

From Fragmentation to Focus: Leveraging Cross-Channel Data for Marketing Success in 2025

BLUESHIFT DATA AND AI RESEARCH, JAN. 2025

 **blueshift**

INTRODUCTION

Today's marketing is defined by rapid digital transformation but heightened consumer expectations, so B2C marketers face steep pressure to deliver seamless, personalized experiences across multiple channels.

As cross-channel marketing becomes increasingly complex, effectively harnessing cross-channel data is now a key differentiator—driving success for leading companies while creating obstacles for those who struggle to adapt.

This Blueshift research of brand marketers and data leaders in the US explores the current and future states of cross-channel marketing, uncovering critical barriers, emerging trends, and actionable insights for brands navigating opportunities in cross-channel marketing.

By examining the role of AI, data integration, and predictive technologies, this report sheds light on how marketers address gaps in their strategies, optimize engagement, and drive revenue growth in today's dynamic marketplace.

METHODS

Blueshift commissioned an independent research firm to survey 294 US-based Brand (B2C) marketers in January 2025.

The marketers in the survey were mid and senior-level professionals: Executive (2.0%), Vice President (5.1%), Director (40.8%), and Manager (52.0%)

The marketers worked at mid to large-size companies: 100-1,000 FTEs (49%), 1,000 - 5,000 FTEs (43.9%), 5,000 - 10,000 FTEs (4.1%), and More than 10,000 (3.1%)

The respondents worked at companies across a variety of industries: Retail (38.8%), Financial Services (19.4%), Credit Unions (13.3%), Healthcare (12.2%), e-Commerce (7.1%), Insurance (4.1%), Media & Publications (1%), and Other Industries (4.1%)

The margin of error for this study is +/- 5% at the 95% confidence level.



Navigating the Future of Customer Acquisition: Trends, Challenges, and Opportunities

Customer acquisition is becoming increasingly complex as consumers demand seamless, personalized experiences across multiple channels. Marketers must navigate challenges like fragmented data, rising acquisition costs, and evolving privacy regulations while leveraging AI and automation to stay competitive.

A significant hurdle is the disconnect between online and offline data—**76% of B2C brands struggle to activate offline data** for cross-channel marketing, leading to fragmented customer journeys. Data bottlenecks reduce growth even more, with **61% of teams citing them as a primary reason campaigns fail to scale**. Furthermore, brands risk losing potential customers due to delayed or inconsistent messaging without a unified approach.

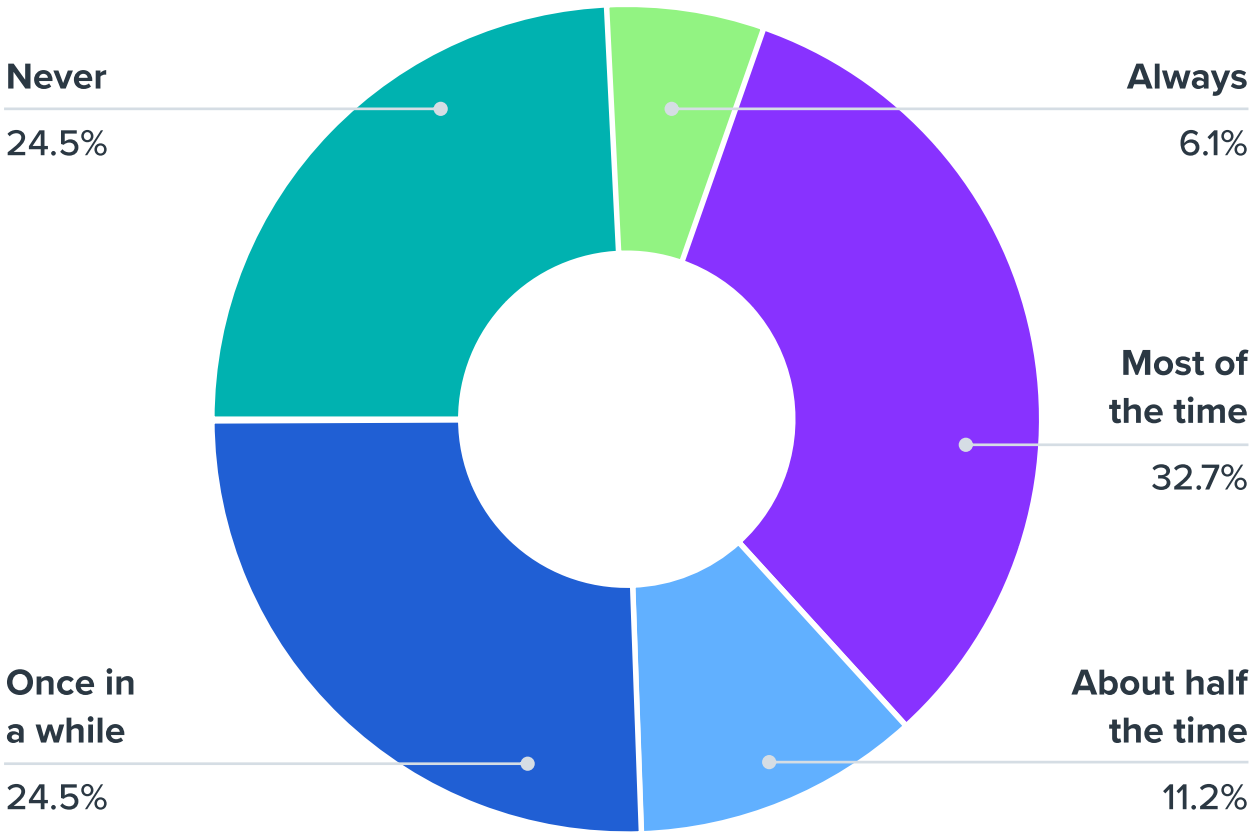
AI is emerging as a powerful solution to this problem. **Brands integrating predictive AI with first and third-party data see an average 89% lift in conversions**, demonstrating the impact of smarter, data-driven engagement. AI-powered retargeting is also helping marketers recover lost conversions faster, particularly for instances like cart abandonment.

Despite AI's promise, execution remains a challenge. Many marketing teams find their martech stacks becoming overly complex, making cross-channel personalization difficult. Brands that prioritize real-time customer journey tracking, predictive personalization, and AI-driven automation will be best positioned for sustainable growth in the coming years. Those who streamline data integration and optimize cross-channel engagement will also gain a lasting competitive edge.

ACTIVATING OFFLINE DATA

for cross-channel marketing is a struggle for 76% of brands in all industries except e-Commerce. This includes companies of all sizes except the very largest (more than 10,000 FTEs).

Does your company struggle to optimize cross-channel data for your marketing?

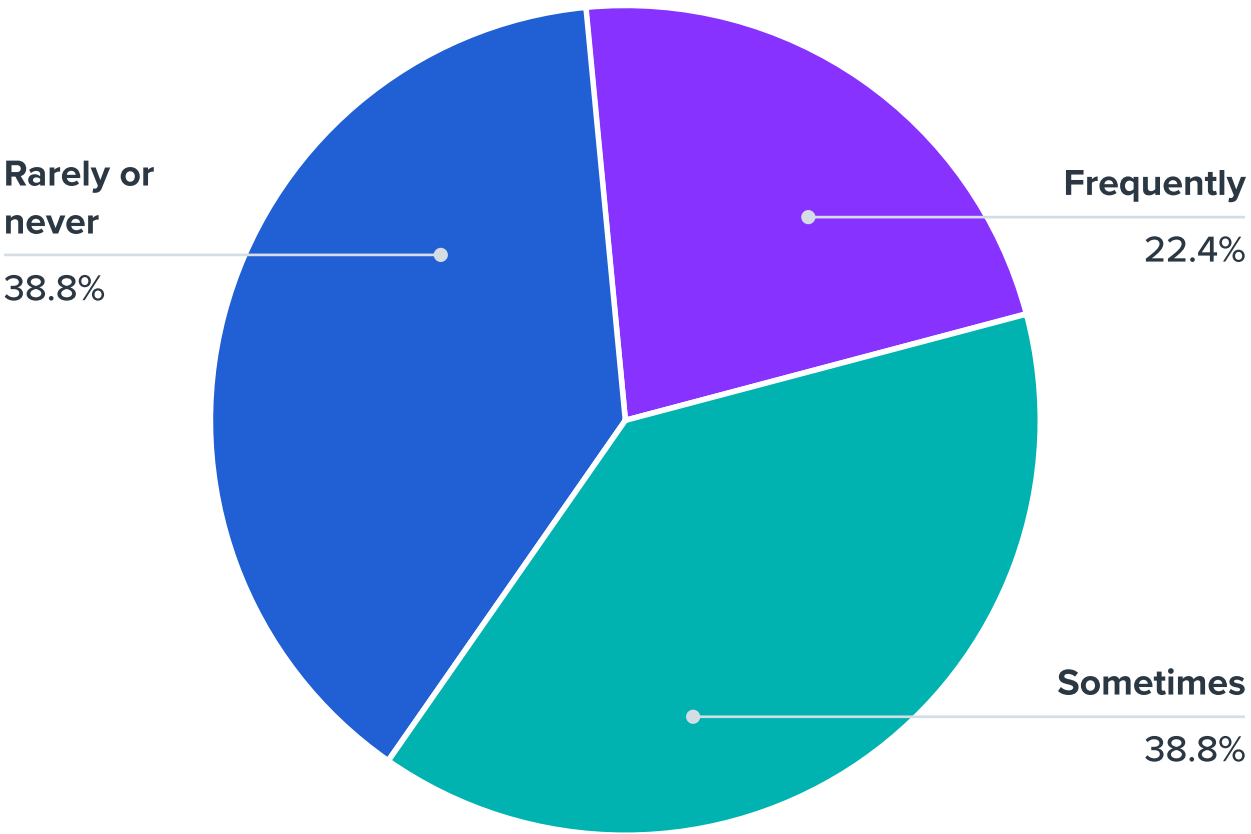


n=294 Blueshift Data and AI Research, Jan 2025

DATA BOTTLENECKS

are the primary reasons campaigns fail to scale according to 61% of teams.

Do data bottlenecks significantly impact your ability to scale campaigns?

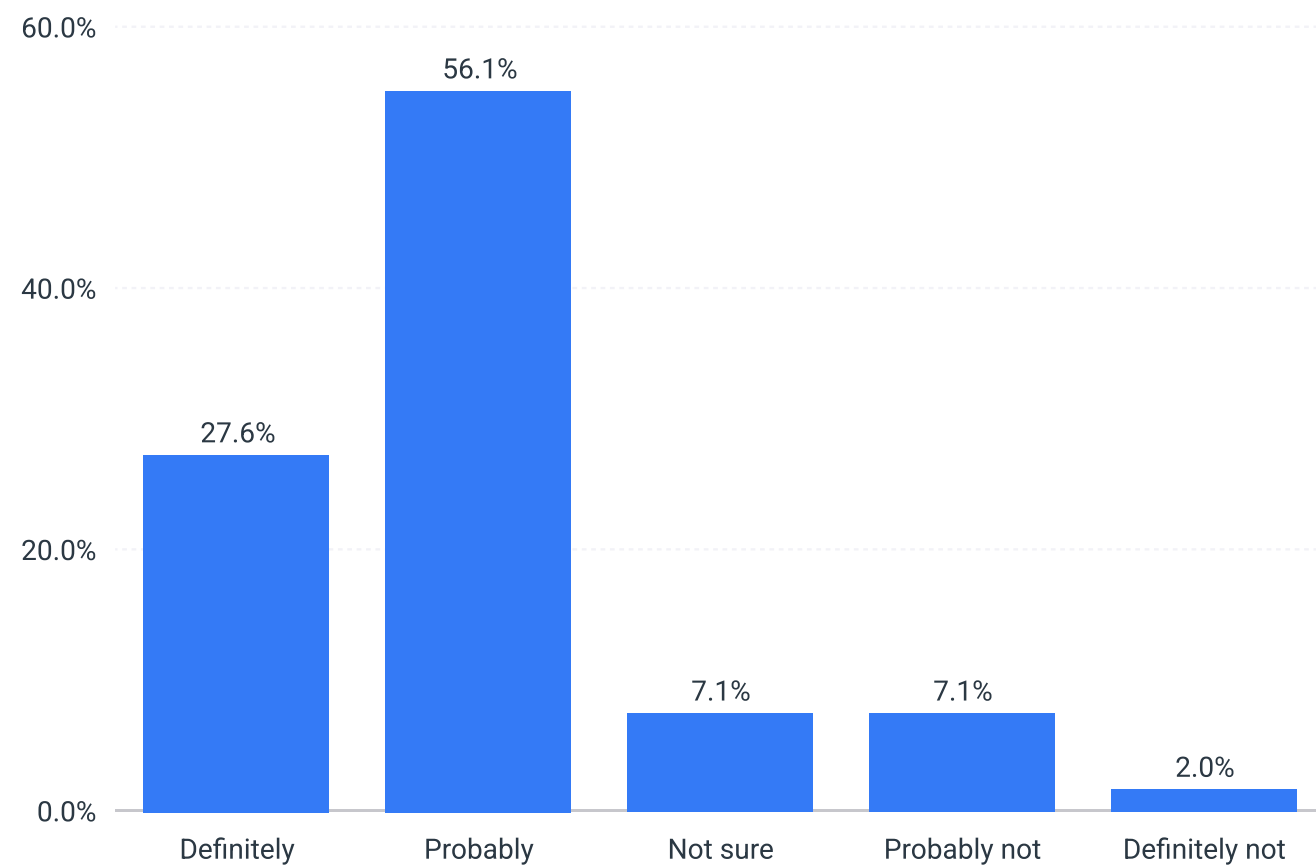


n=294 Blueshift Data and AI Research, Jan 2025

CONVERSION RATES

rose 84% by integrating Predictive AI with first and third party data.

Have you observed a lift in conversions by integrating predictive AI with first and third-party data?



