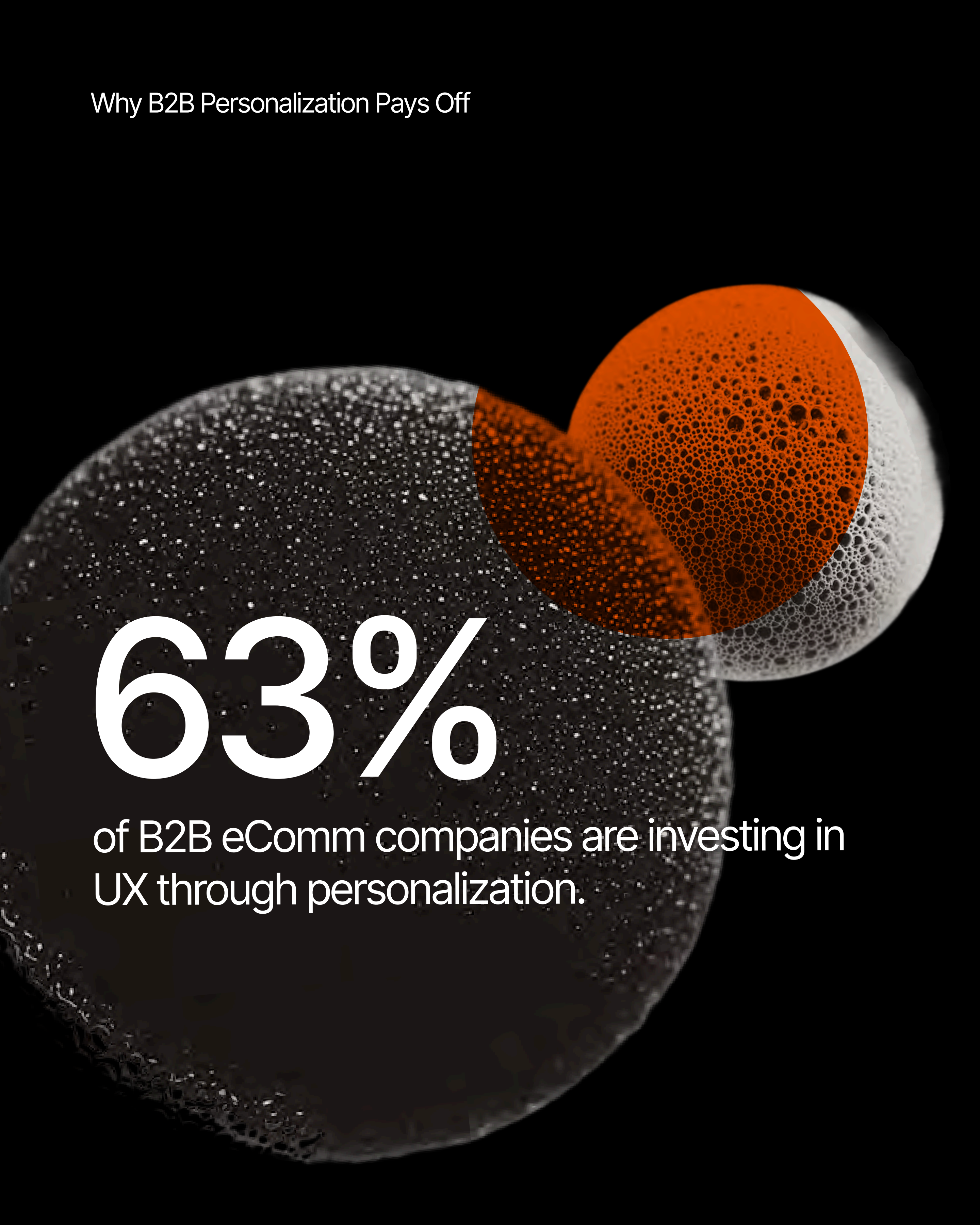
Why B2B Personalization Pays Off

# The infrastructure is already scaling.

The CDP market will grow from  
\$7.4B to \$28.2B by 2028.



Why B2B Personalization Pays Off



63%

of B2B eComm companies are investing in  
UX through personalization.



## Why B2B Personalization Pays Off



Why B2B Personalization Pays Off



# Smarter teams win faster.

# 1.7x

Companies using personalization + GenAI are  
1.7x more likely to increase market share.

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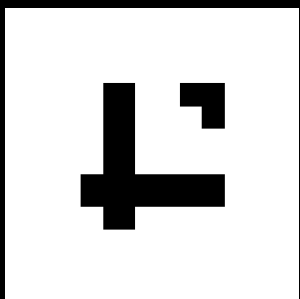
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