2025

AI and Digital Trends

Customer Engagement

Adobe Experience Cloud | Econsultancy

Foreword

In this **Adobe AI and Digital Trends in Customer Engagement** report, we reveal that personalised customer engagement will be a key driver of growth in 2025. We also explore how executives are turning to generative AI to hyper-personalise customer experiences and deliver them in a way that feels connected across channels and touchpoints.

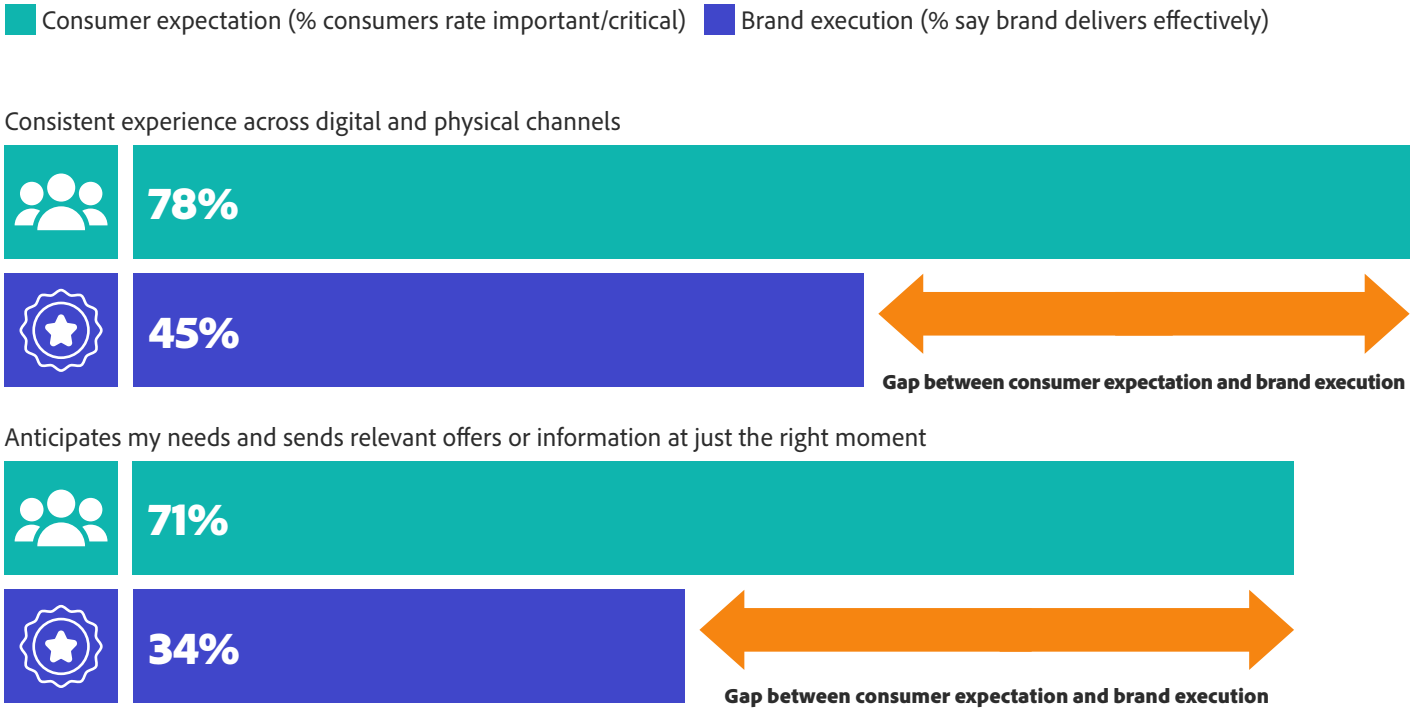
Key findings

Customers want consistent, contextual experiences, but many organisations aren't delivering.

Last year, consumers told us that having a consistent experience across channels was one of their top priorities — second only to data security. That hasn't changed. Nearly four out of five (78%) consumers globally say that email or social media engagement from an organisation should feel consistent with the experiences they get when they visit that organisation's website, use their app, or shop in-store.

Yet, many organisations are falling short. Consumers report that fewer than half (45%) meet their basic expectations for a cohesive customer experience. Even fewer — just a third (34%) — manage to deliver timely and relevant offers or communications. These gaps represent a significant number of missed opportunities to exceed expectations and build stronger connections.