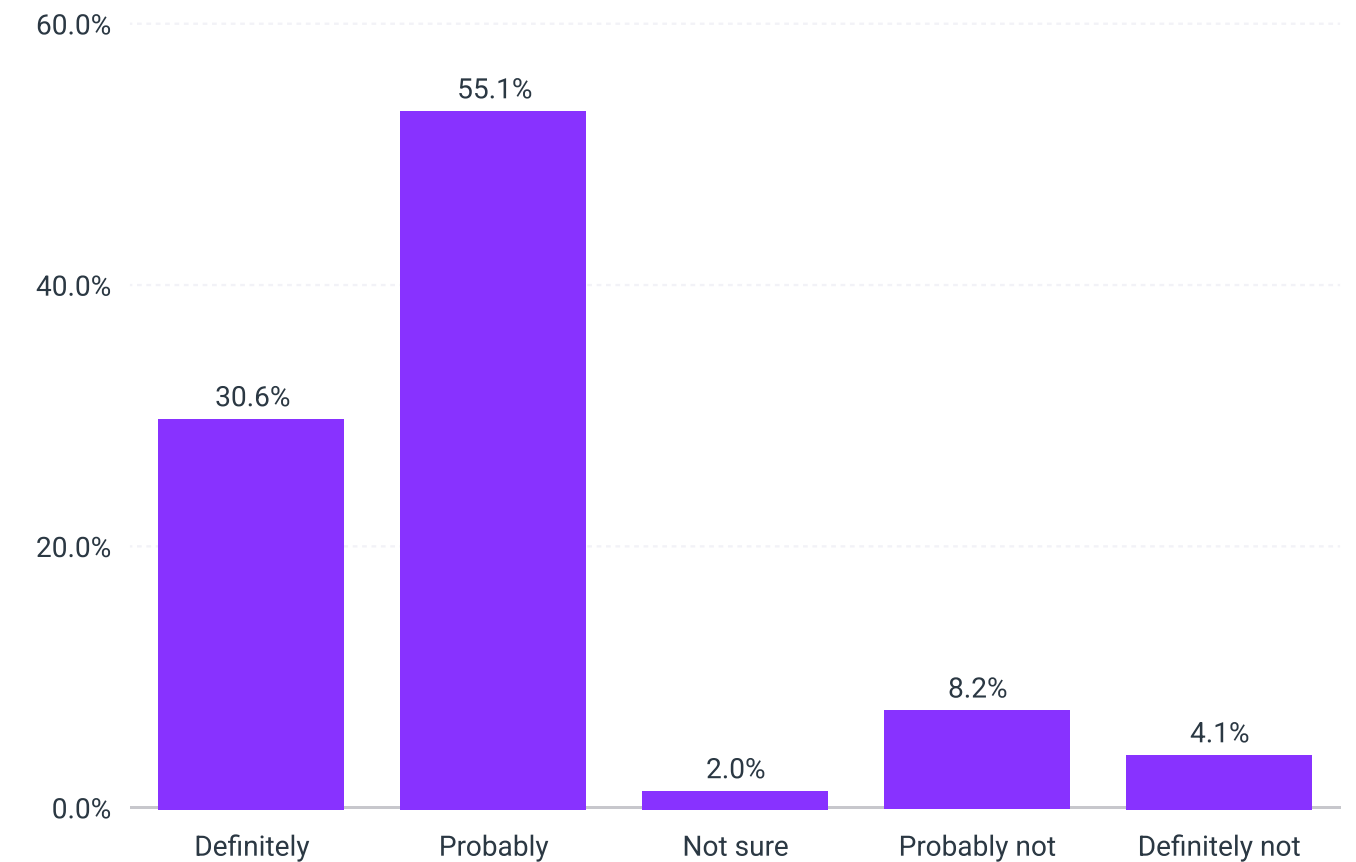
n=294

Blueshift Data and AI Research, Jan 2025

CUSTOMER ACQUISITION COSTS

lowered by 86% by using Predictive AI for recommendations.

Does using predictive AI for recommendations in your campaigns help reduce customer acquisition costs in your organization?



n=294

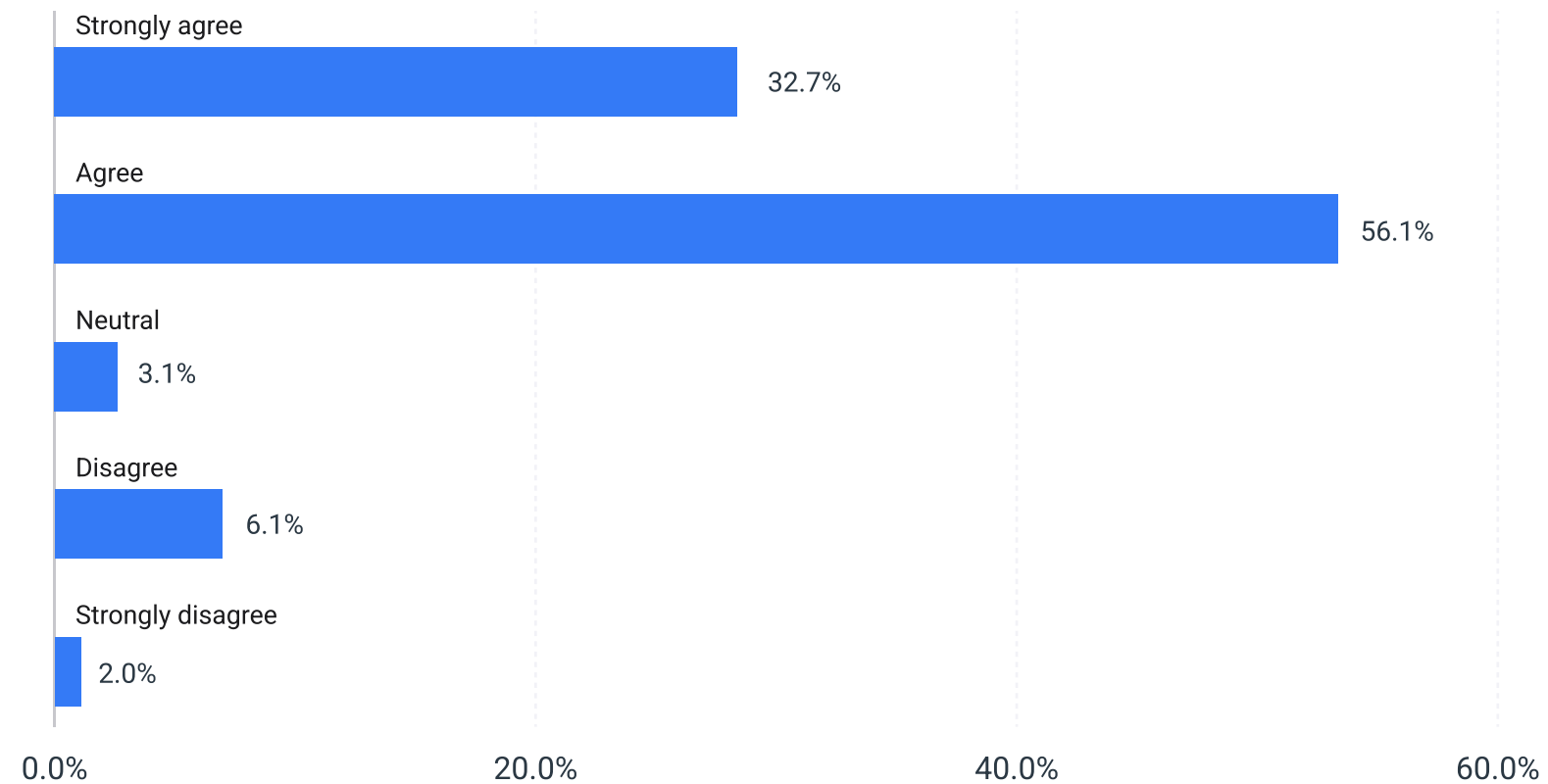
Blueshift Data and AI Research, Jan 2025

AI improves

CAMPAIGN TIMING, CONTENT and PERSONALIZED PRODUCT RECOMMENDATIONS

by 89%.

Do you agree AI can improve timing, content recommendations, and product personalization in your campaigns?



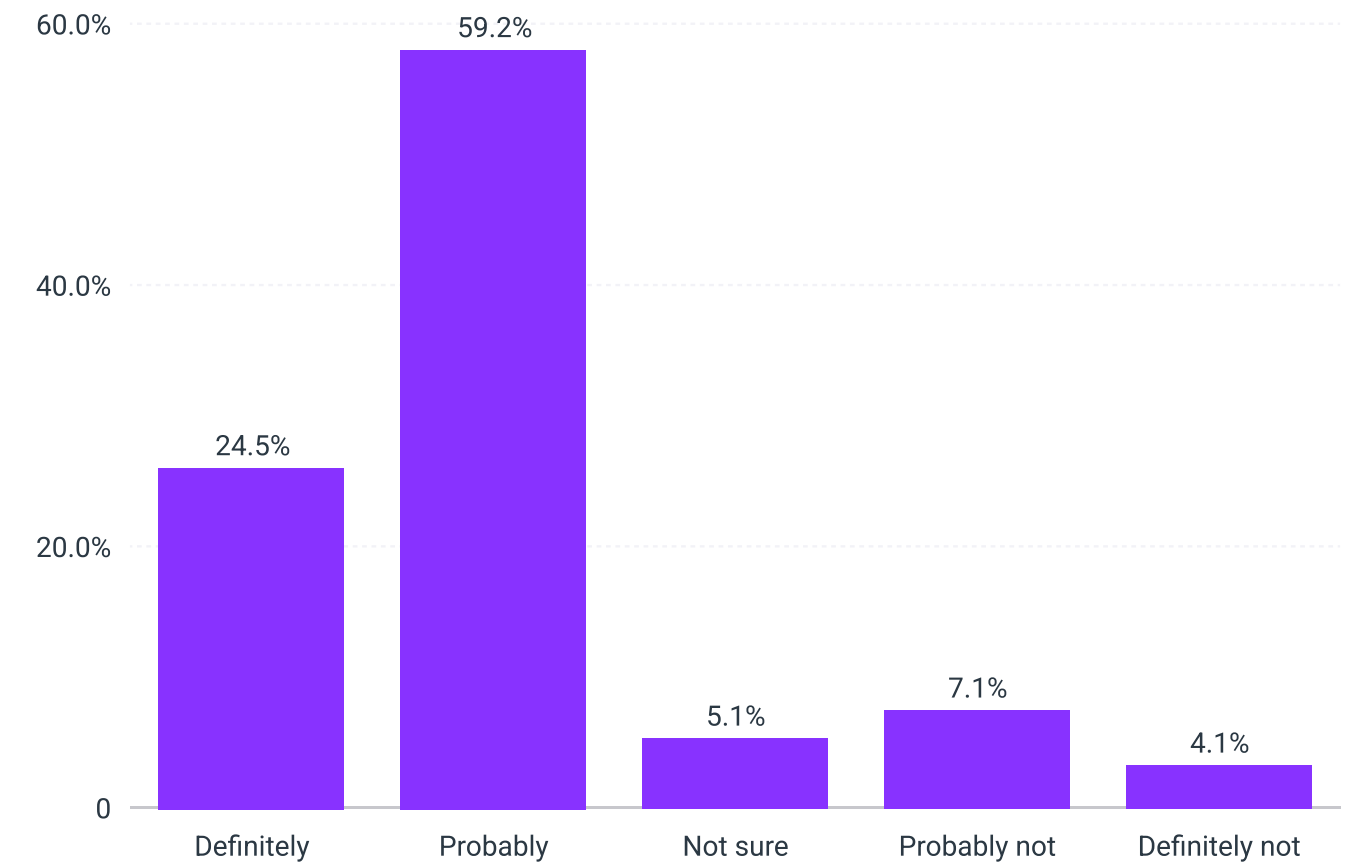
n=294

Blueshift Data and AI Research, Jan 2025

CART ABANDONMENT

rates improved 84% due to AI-powered retargeting.

Have AI-powered retargeting strategies helped you recover from cart abandonment faster?



n=294

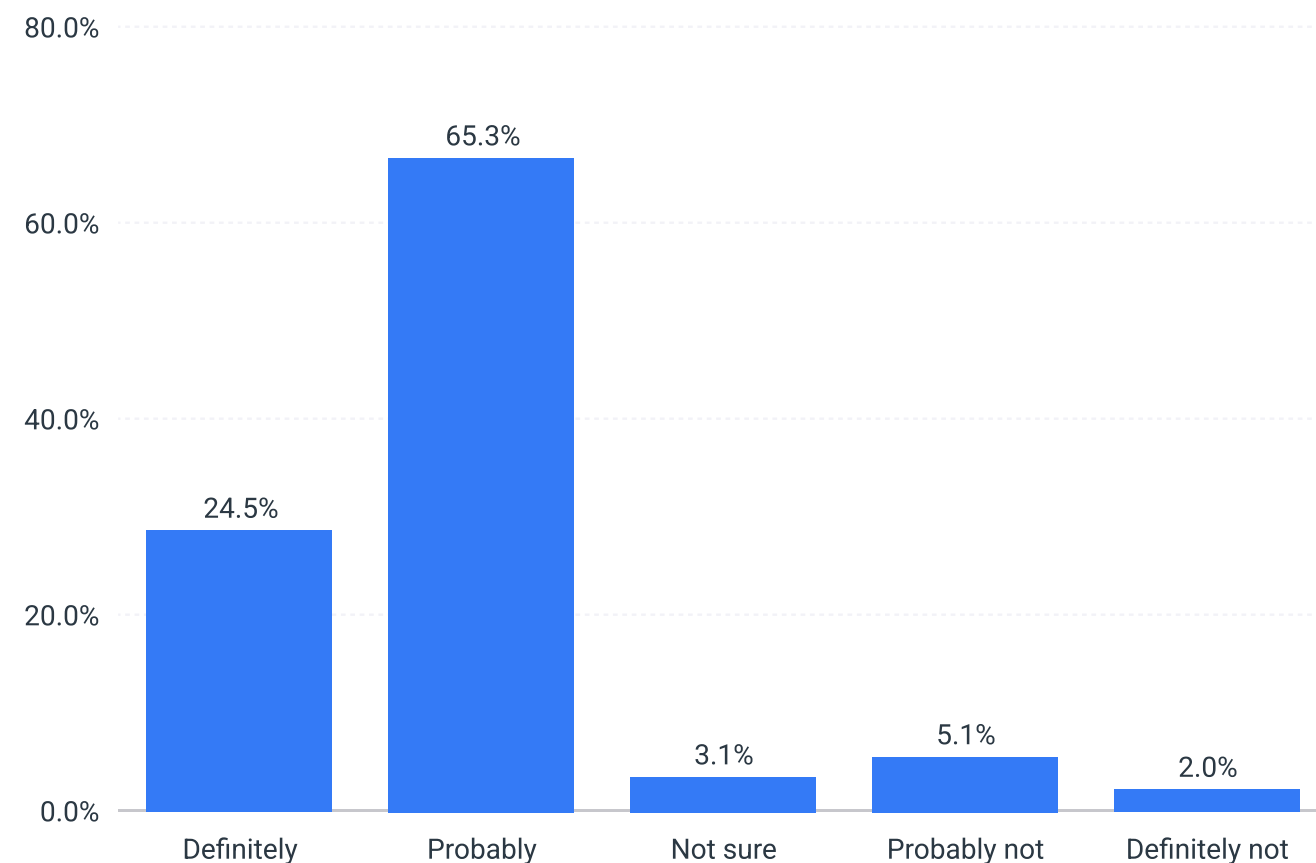
Blueshift Data and AI Research, Jan 2025

Seamless cross-channel experience leads to

MORE CUSTOMER REFERRALS AND POSITIVE WORD-OF-MOUTH,

according to 90% of marketing leaders especially in the Finance, Insurance, Media & Publications, and Healthcare industries.

