

2024 Customer engagement trends

Predictions, trends, and what you can do right now from leaders in our industry.

We recently met with leaders in the industry to discuss the biggest trends in customer engagement for 2024. Watch [the full webinar here](#), and see some of their top insights below.



Trend #1

Good data, better AI

We've said it once, and we'll keep saying it – AI is everywhere. But having the shiny new car is not the same if you don't know how to drive it. [71% of businesses](#) believe that AI is only as good as the data you put into it. We agree.

“Data is more like water than oil. In order for AI to have real impact, your data needs to be clean with a traceable lineage.”

Jacqueline Woods, CMO, Teradata



Positive mentions of AI over the past 2 years



Twilio Segment's POV

For AI projects to scale, they must be automatically given large volumes of clean, well-structured data. Bottom line? If you're investing in AI, you better be investing in quality data to feed it.

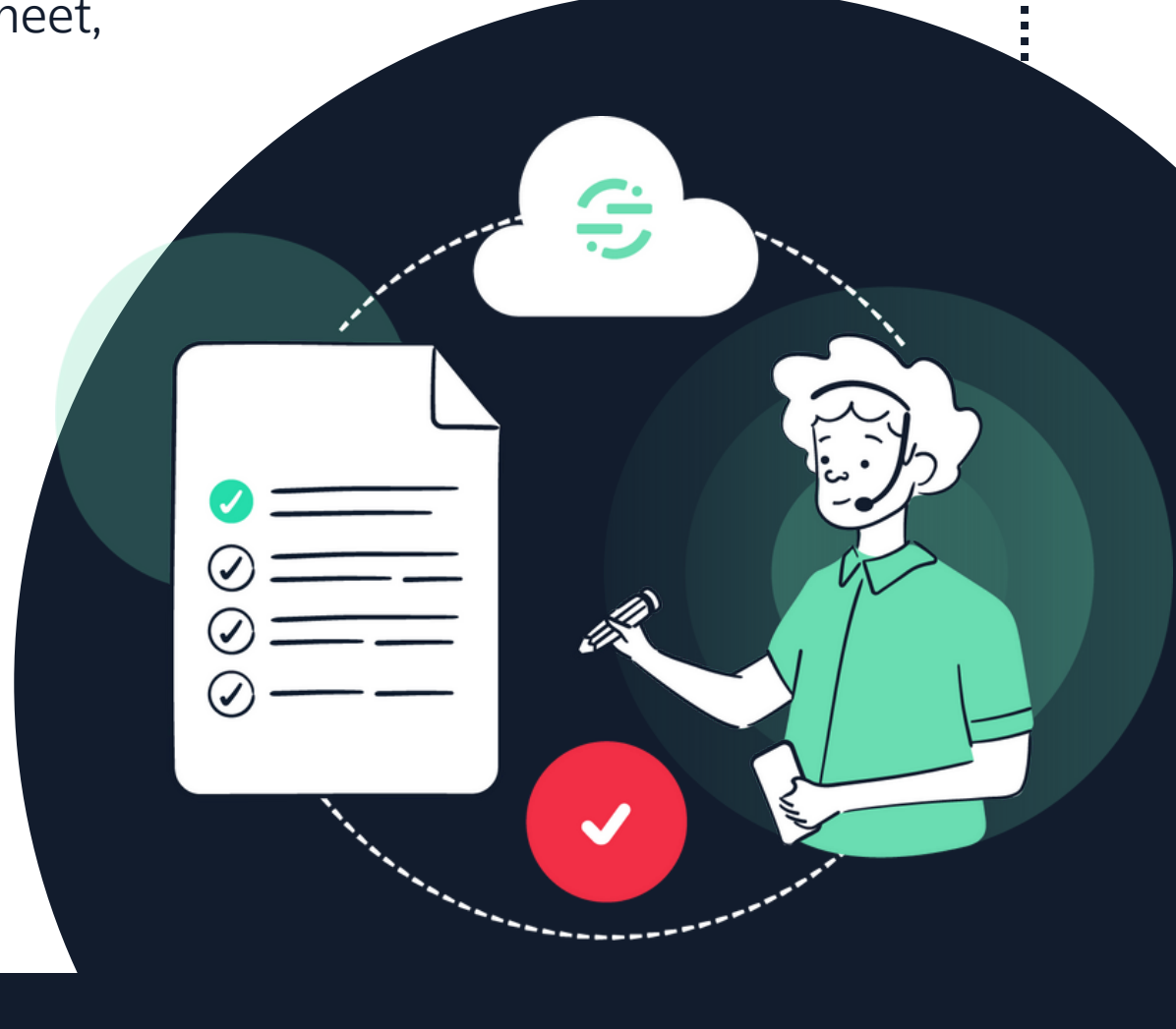
Trend #2

Personalization as a value exchange

If AI is quickly becoming the brain of real-time marketing campaigns, then personalization is undoubtedly the heart, ensuring interactions are both meaningful and unique to each individual customer. It goes beyond customization; it's about creating a meaningful exchange where AI's analytics and personalization's empathy meet, transforming interactions into valuable experiences.