Figure 1: The gap between consumer expectation and brand execution



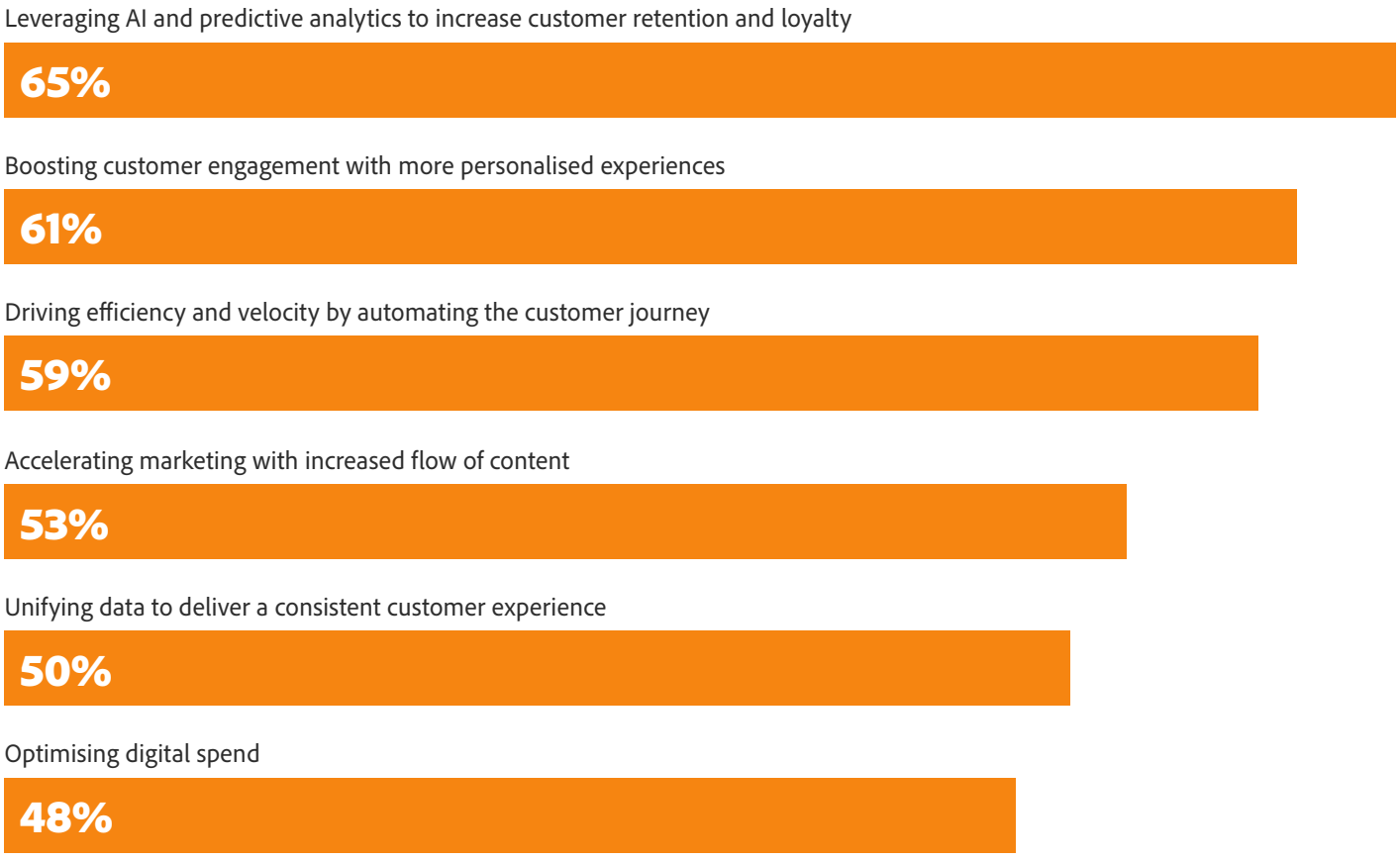
Base: 8,301 consumers

Organisations are backing customer engagement to drive retention and growth.

Today's consumers demand more than generic messages — they expect communications and offers to be tailored to their unique needs, so they feel recognised and known. To meet this demand, businesses must weave customer data and insights into every interaction, creating experiences that feel truly personal and meaningful.

Senior executives are ready to act. As Figure 2 shows, 61% of senior executives believe that delivering personalised experiences and fostering deeper engagement will be critical for growth. Even more — 65% — see AI and predictive analytics as the game changers to make it happen.

