

# **[Lightning Talk] Trends for CX Marketers by Forrester**

## **An Overview of Latest Trends, Global Market Stats & Insights**



**FORRESTER®**

**RUSTY WARNER**

Vice President &  
Principal Analyst  
Forrester

# Trends for CX Marketers


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**Rusty Warner**

VP, Principal Analyst

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BOLD  
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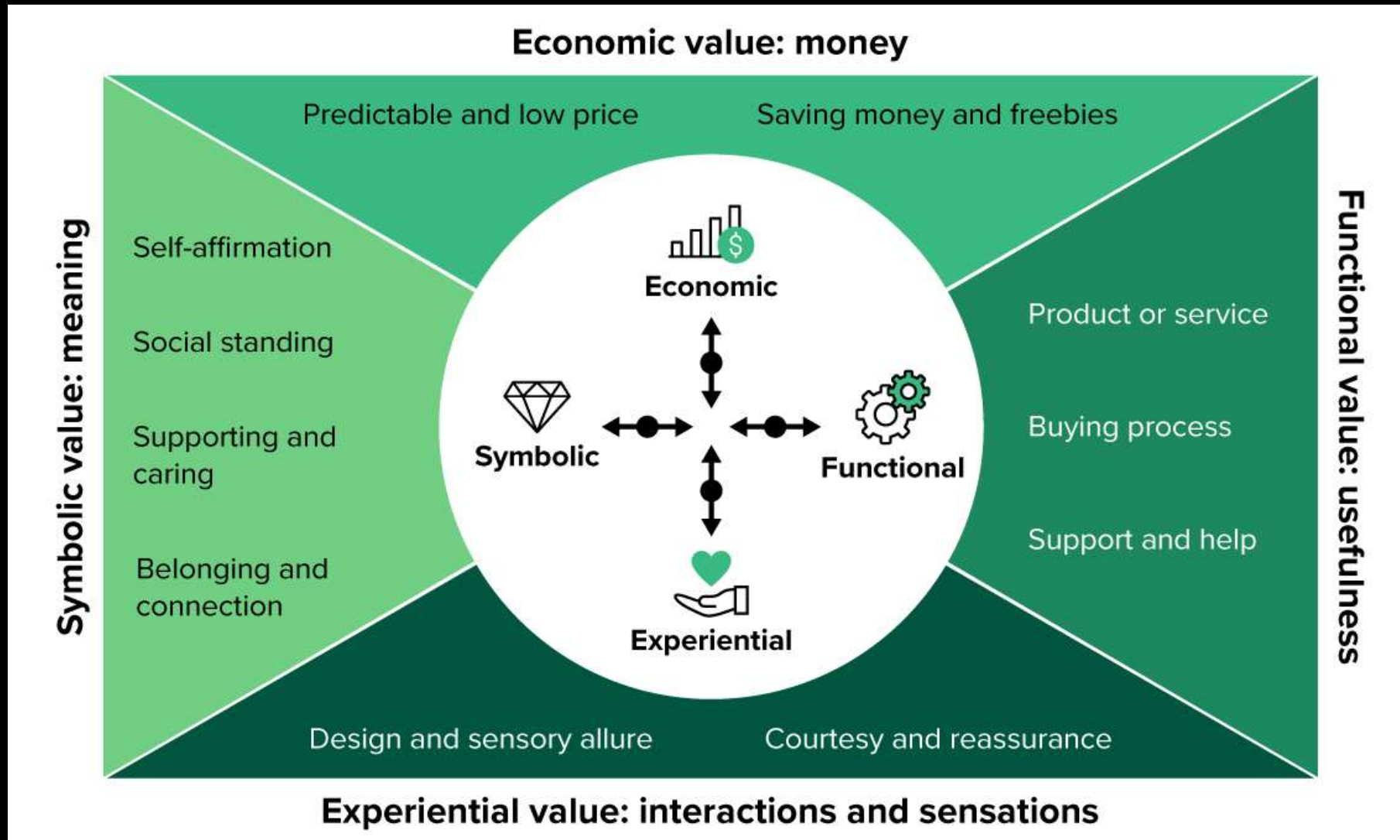


# A customer's experience is made up of many moments.

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A moment is a point in time when a person interacts with a brand to get what they want **immediately** and **in context**.