Do you find that delivering a seamless cross-channel experience drives more customer referrals and positive word-of-mouth?



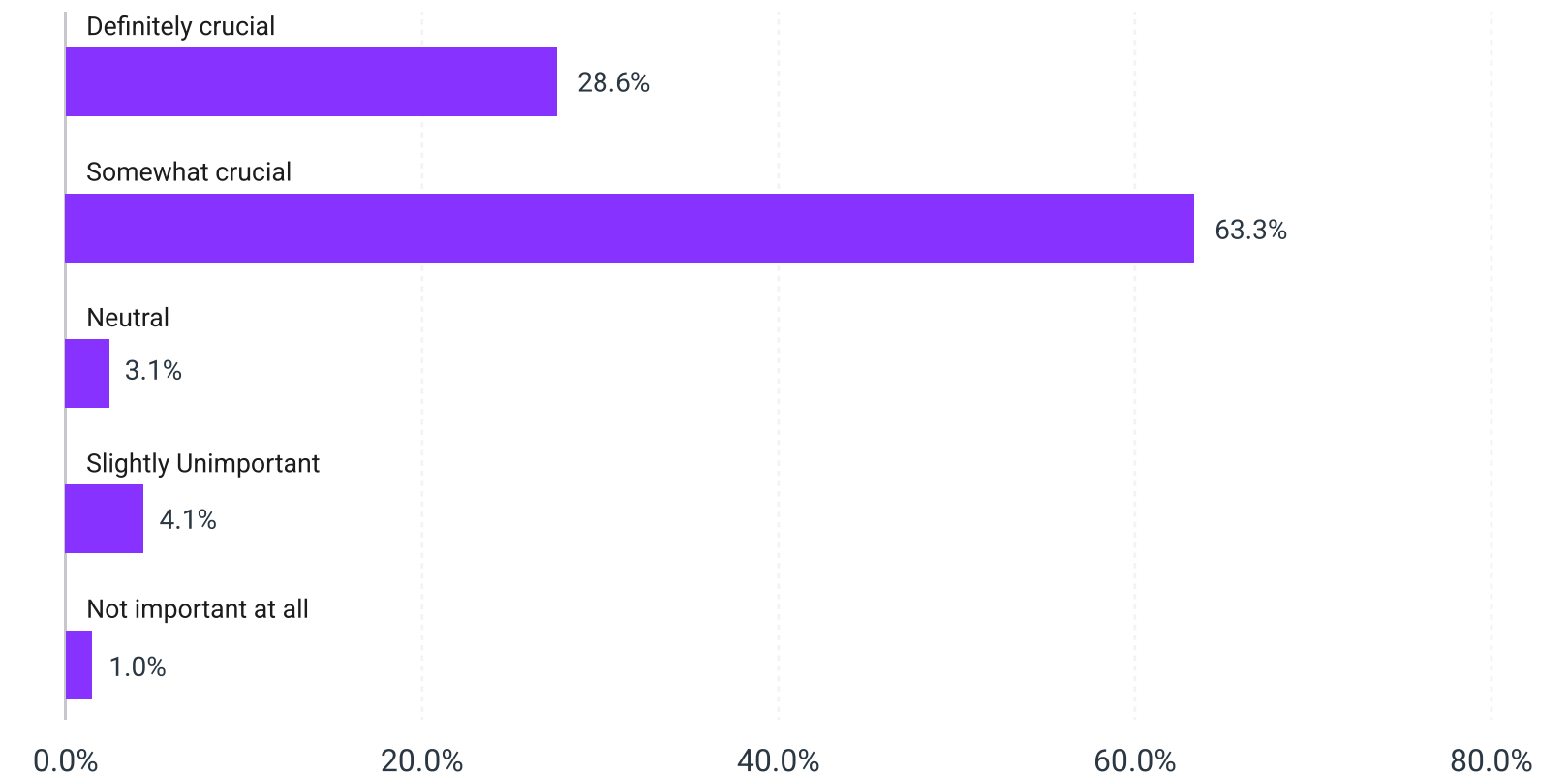
n=294

Blueshift Data and AI Research, Jan 2025

DELIVERING A CONSISTENT EXPERIENCE

across online and offline channels is crucial for cross-channel success according to 92% of marketing leaders.

How important is delivering a consistent experience across online and offline channels to your cross-channel strategy?



n=294

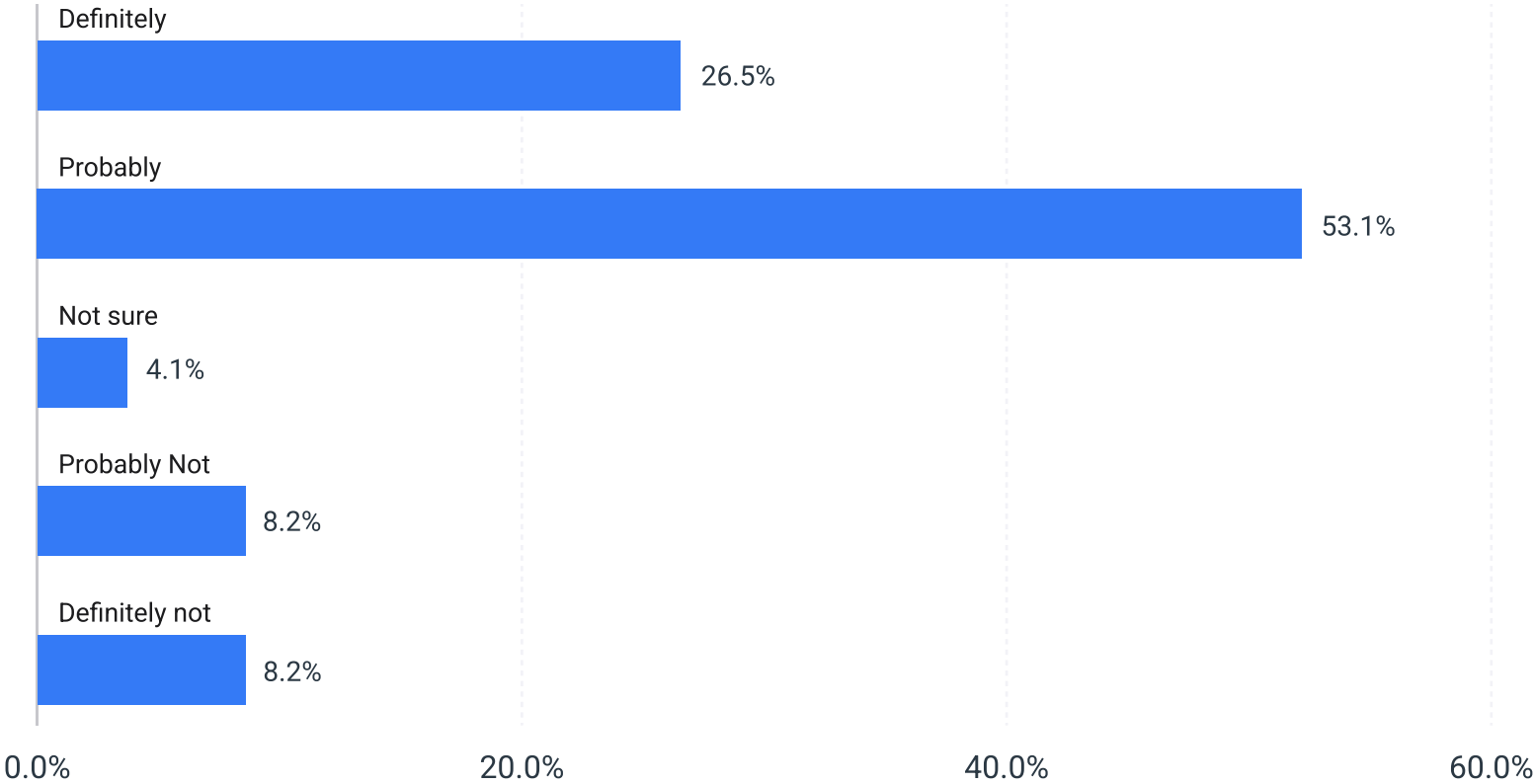
Blueshift Data and AI Research, Jan 2025

AI-driven, cross-channel marketing has led to

**HIGHER CUSTOMER
LIFETIME VALUE,**

according to 80% of marketing leaders.
The impact is particularly significant in the Retail
and Insurance industries.

Has AI-driven cross-channel marketing contributed to
increasing customer lifetime value in your campaigns?



n=294

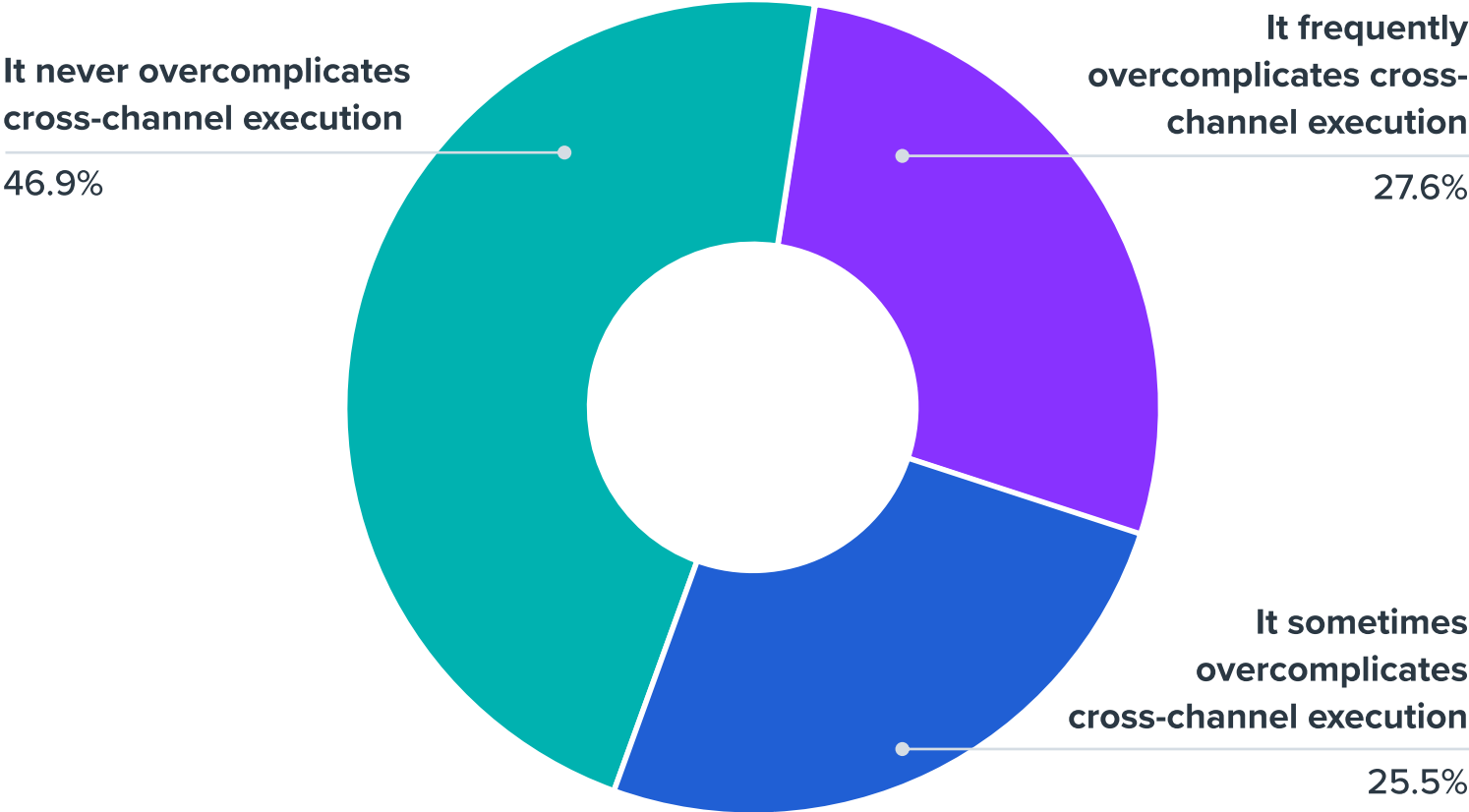
Blueshift Data and AI Research, Jan 2025

The current

**MARTECH STACK OVERCOMPLICATES
CROSS-CHANNEL EXECUTION**

according to 53% of marketing leaders and only
20% are confident in how to overcome this. This
is especially pronounced in the Finance industry.






Does your current martech stack
overcomplicate cross-channel execution?