Figure 2: Marketing and technology initiatives expected to contribute to growth in 2025



Base: 1,272 senior executives

Engaging customers with always-on automated journeys.

Giving customers engaging content and relevant recommendations counts for nothing if they miss the moment. Timing is everything, and customer insights and predictive analytics give organisations the tools not only to hyper-personalise, but to truly connect. The key to engagement is delivering messages exactly when they're needed — whether it's welcoming new customers when their curiosity is high or re-engaging existing customers before they decide to leave.

There's no room for half measures. Journeys must be automated, connected, and always on. Senior executives understand this: 59% are prioritising customer journey automation to drive growth.

For many organisations, journey automation is still an aspiration. Just 23% of businesses have fully automated acquisition journeys, and only 17% have automated re-engagement journeys — leaving critical opportunities untapped. Re-engagement journeys, in particular, represent a powerful growth lever. By reconnecting with inactive customers, organisations can recover lost revenue and reignite loyalty.

Case Study: The Coca-Cola Company

When Coca-Cola set out to build a personalisation strategy across ecommerce and marketing touchpoints, they focused on a classic engagement challenge: cart abandonment. In Latin America — Coca-Cola's largest B2C market — they faced a big hurdle: waiting up to 48 hours to confirm if customers had completed their purchases.

By integrating fragmented data and enabling real-time updates, Coca-Cola began sending personalised email reminders to users who didn't check out within an hour. This approach led to significant gains: email open rates increased by 36%, click-through rates by 21%, and conversion rates by 8.5%.

"When you're sharing data seamlessly across your platforms, you're not just sending emails or push notifications — you're orchestrating a truly omnichannel experience. It's incredibly powerful."

Vinay Gopinath
Director, Global Advertising Platforms Technical Product Owner
The Coca-Cola Company

Read the full case study

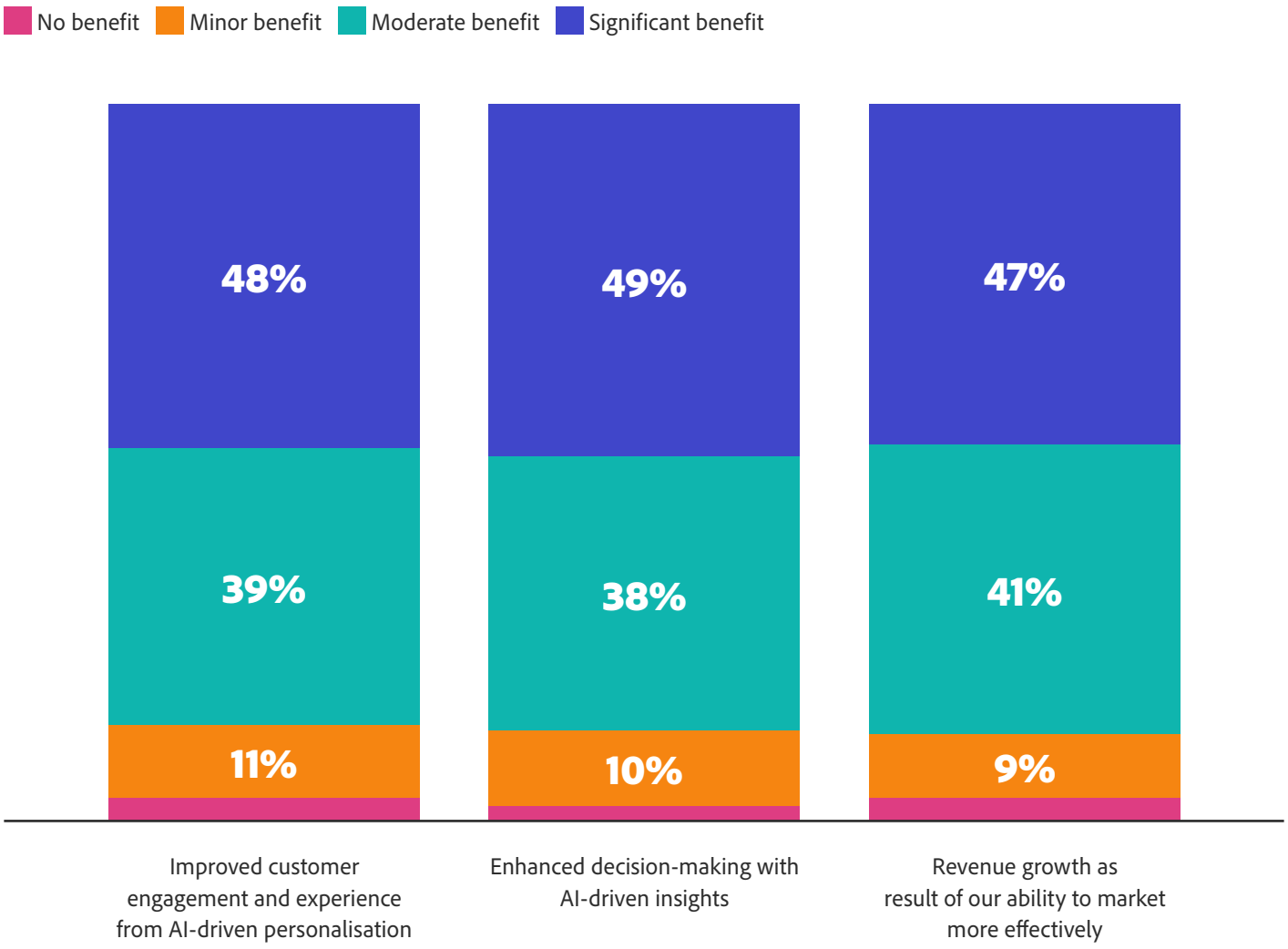
AI-powered personalisation will elevate customer engagement.