# You can't deliver value...



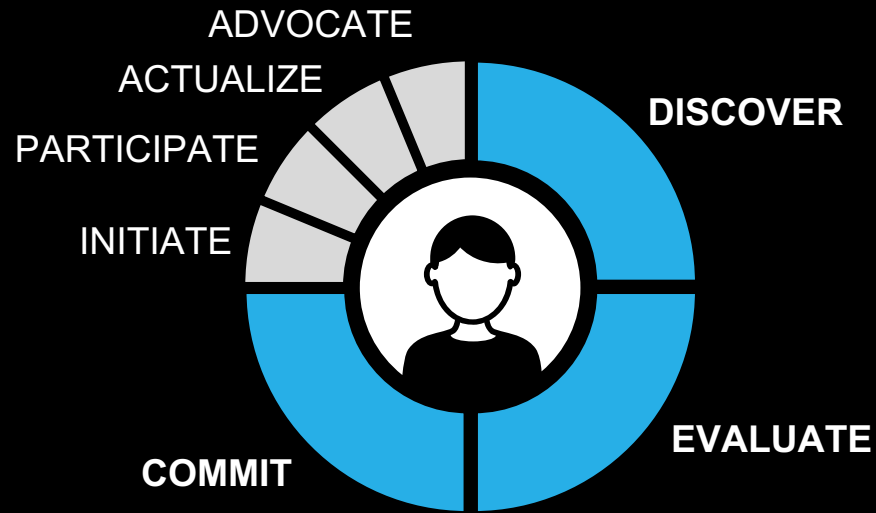
Customers  
realize  
value on  
their own  
terms.

Source: [You Can't Deliver Value To Customers: Embrace Their Value Networks Instead](#) Forrester report

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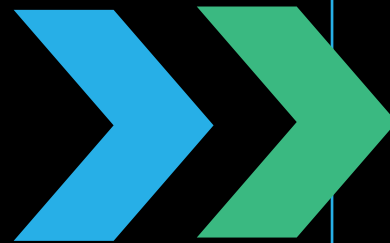
# Shift your focus to where customers realize more value