“Personalization is the thing that marketers want to do best. It's the thing we want to get right and continue doing better. It's the thing that really drives stickiness and engagement.”

Jacqueline Woods, CMO, Teradata



Twilio Segment's POV

Personalization is most effective when there is a clear value exchange between the brand and the customer. Customers are willing to share their personal information when they perceive that it leads to a more valuable, personalized experience. Adding value through personalization not only deepens trust but also cements customer loyalty.

Trend #3

Omnichannel is the new normal

Omnichannel personalization (right message, right time, right place) is becoming table stakes for companies, with tech advancements (in AI and otherwise) delivering more personalized content and experiences across multiple touchpoints.

“Now that we've sort of accelerated our adoption of digital, there's less of a 'can you help me out with an omnichannel strategy' because most companies have already either spent the time to create one or they know enough or have the maturity to actually not need a partner to go and help them build it.”

David Chang, Managing Director, Deloitte Digital



3X

The number of touchpoints consumers use before buying has tripled in the last 15 years—from two to six on average.

Source: [State of Engagement Report, 2023](#)

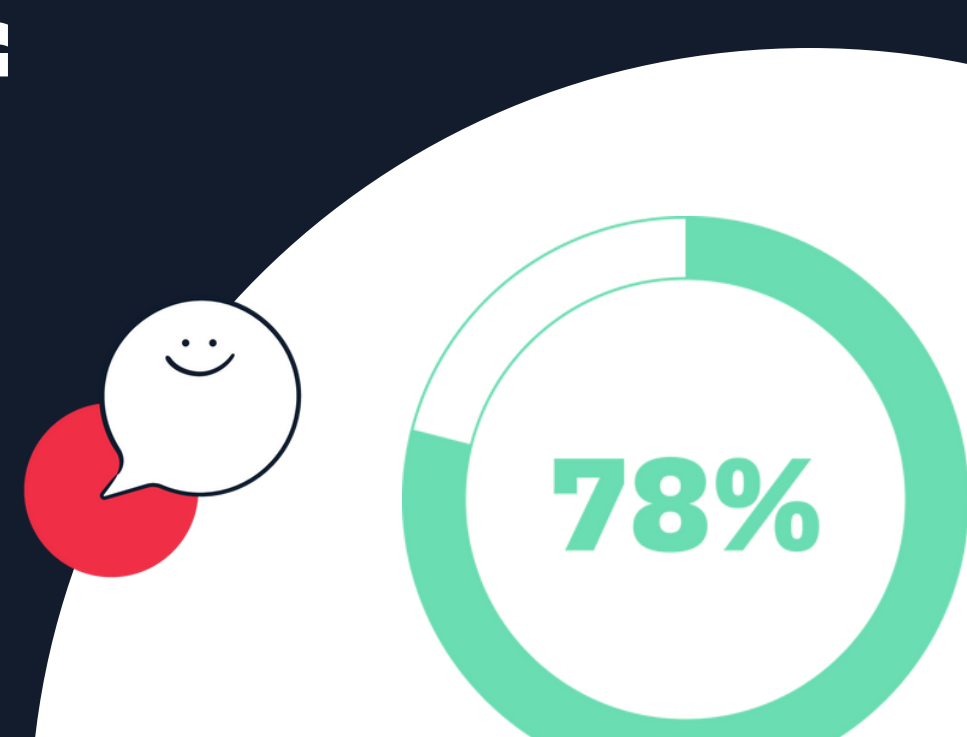
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Trend #4

Cookies come off the table

The official deprecation of third-party cookies this year marks a pivotal shift towards a privacy-first approach to digital marketing, essentially forcing businesses to overhaul their data collection and personalization strategies. How? Through first-party data and practices that prioritize user consent and comply with data protection laws.



78% of businesses consider first-party data to be the most valuable source of data for personalization.

Source: [State of Personalization Report, 2023](#)

Twilio Segment's POV

Building trust will be the cornerstone of getting quality data from your customers in order to use AI to deliver personalization through a variety of customer touchpoints. And a CDP, built around rich, clean, and compliant first-party data, is the tool that will help you deliver marketing campaigns that do just that.

BRING THESE TRENDS TO LIFE

All of these predictions have one thing in common, and that's the need for quality, clean, real-time data.

Without it, these trends are just interesting ideas, not actionable insights. Here are a couple of ways you can act on the guidance in this report.

See how a CDP can revolutionize your marketing strategy

Join us for a live product demonstration where we show you just how Twilio Segment can consolidate your first-party data to deliver marketing campaigns that actually convert.

[Request a demo](#)

Your guide to getting off third-party cookies

It's happening. 2024 is the year third-party cookies finally die. Our comprehensive guide explains what's changing with third-party cookies, how it will affect businesses, and four opportunities to bring data collection in-house.

[Download it here](#)