Nearly two-thirds (63%) of practitioners say their organisations are either exploring or actively using generative AI to personalise customer experiences across channels and touchpoints. These AI-powered tools unlock organisations' ability to scale personalisation — helping create moments that feel tailored for each customer.

Picture this: A fitness enthusiast receives a bespoke monthly newsletter featuring personalised tips for improving their running form and a playlist curated for their workout style — plus an exclusive discount on the exact shoes they've been eyeing.

Only a minority of organisations (13%) have demonstrated ROI so far, but the momentum is encouraging. As Figure 3 highlights, 87% of senior executives in organisations leveraging AI-driven personalisation have already seen boosts in customer engagement — 48% reporting significant benefits and 39% noting moderate improvements. With a similar number attributing revenue growth to more effective AI-driven marketing campaigns, it's a win for businesses and their customers alike.

Figure 3: Benefits from generative AI experienced in 2024



Base: 1,147 senior executives in organisations using generative AI for marketing and CX

As generative AI becomes more deeply embedded in marketing workflows, practitioners are optimistic about proving its value. In fact, virtually all users (96%) expect AI to deliver measurable results for marketing and customer experience (CX) operations within the next 12 to 24 months. Many anticipate the greatest impact will come from driving better engagement: 44% point to improved-quality customer interactions, while 40% highlight more consistent experiences across channels.