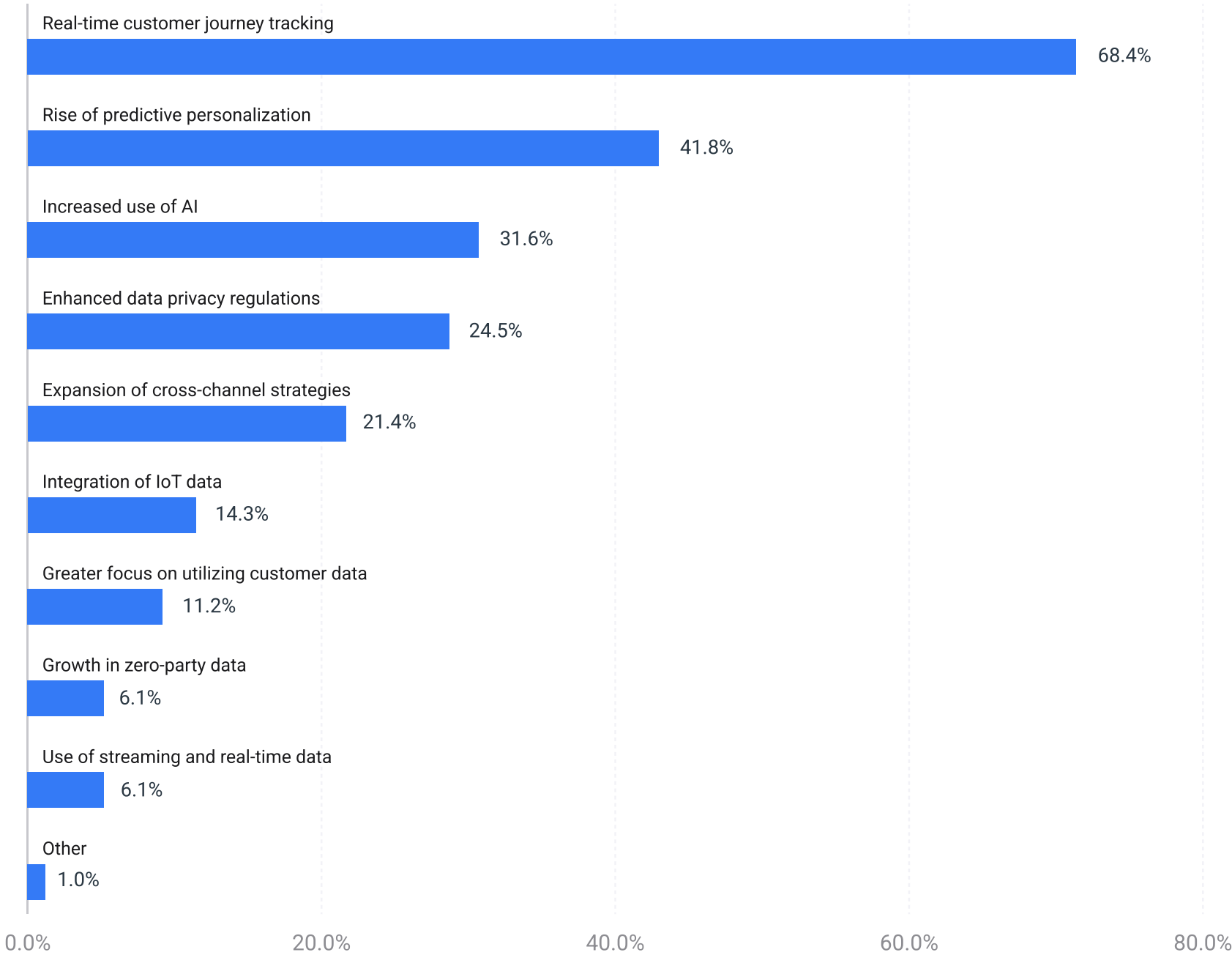
n=294

Blueshift Data and AI Research, Jan 2025

The top emerging cross-channel data trends for B2C marketers in 2025

-  **Real-time customer journey tracking**
-  **Rise of predictive personalization**
-  **Increased use of AI**
-  **Enhanced data privacy regulations**
-  **Expansion of cross-channel strategies**

What emerging cross-channel data trends do you believe will be most impactful in 2025?
(Select all that apply)



n=294

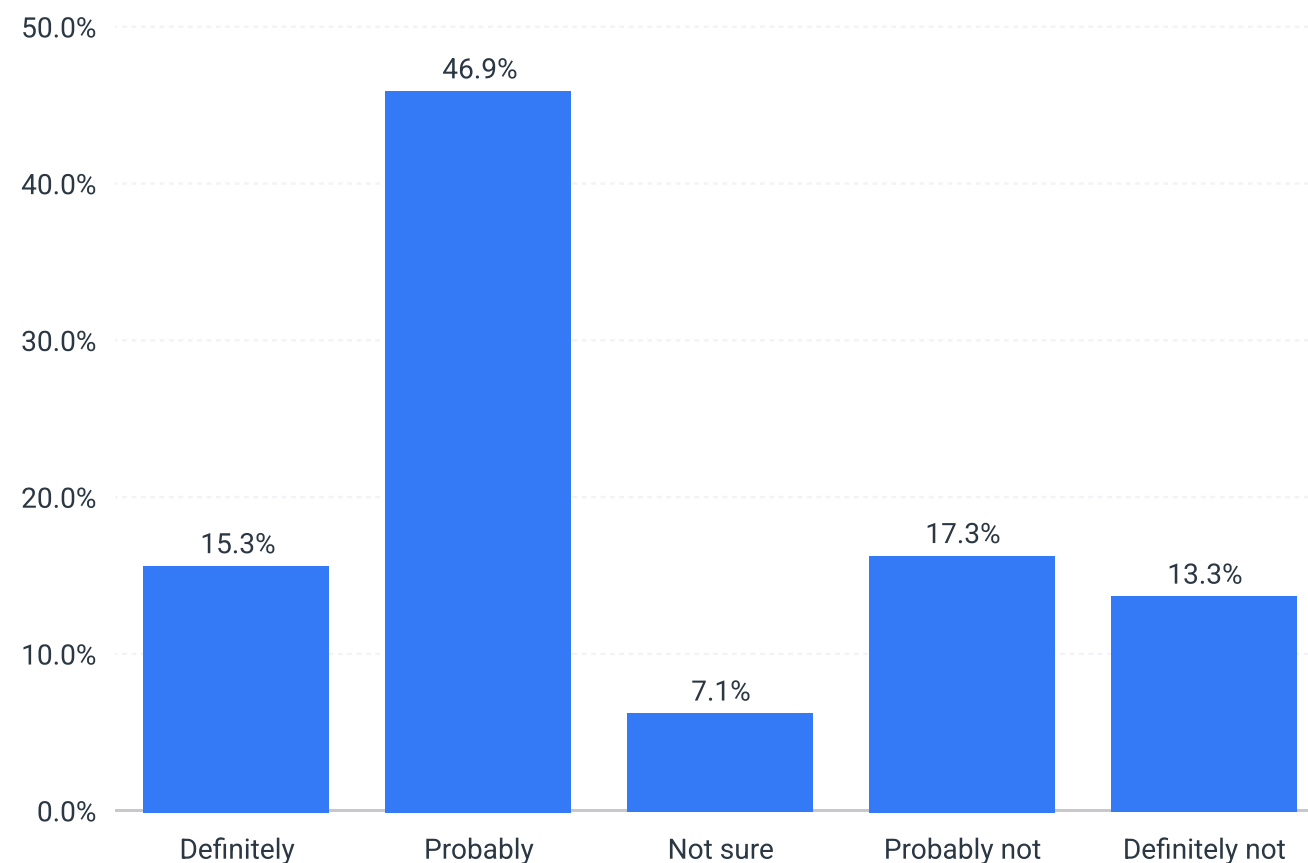
Blueshift Data and AI Research, Jan 2025

Delayed campaign launches due to

SILOED DATA AND INFLEXIBLE SYSTEMS

have impacted 62% of brands, with the impact especially pronounced in the Finance and Insurance industries.

Have you experienced delays in campaign launches due to systems not integrated with each other?



n=294

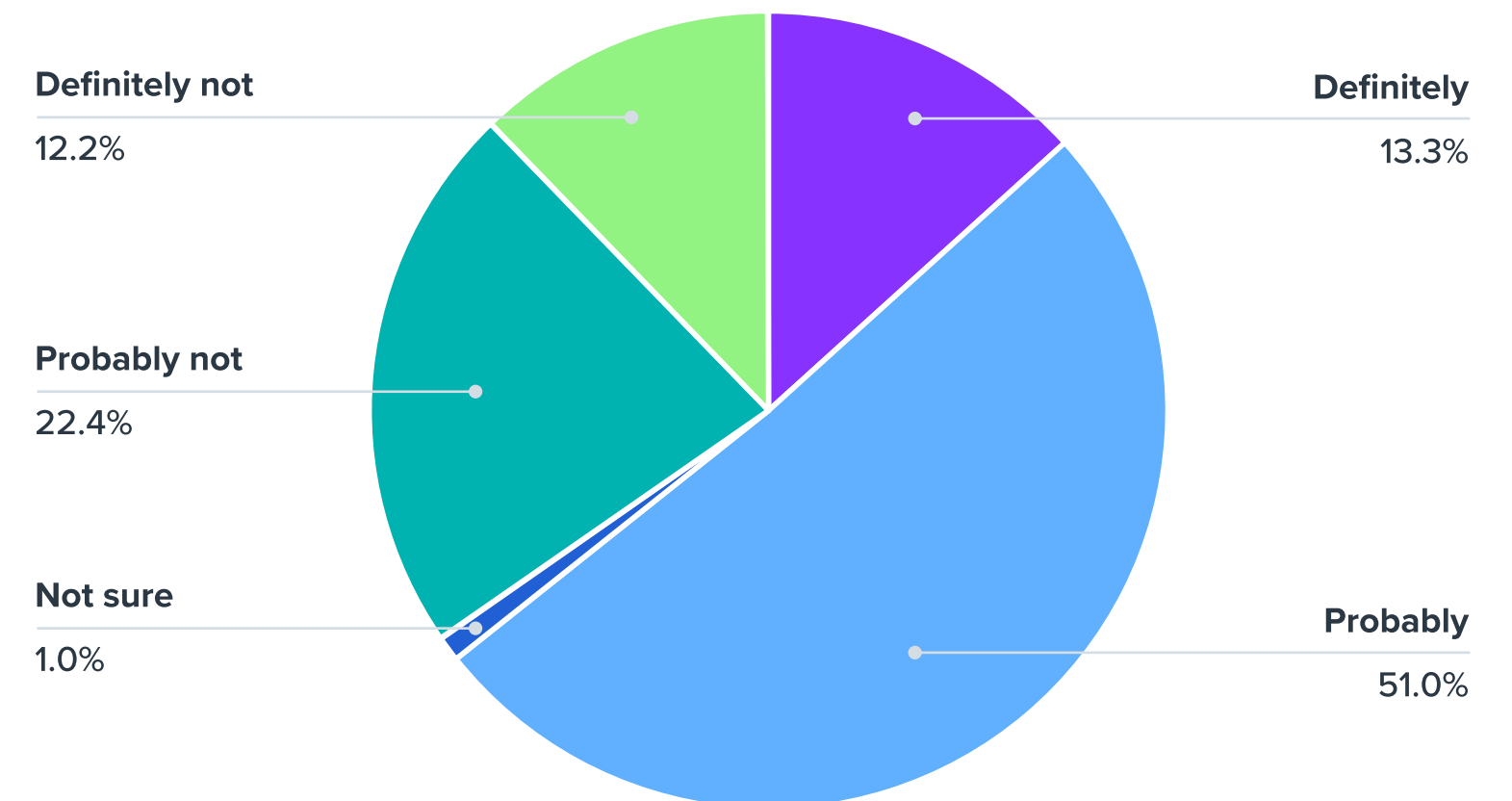
Blueshift Data and AI Research, Jan 2025

64% of teams admit to struggling with

CROSS CHANNEL PERSONALIZATION AT SCALE,

including companies of all sizes except the very largest (more than 10,000 FTEs).

Do you struggle with achieving cross-channel personalization at scale?



n=294

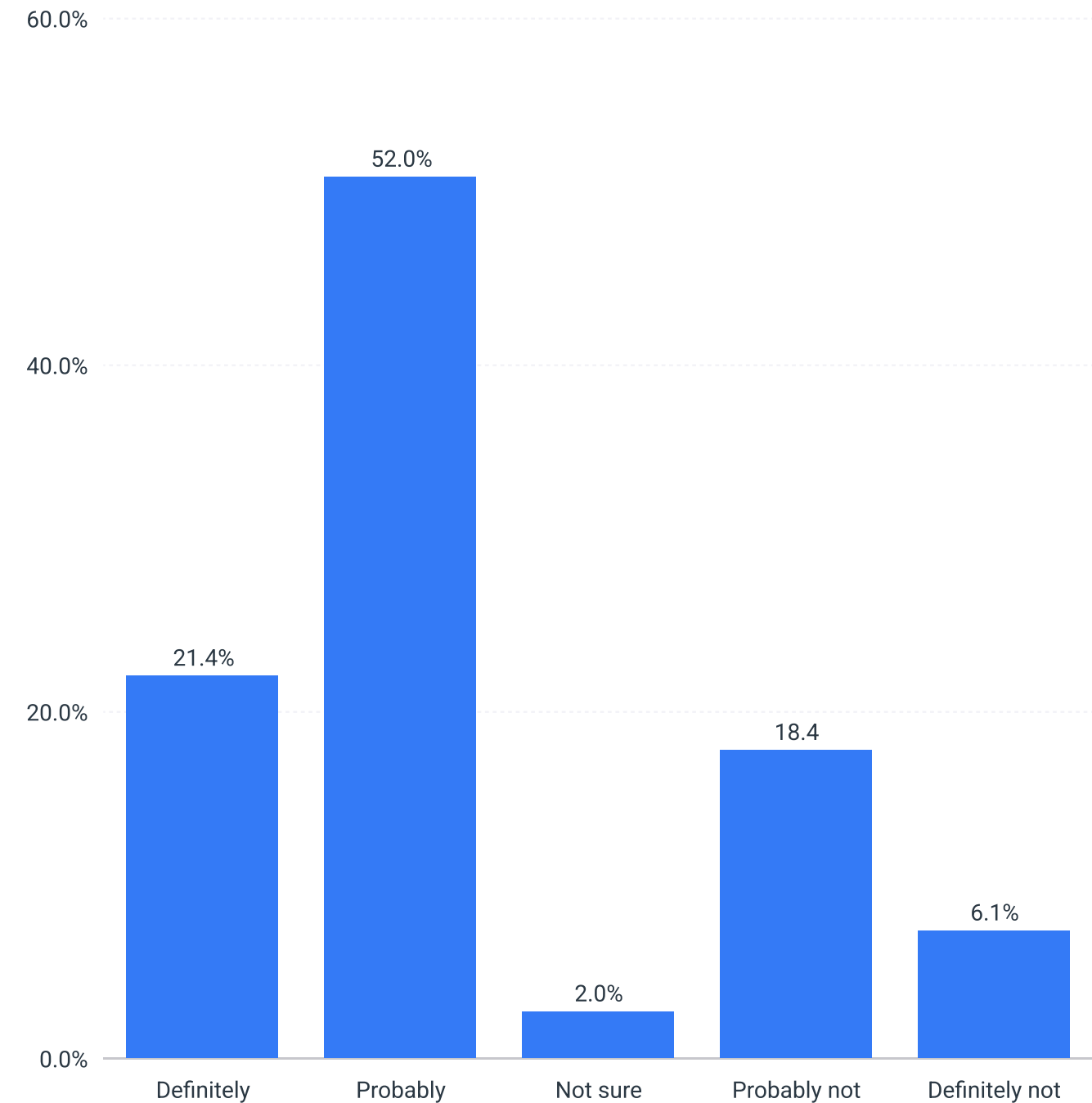
Blueshift Data and AI Research, Jan 2025

MANUAL SEGMENTATION LIMITS ROI

from high-value campaigns for 74% of Marketing leaders affecting companies of all sizes except the very largest (more than 10,000 FTEs).