## Company perspective

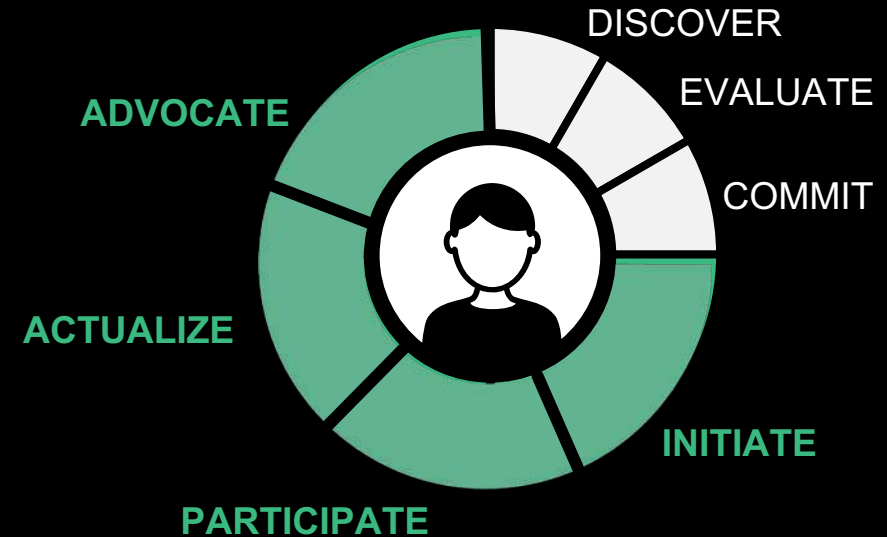


### More sales ...

- More profit/fewer costs
- Better stock value
- Increased market share



## Customer perspective



### More convenience, ease, and *trust* ...

- Services when I need them
- Less complexity
- Taking care of my needs



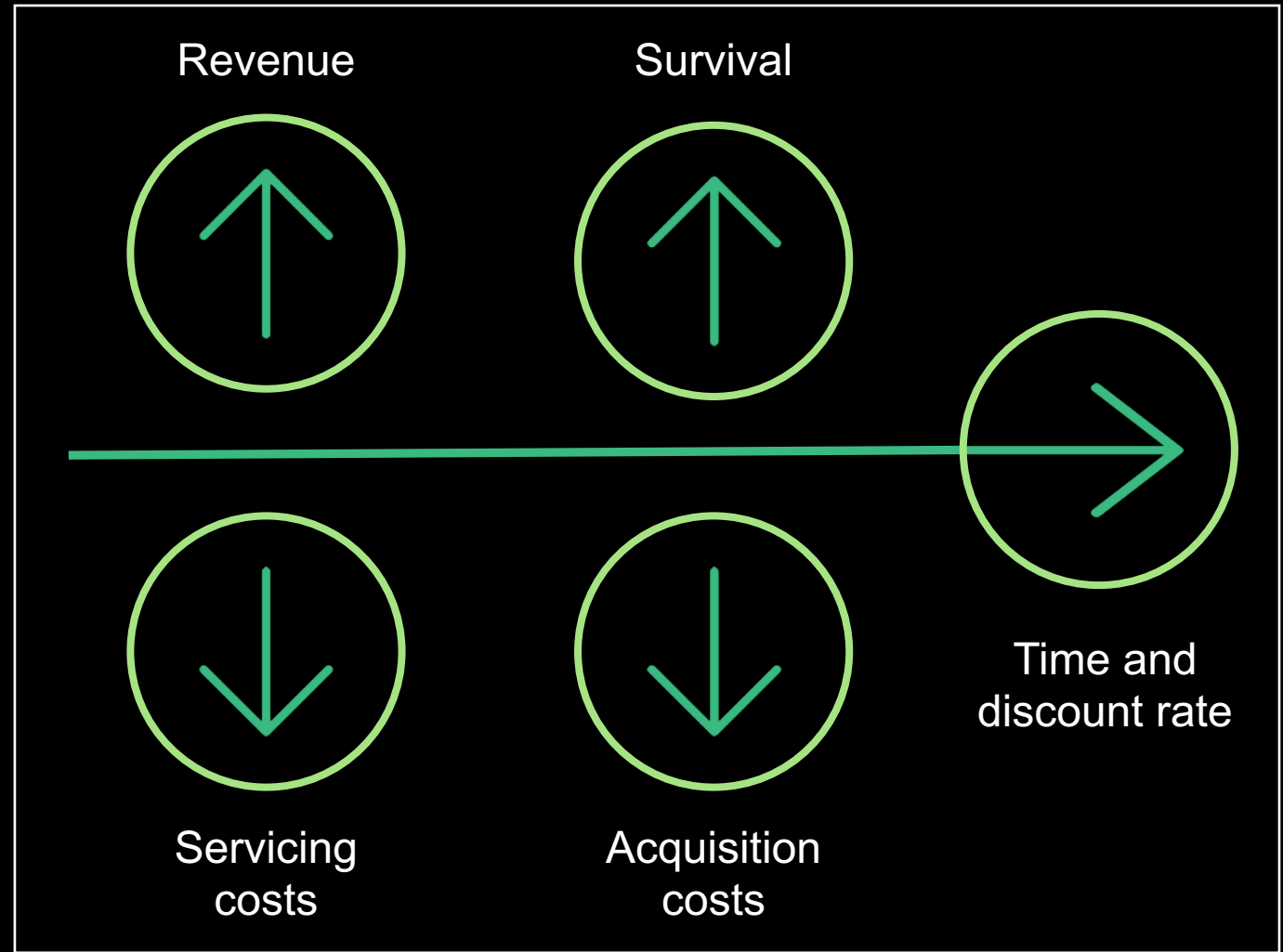
# Don't conflate personalization with experiences

- Begin with a customer data strategy to transcend disparate silos.
- Collaborate to align customer insights across functions.
- Invest in personalization aligned with customer needs and preferences.
- Getting it right is important:
  - Personalization tactics often fail.
  - Acquisition and conversion are brand goals that do not equate to customer value.

# Measure based on customer lifetime value (CLV)

$$CLV = \sum_{t=0}^T \frac{(R_t - C_t) * S_t}{(1+i)^t} - AC$$

1. Align marketing metrics with CLV to prove ROI and make informed investment decisions.
2. Collaborate with your CFO and data science team to define the right CLV model for your business.
3. Optimize your measurement program with a customer-obsessed growth engine mindset.



AI will  
accelerate  
change.

But don't get  
distracted by  
shiny objects.



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# Prediction for 2024

Half of CMOs will pursue martech ecosystem integration over marketing cloud dreams.

**No one vendor provides a 100% complete solution.**



Align investments based on customer needs.



Prioritize customer data, analytics, and content.

**Best-of-breed solutions complement core functionality.**



Adopt predictive and generative AI capabilities.



Rationalize channels, personalization, and optimization.

**Treat integration as a critical investment criterion.**



Choose products that meet your requirements and fit seamlessly.



Integrate data and tech to eliminate functional overlaps.