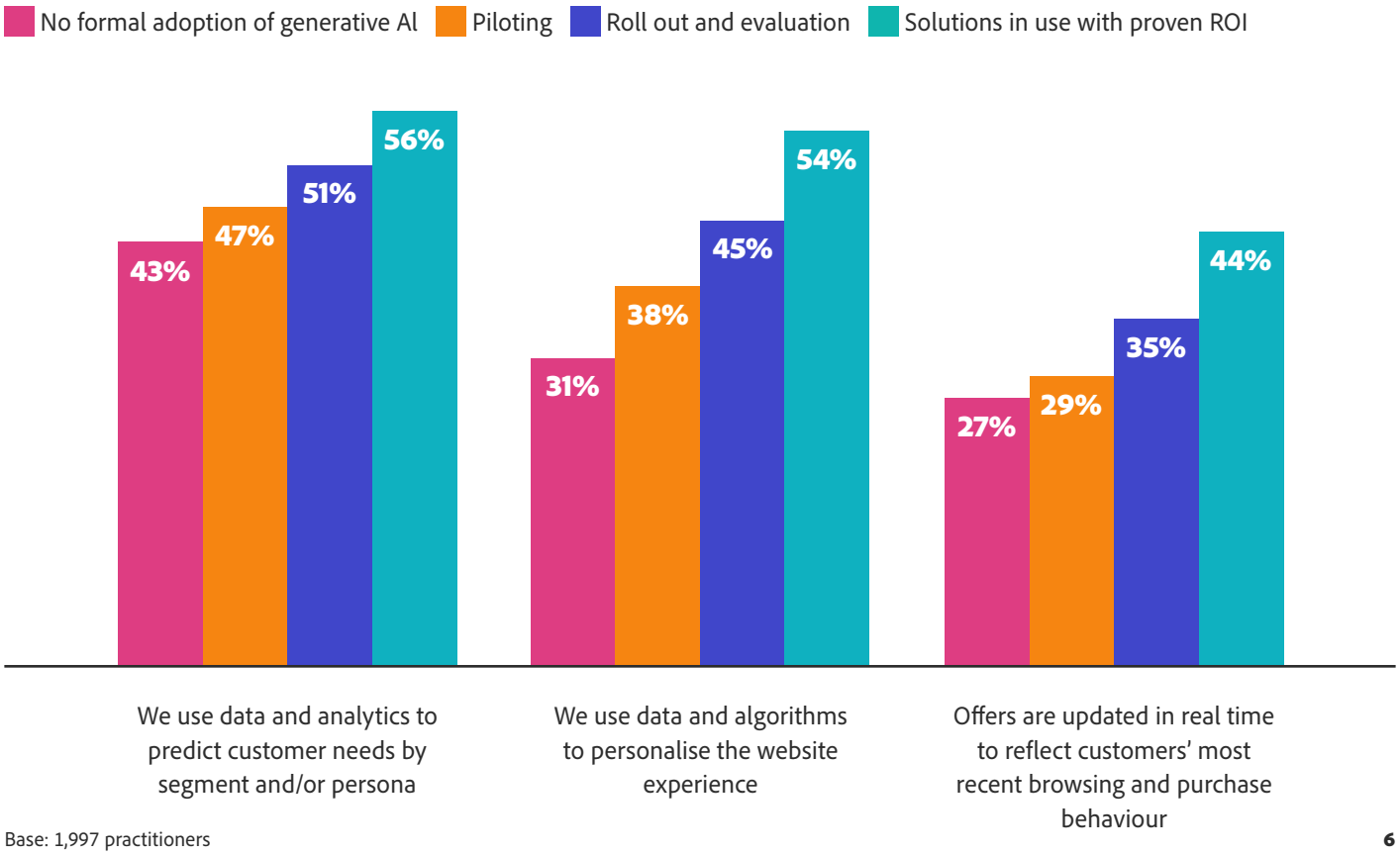
Marketers are ready to take adoption of AI to the next level. It's no longer just about automating manual tasks or increasing content output — it's about reimagining customer experiences to be truly omnichannel, seamless, and hyper-personalised. Turning this vision into reality starts with action. Organisations need to move beyond pilot programs and focus on connecting and unifying customer data. That's the key to unlocking AI's full potential and making bold customer experience goals achievable.

Marketers are poised to re-invent their customer experiences to be omnichannel, consistent, and hyper-personalised.

From pilot to proof: Engaging AI for a unified customer experience.

Organisations with more embedded generative AI solutions — and notably those with proven ROI — are better positioned to harness the power of the customer data they hold (Figure 4). Over half (56%) of the most advanced users of generative AI in marketing and CX use data and analytics to predict customer needs, and 54% put it to work to personalise the web experience. The benefit is clear. Marketers can design omnichannel engagement with emails, SMS/MMS, and web experiences, all telling the same story and tailored to customer needs.

Figure 4: Ways in which organisations routinely personalise digital content for customers by adoption of generative AI



Base: 1,997 practitioners

Unifying data is a critical hurdle.

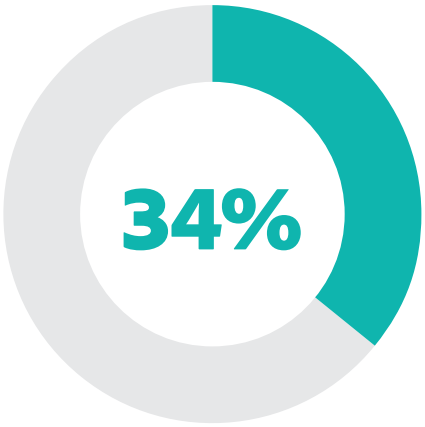
The ability to craft personalised messages and orchestrate one-to-one journeys is only part of the equation. A unified, real-time approach to CX demands access to ready-to-use unified customer data.

For many organisations, this is still a work in progress. About one-third of practitioners (34%) say fragmented or siloed data stands in the way of engaging customers at critical moments, and 33% report that it frequently leads to customers getting inconsistent or even conflicting messages — not the experience they expect.