Does manual segmentation limit your ability to drive ROI from high-value campaigns?
(Select all that apply)



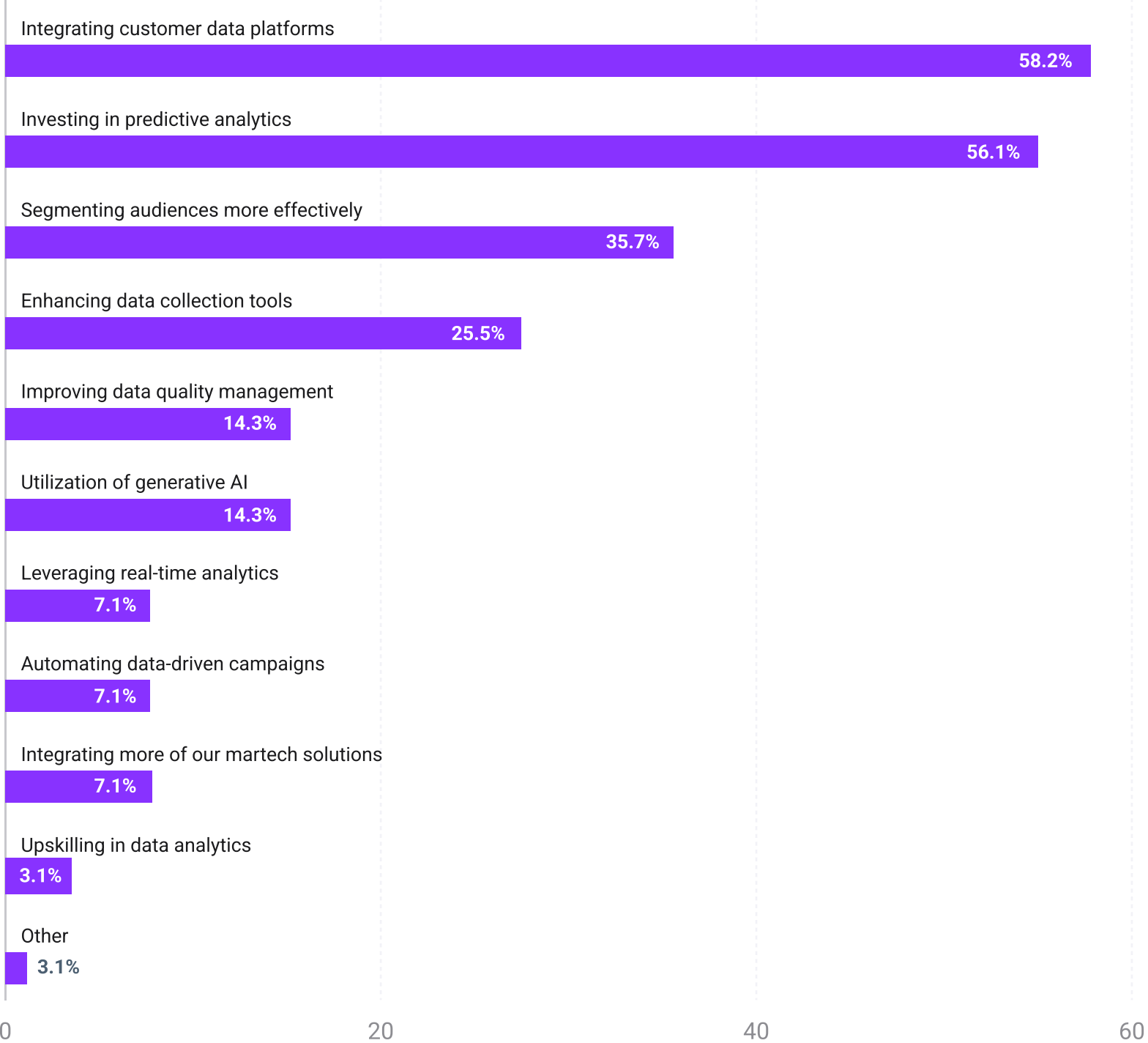
n=294

Blueshift Data and AI Research, Jan 2025

The top ways B2C marketers are improving their use of data to hit revenue targets:

-  Integrating customer data platforms
-  Investing in predictive analytics
-  Segmenting audiences more effectively
-  Enhancing data collection tools






Which strategies have you adopted to improve your use of data for achieving revenue targets?
(Select all that apply)



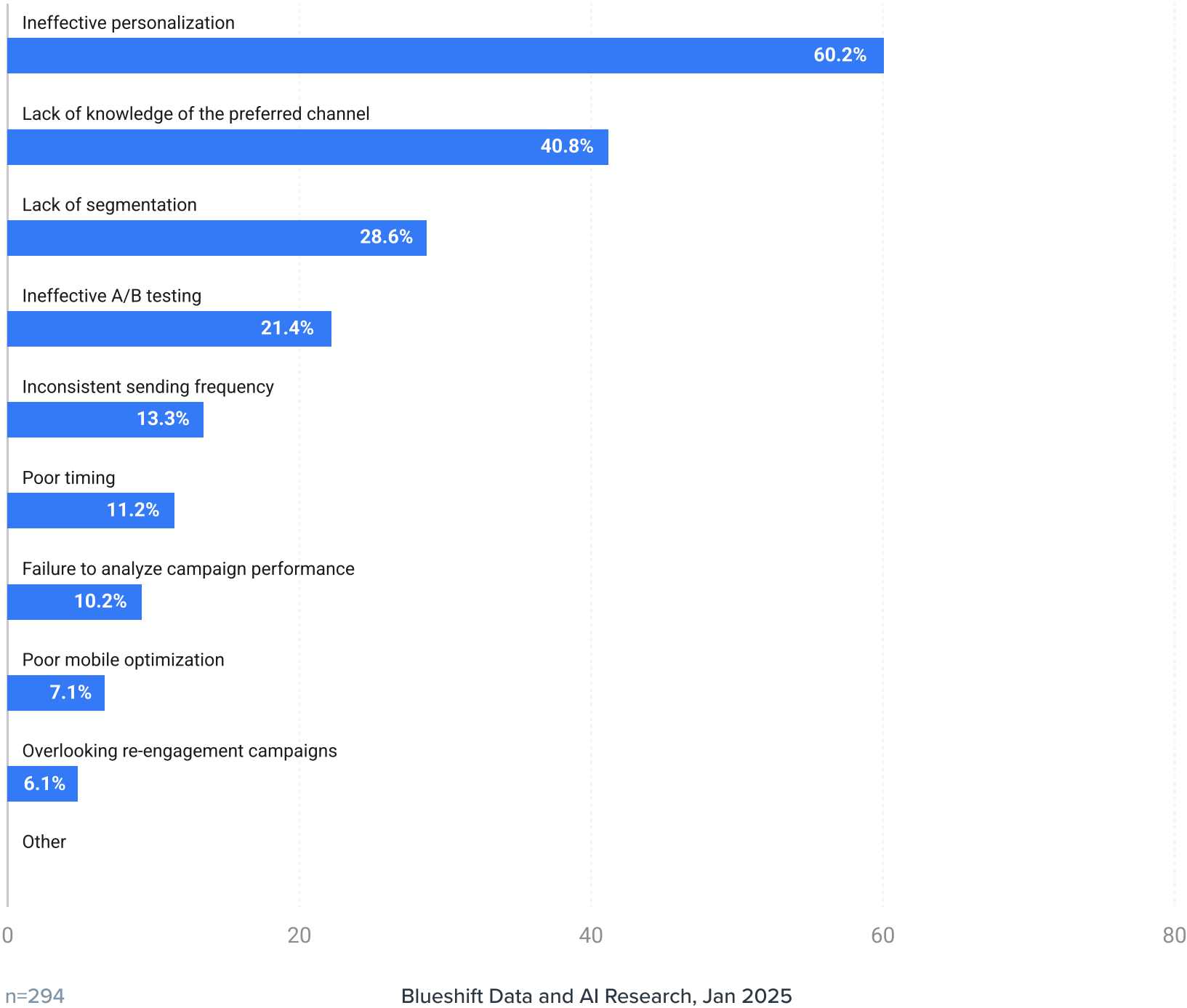
n=294

Blueshift Data and AI Research, Jan 2025

The most significant missed opportunities in email campaigns for B2C marketers:

-  **Ineffective personalization**
-  **Lack of knowledge about preferred channels**
-  **Lack of Segmentation**
-  **Ineffective A/B testing**
-  **Inconsistent sending frequency**

What do you believe are the biggest missed opportunities in email campaigns?
(Select all that apply)



The Future of Customer Engagement: Key Trends Shaping 2025

Customer engagement constantly evolves as brands strive to create seamless, personalized experiences across multiple channels. As consumers expect real-time, relevant interactions, marketers are moving away from fragmented strategies and investing in providing integrated experiences that enhance engagement, satisfaction, and retention.

One of the biggest challenges remains delivering a consistent customer experience. Consumers interact with brands across email, mobile, web, and offline channels, yet many brands struggle to ensure a cohesive experience. While **90% of marketing leaders recognize that consistent messaging increases engagement, only 34% are confident they're achieving it**. This gap underscores the growing need for centralized data and AI-driven automation to ensure relevance at every touchpoint.

The rise of real-time personalization is transforming engagement strategies. **89% of brands say real-time customer profiles are essential for personalized interactions**, enabling marketers to recognize preferences and deliver dynamic experiences. AI-driven customer journey engagement is also proving its value, with **87% of brands achieving higher retention** by leveraging predictive analytics and automation.

Looking ahead, marketers are increasingly prioritizing platforms that unify engagement across channels. **86% of marketing leaders plan to invest in a Customer Engagement Platform (CEP) over point solutions in 2025**, signaling a shift toward more integrated, data-driven marketing. As AI, real-time data, and automation continue to evolve, brands that embrace these innovations will be best positioned to drive deeper customer relationships and long-term loyalty.

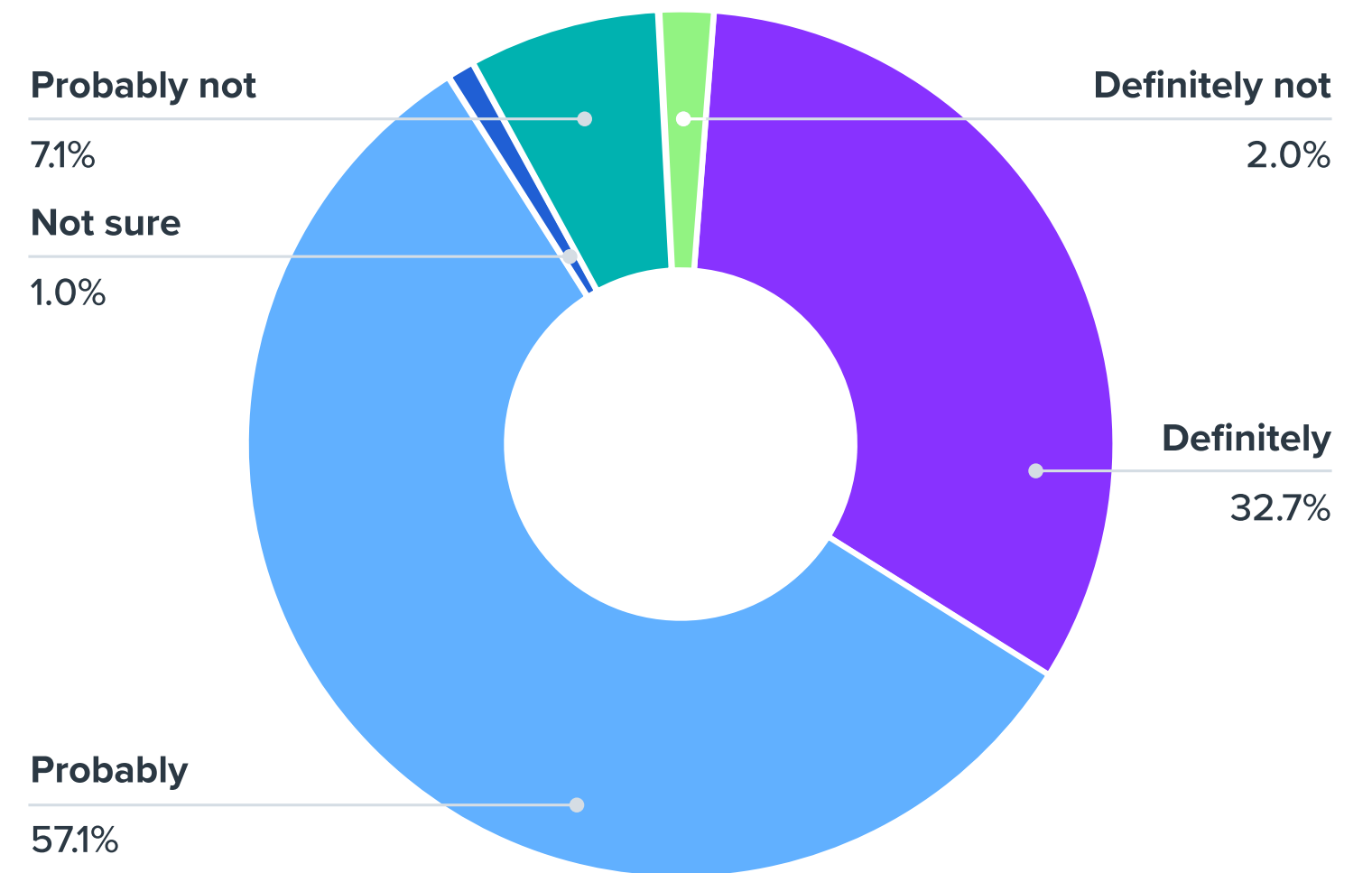
90%

OF MARKETING LEADERS

think that consistent messaging across all channels increases customer engagement.