# Martech spending in 2024

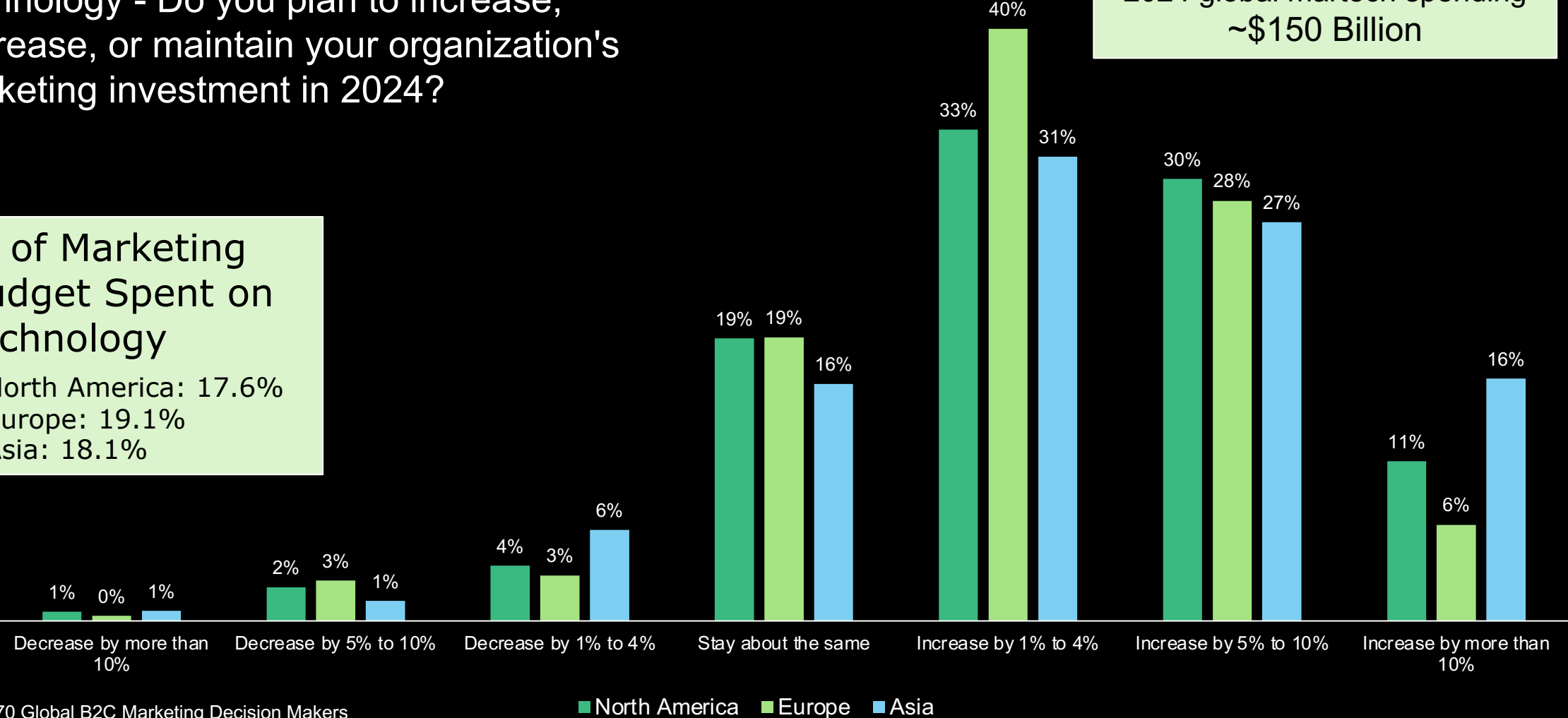
Technology - Do you plan to increase, decrease, or maintain your organization's marketing investment in 2024?

74% planning some increase compared to 65% in 2023.

2024 global martech spending ~\$150 Billion

**% of Marketing Budget Spent on Technology**

- North America: 17.6%
- Europe: 19.1%
- Asia: 18.1%



Base: 1,070 Global B2C Marketing Decision Makers  
 Source: Forrester's Marketing Survey, 2024

# To transform marketing, invest in solutions that:



Support sophisticated cross-channel experiences at scale



Ease human workloads with AI-based recommendations



Focus on customer outcomes that drive business results

# Thank You.

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**Rusty Warner**

Vice President, Principal Analyst

 <https://www.linkedin.com/in/rustywarner/>

  <https://twitter.com/RustyWarner>