Senior executives appreciate the urgency. Over half (55%) recognise that creating unified data ecosystems will be foundational to enabling real-time insights, so they expect to embed this into their technology plans soon. In fact, 50% believe fixing this issue will be central to growth this year.

Figure 5: The legacy of siloed data and the incentive to unify

Practitioners



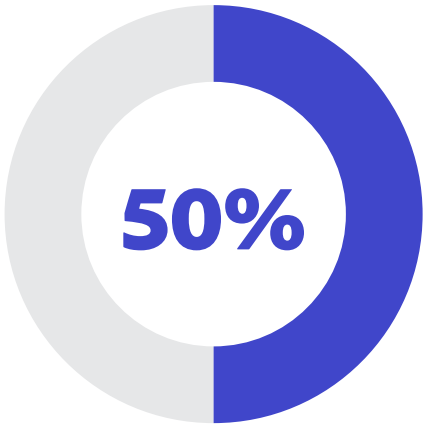
Are unable to engage customers at critical moments as a result of fragmented data

Practitioners

Say customers receive inconsistent or conflicting messages as a result of fragmented data

Base: 1,997 practitioners

Senior Executives



Expect unification of data to be a primary contributor to growth in 2025

Base: 1,272 senior executives

Conclusions and recommendations

A truly unified customer experience should feel consistent and connected — no matter the channel or touchpoint. But gaps in the experience will always open up if organisations rely on disconnected messages and interactions that fail to reflect recent customer actions or deliver meaningful personalisation.

The stakes are high: Inconsistent experiences frustrate customers and erode trust, leaving businesses struggling to retain engagement and loyalty. To thrive in today's competitive landscape, delivering unified, consistent, and hyper-personalised experiences in real time is no longer optional — it's essential for driving conversion, loyalty, and growth.

Generative AI is the key to making this a reality. By transforming customer data, predictive analytics, and automation, it enables marketing and CX teams to deliver the seamless, tailored experiences customers now expect.

To meet these demands, executives should turn to AI-powered platforms to:

- **Engage every customer like they're your only customer.** AI-powered platforms empower teams to hyper-personalise experiences and anticipate customer needs. By providing relevant offers and messaging at the right moment, businesses can turn first-time buyers into lifelong advocates.

- **Create seamless, always-on journeys.** Customers expect connected and continuous experiences, but too often, they face friction when switching channels or moving between touchpoints. AI-powered automation can track each customer's last action — whether they're browsing, buying, or exploring — and bridge gaps in real-time to ensure their journey flows smoothly.

- **Unify and transform.** AI has the potential to turn disconnected interactions into seamless, personalised experiences — but it needs the right foundation to do so. That foundation starts with connected data housed in unified systems. With this in place, marketers can tap into real-time insights and AI-driven intelligence to make smarter decisions and create lasting value for customers.

Learn how to bring your customer engagement strategy to life with Adobe.

Case Study: Henkel

German multinational company Henkel has an extensive portfolio of B2C and B2B brands, from beauty products to industrial coatings. With an increasing number of touchpoints throughout the customer journey, the company embraced omnichannel marketing to consistently reach customers at the right time, with the right content, on the right channel.

Supported by Adobe solutions and apps, Henkel developed its own central digital business platform to connect processes for content, community, and commerce.

Using Adobe's Real-Time Customer Data Platform and Adobe Journey Optimizer, Henkel can now create enriched customer profiles that update in real time with each new interaction, and adapt and personalise content depending on preferences and where customers are in their journey.

"We want to offer our customers tailor-made experiences. Adobe apps are so flexible that we were able to easily integrate them into our ecosystem and adapt them to our needs."

Sascha Wirtz
CVP Consumer, Customer & Market
Henkel AG & Co KGaA

Read the full case study

About the research

The **Adobe AI and Digital Trends** research captured the views of 3,400 qualified respondents, including 3,270 client-side and 130 agency executives.

- 39% senior executives (SVP/EVP/Senior Directors and above)
- 61% were practitioners (including CX professionals and marketing practitioners)

Key sectors included retail (24%), B2B tech (23%), financial services (20%), healthcare (17%), and media and entertainment (10%).

We also gathered insights from 8,301 consumers aged 18+ and representative by age and gender. Respondents were screened to ensure recent engagement with digital communications across a range of sectors.

Both surveys covered Europe, North America, and Asia Pacific. The research was carried out independently by Econsultancy between November and December 2024. All respondents were pre-qualified and contributed anonymously via online surveys.

© MMXXV Econsultancy / Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe in the United States and/or other countries.