Do you think consistent messaging across all channels increases customer engagement?



n=294

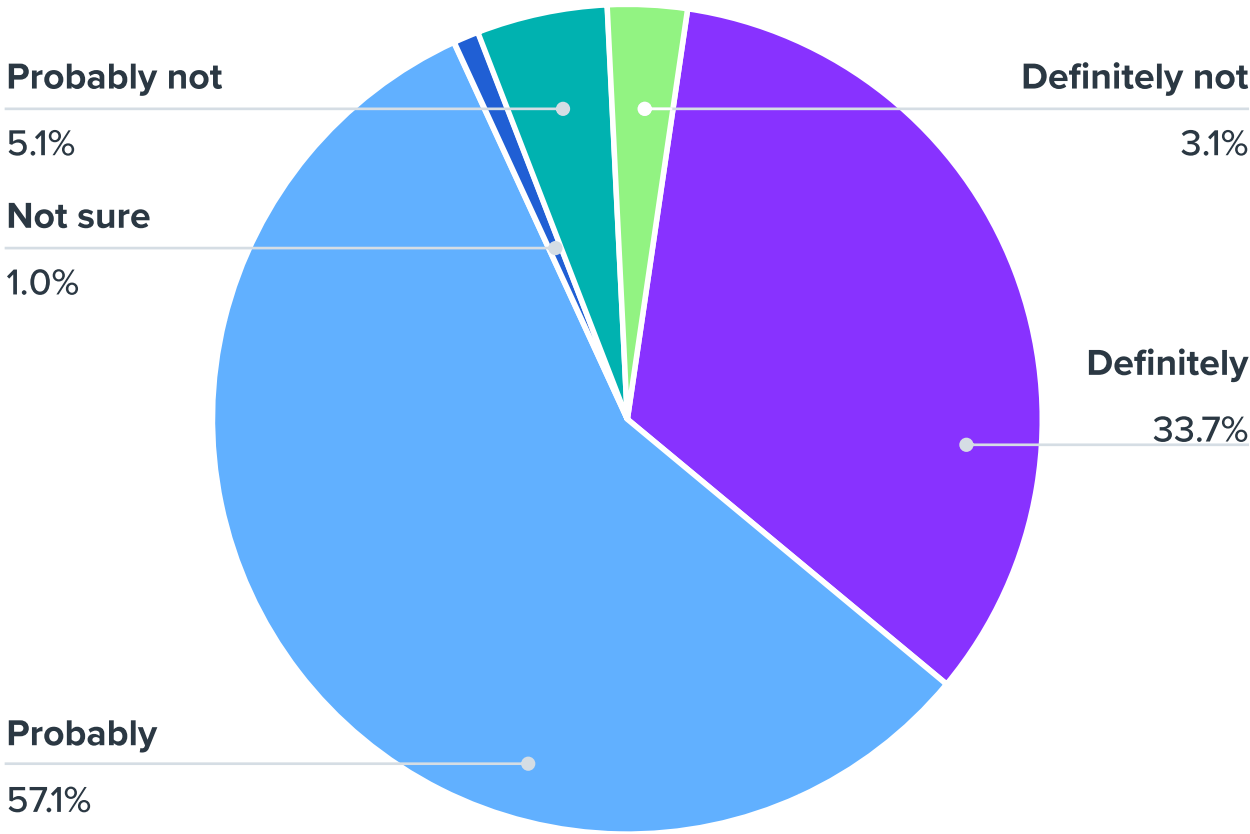
Blueshift Data and AI Research, Jan 2025

Recognizing customer preferences across multiple touchpoints

INCREASES CUSTOMER SATISFACTION

according to 91% of marketing leaders.

Do you believe recognizing customer preferences across touchpoints improves customer satisfaction and campaign performance?



n=294

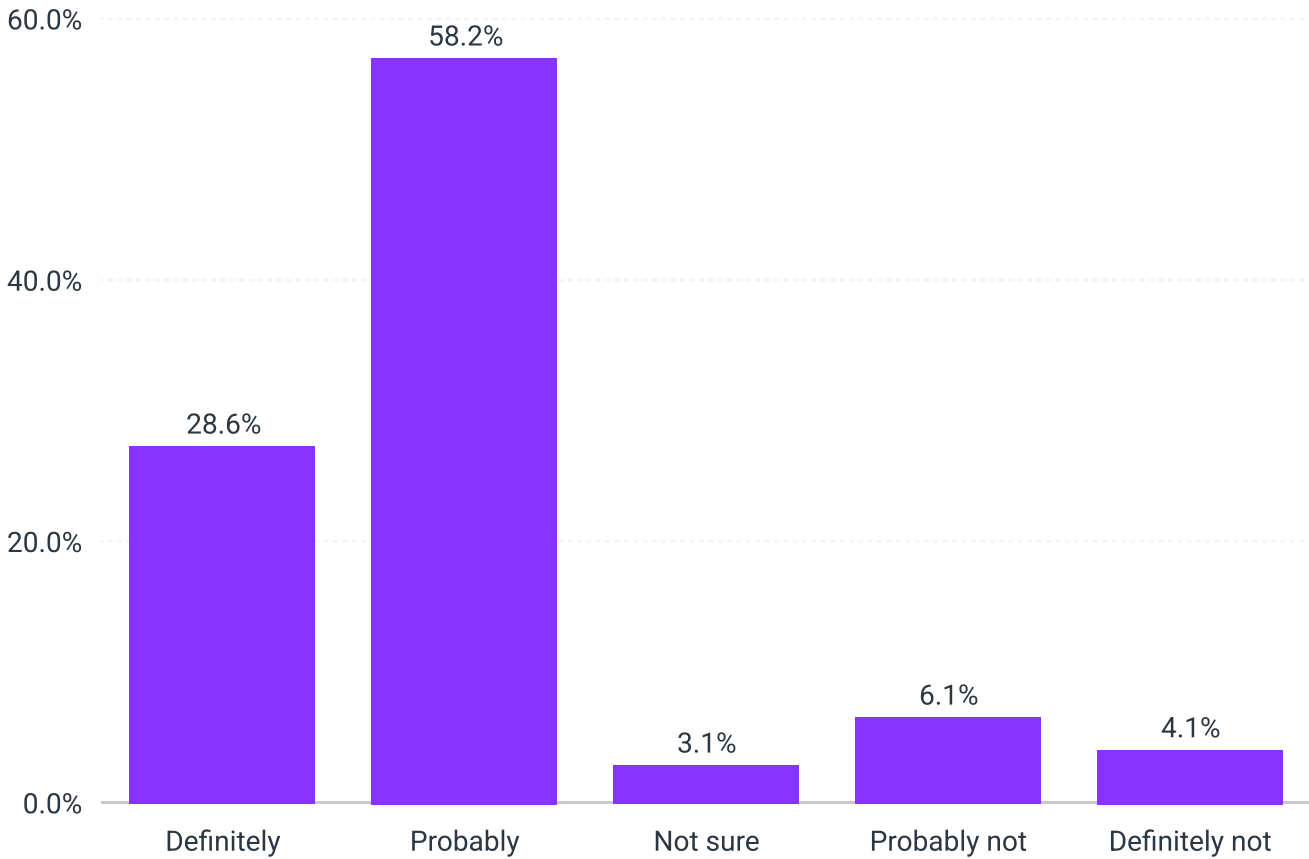
Blueshift Thought Leadership Survey, Jan. 2025

87% of marketing leaders plan to

INVEST MORE IN CROSS-CHANNEL PERSONALIZATION TECHNOLOGIES

in 2025 to improve their customer engagement.

Do you plan to invest in cross-channel personalization technologies in 2025 to improve customer engagement?



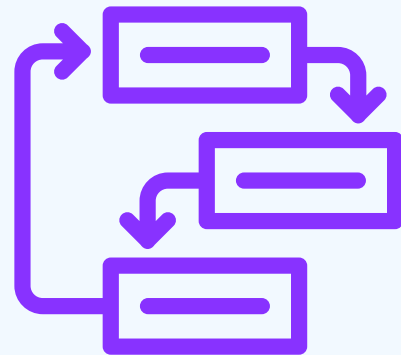
n=294

Blueshift Data and AI Research, Jan 2025

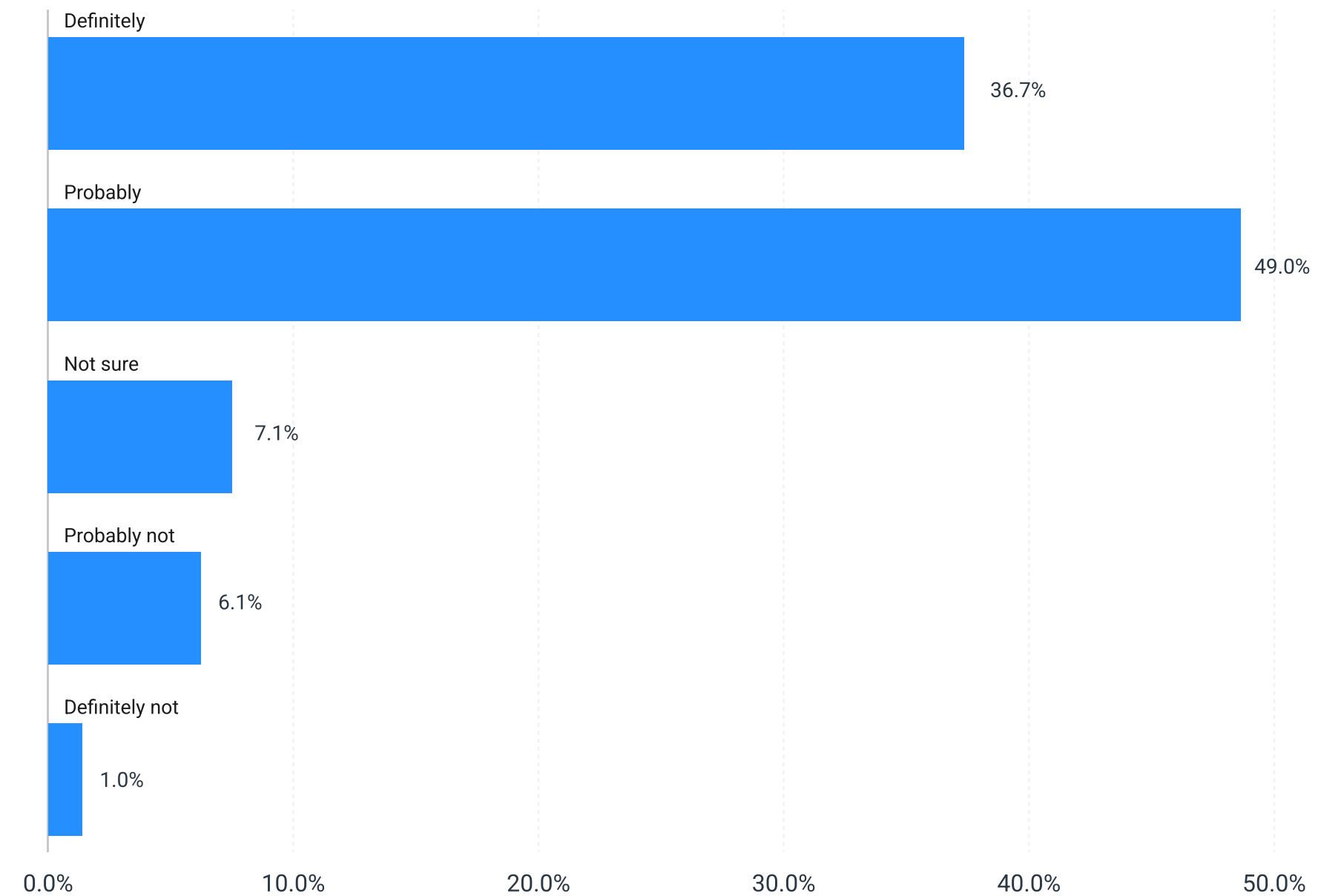
Marketing leaders plan to prioritize a

CUSTOMER ENGAGEMENT PLATFORM

over point solutions by 86%.



Will you prioritize a Customer Engagement Platform (CEP) over point solutions in 2025?



n=294

Blueshift Data and AI Research, Jan 2025

89%

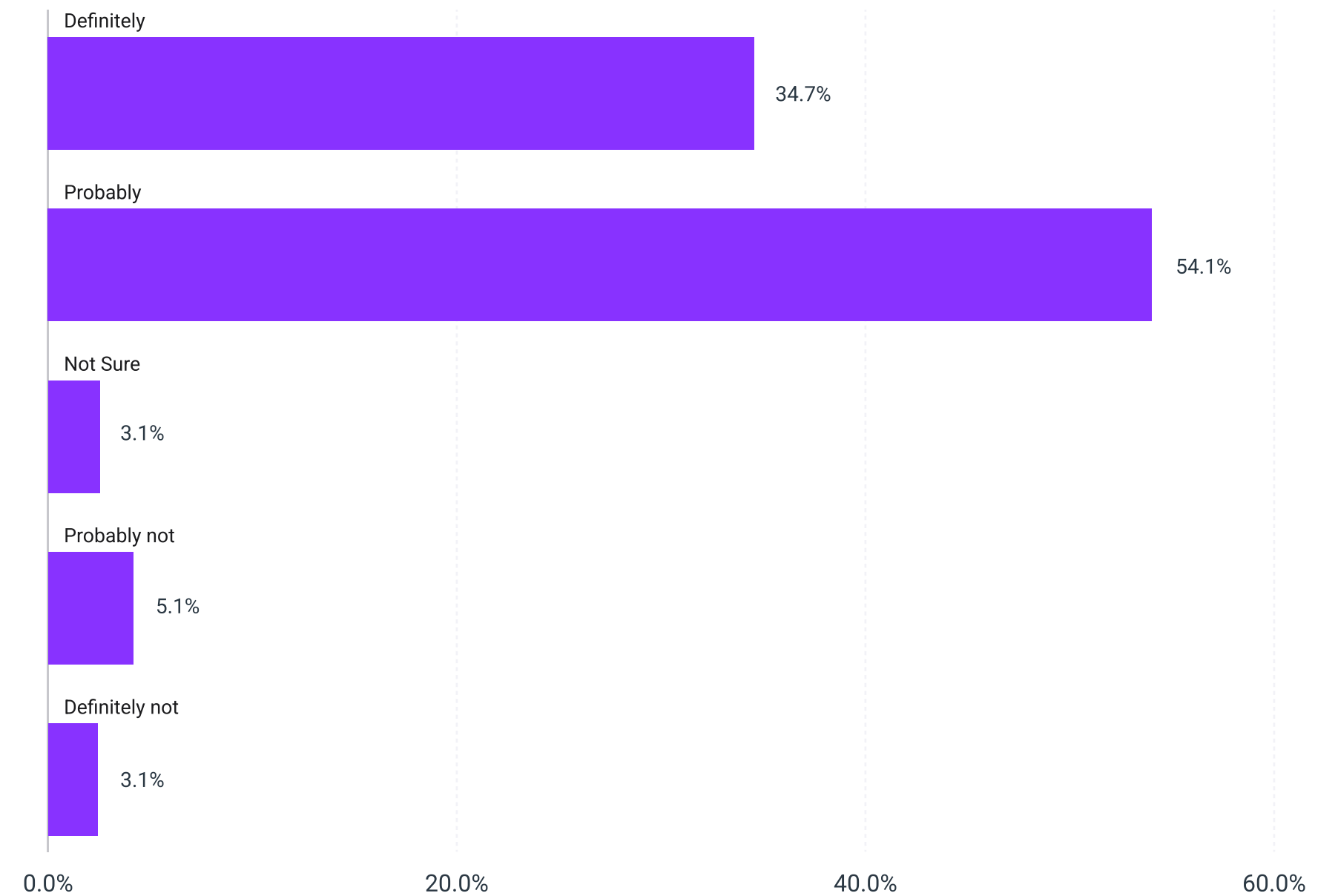
OF BRANDS

say real-time customer profiles¹ are key to personalized engagement



¹ Definition: A real-time customer profile is a collection of data about a customer that is continually updated as they interact with a company across all channels.

Do real-time customer profiles play a key role in your personalized engagement strategies?



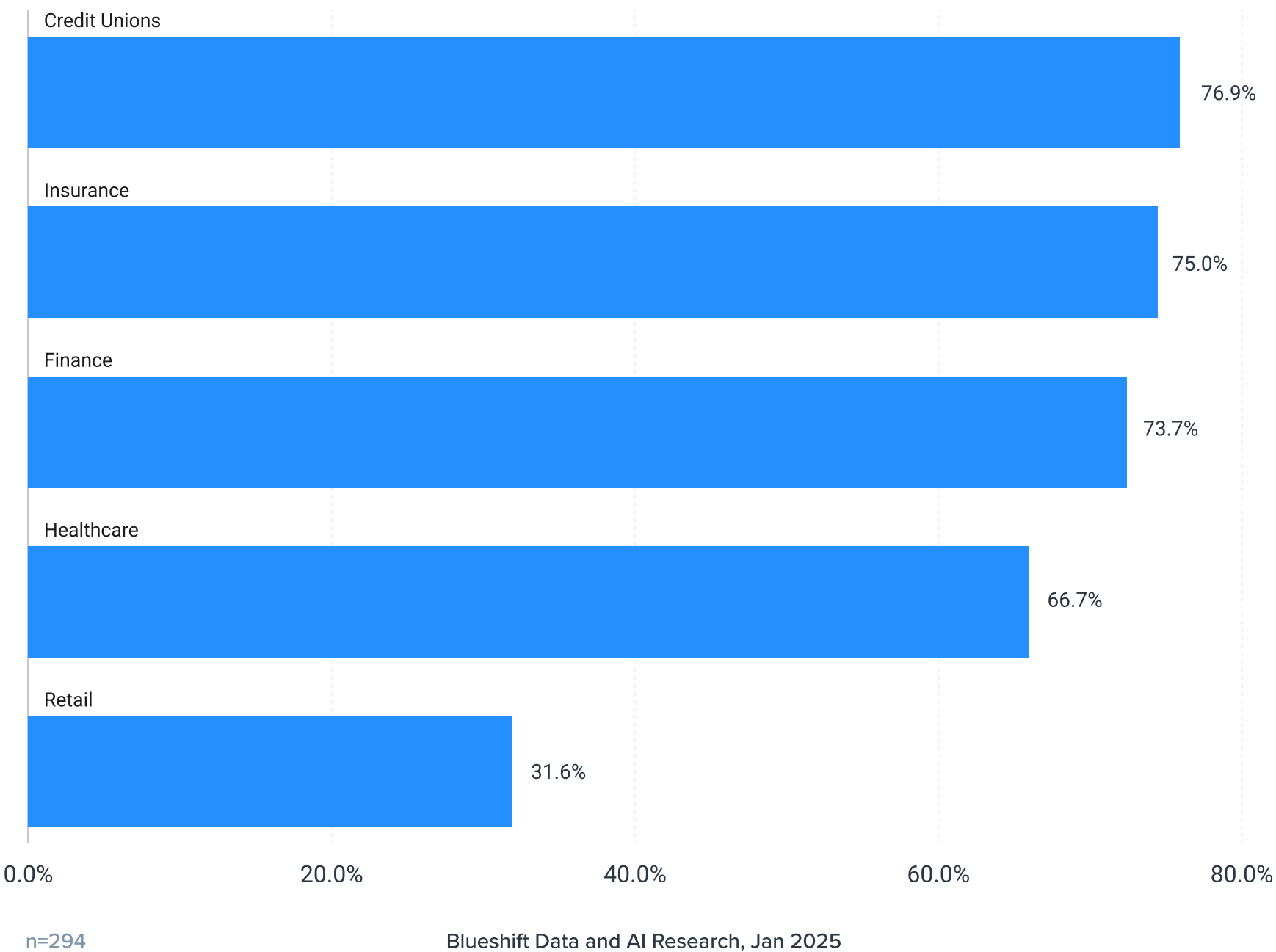
n=294

Blueshift Data and AI Research, Jan 2025

The B2C industries that struggle most with over-complicated cross-channel data on their marketing stack:

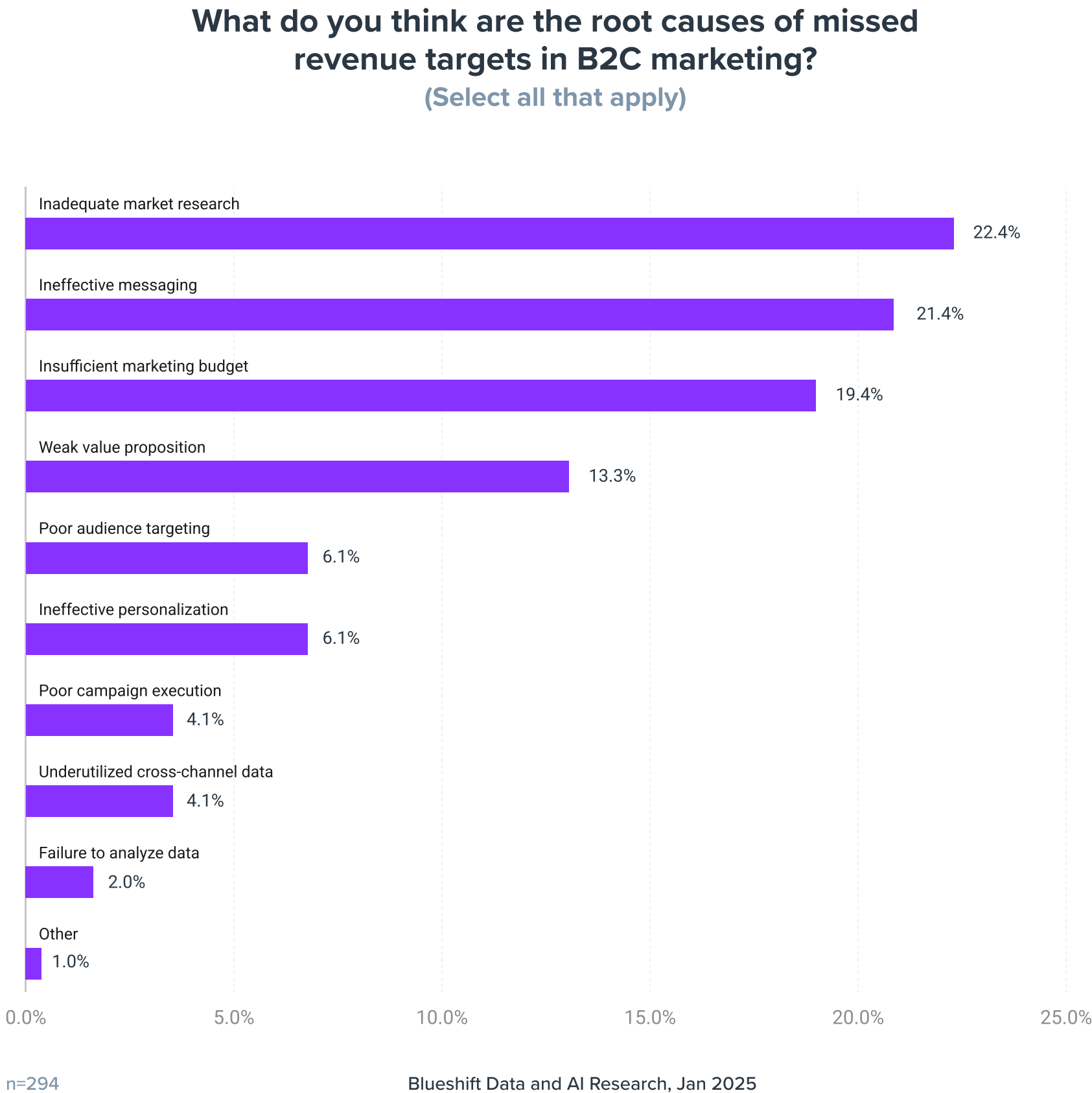
-  **Credit Unions**
-  **Insurance**
-  **Finance**
-  **Healthcare**
-  **Retail**

Does your company struggle to optimize cross-channel data for your marketing?



The root causes of B2C marketing missed revenue targets:

-  **Inadequate market research**
-  **Ineffective messaging**
-  **Insufficient marketing budget**
-  **Weak value proposition**
-  **Poor audience targeting**



Customer Retention: Trends and Strategies for 2025

In today's competitive landscape, retaining customers is as critical as acquiring them. With rising customer expectations and increasing competition, brands must go beyond transactional interactions and build long-term relationships through seamless, personalized engagement. Successful retention strategies now rely on AI, predictive analytics, and cross-channel orchestration to create experiences that keep customers coming back.

Personalization is at the core of retention success. **91% of marketing leaders agree that personalized cross-channel experiences are necessary to improve customer retention**, underscoring the need for brands to recognize customer preferences and deliver relevant messaging at every touchpoint. AI also plays a significant role in driving repeat purchases—**89% of brands report that AI-based content or product recommendations boost customer loyalty**, making it a powerful tool for increasing lifetime value.

Cross-channel orchestration is another critical factor. Customers expect brands to meet them where they are, and **86% of brands say that effective cross-channel coordination helps reduce customer drop-off rates**. Brands investing in seamless omnichannel experiences—whether through automated re-engagement campaigns, AI-driven segmentation, or dynamic pricing strategies—are more likely to retain customers and maximize revenue.

As AI continues to evolve, brands that harness its capabilities for predictive engagement, personalized recommendations, and real-time re-engagement will stay ahead in the retention game. In 2025, the brands that prioritize customer relationships, not just conversions, will be the ones that drive sustainable growth and long-term loyalty.

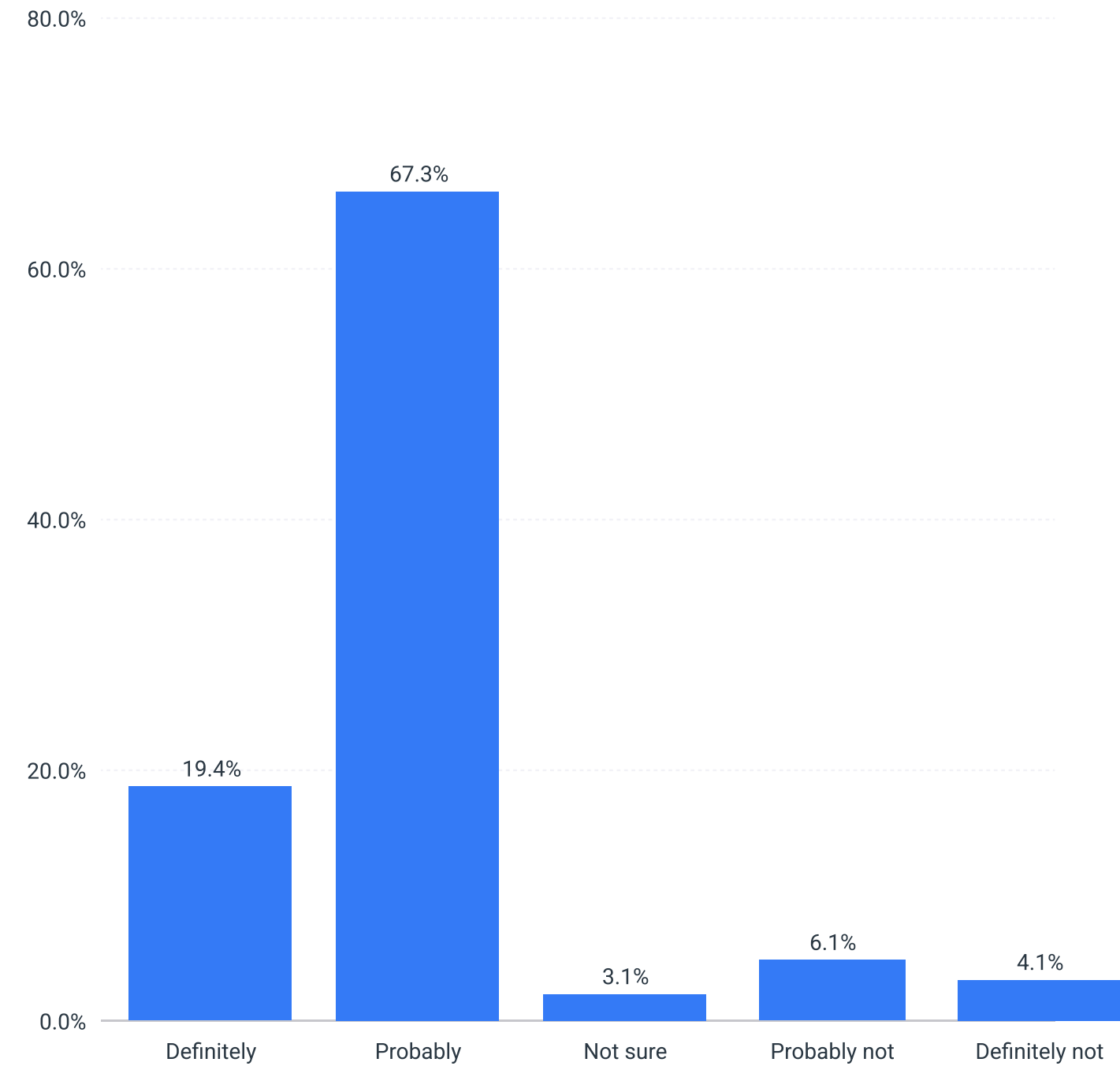
AI-driven customer journey engagement resulted in

HIGHER RETENTION

for 87% of brands.



Do you see higher retention rates with AI-driven customer journey engagement?



n=294

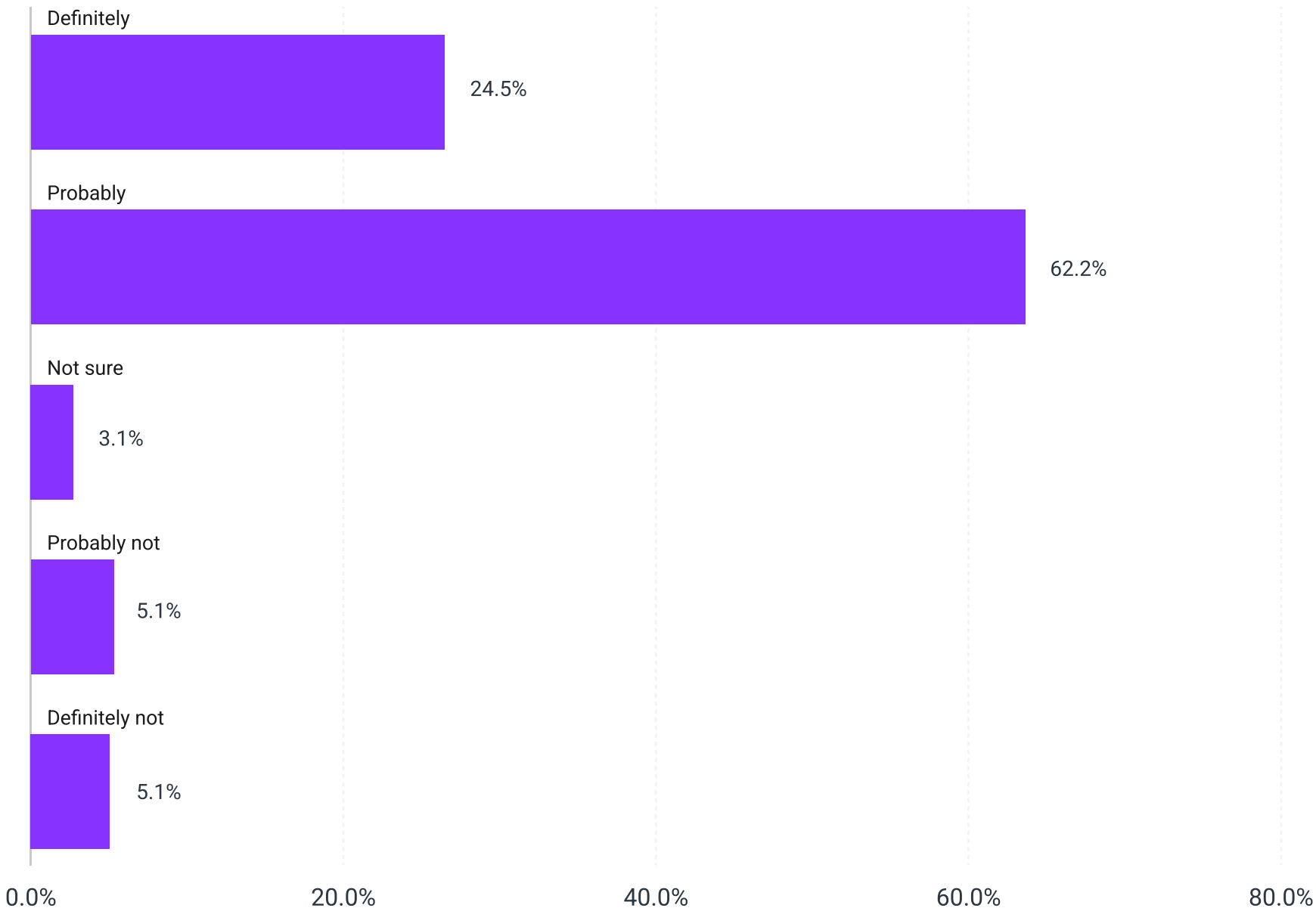
Blueshift Data and AI Research, Jan 2025

CROSS-CHANNEL ORCHESTRATION

is the key to reducing customer drop-off rates according to 87% of brands.



Is cross-channel orchestration a key strategy in your efforts to reduce customer abandonment rates?



n=294

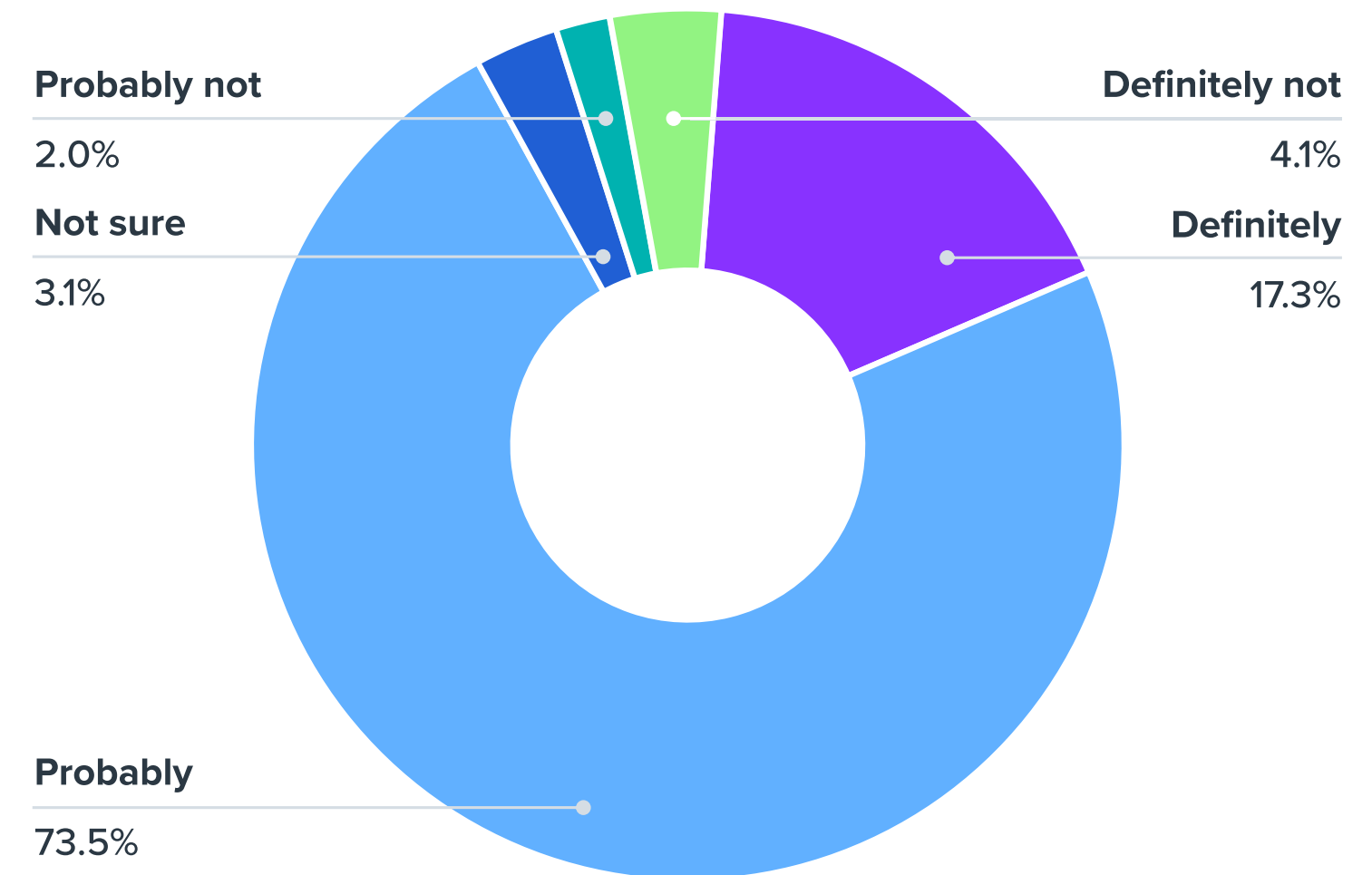
Blueshift Data and AI Research, Jan 2025

PERSONALIZED CROSS-CHANNEL EXPERIENCES

are the key to improving customer retention
according to 91% of Marketing leaders.



Do personalized cross-channel experiences help
you improve customer retention?



n=294

Blueshift Data and AI Research, Jan 2025

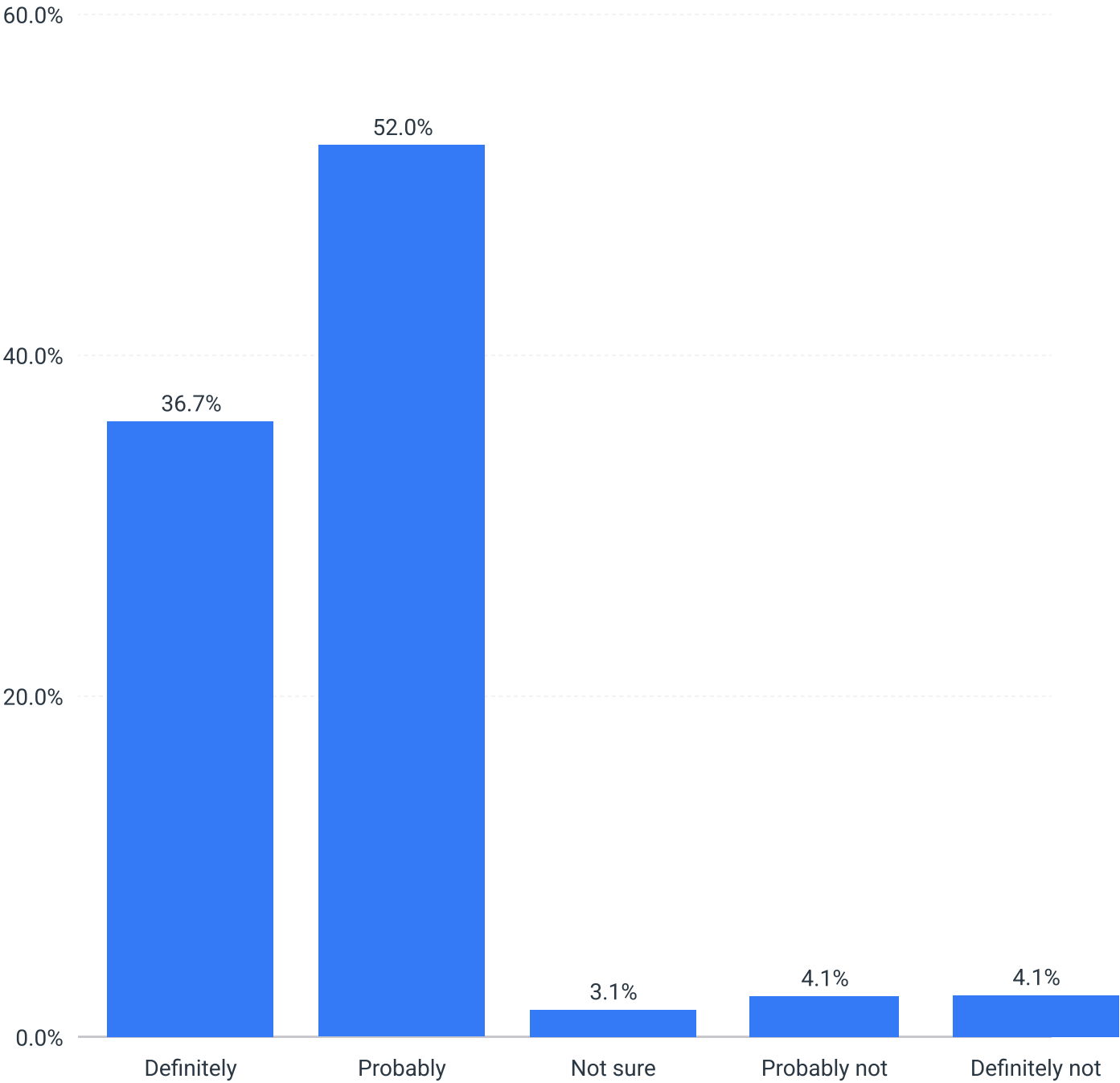
AI-based content or product recommendations drive

HIGHER REPEAT PURCHASES for 89%

of Marketers in all industries except Healthcare.



Have AI-based content or product recommendations driven higher engagement or repeat purchases for your business?



n=294

Blueshift Data and AI Research, Jan 2025

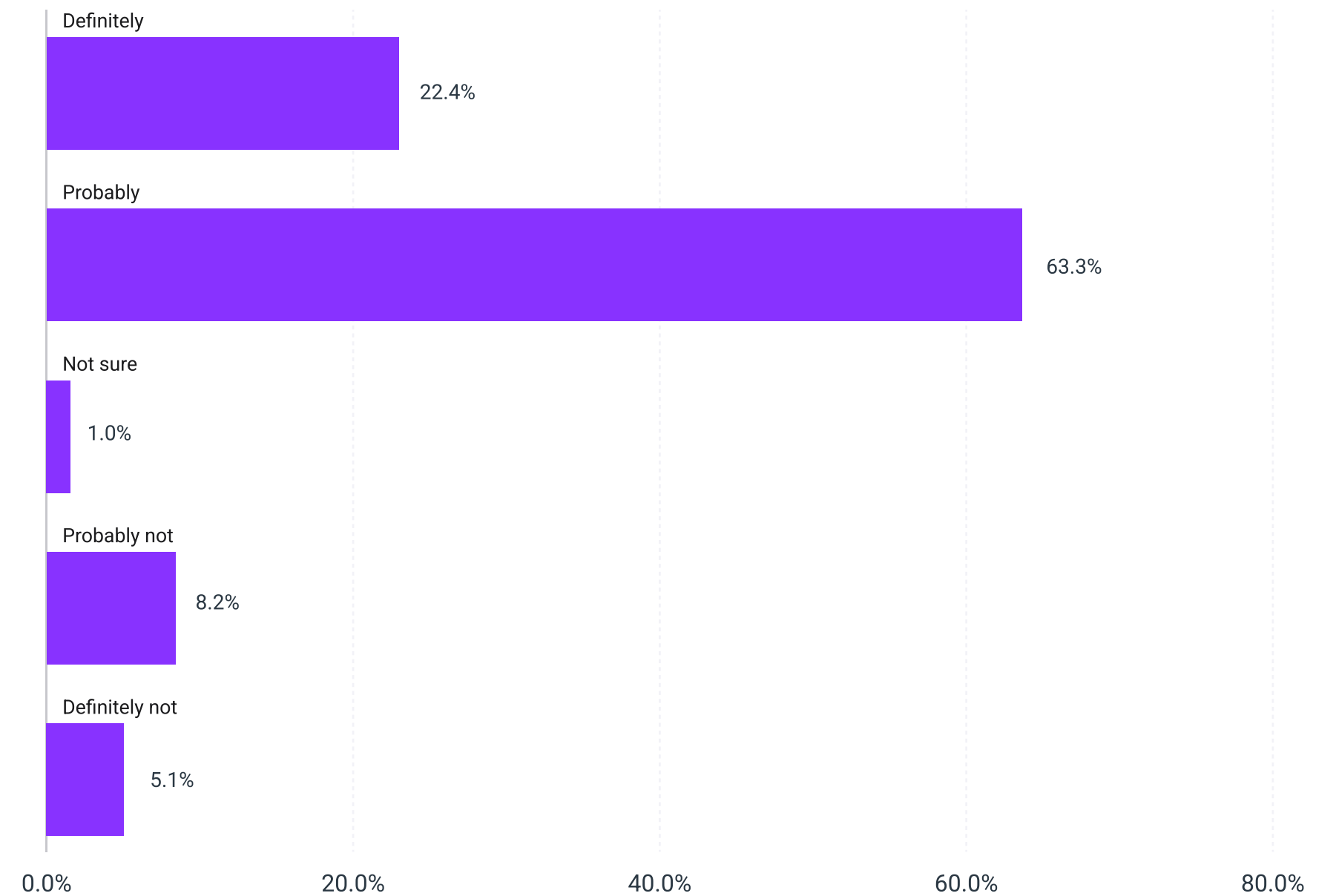
Leveraging integrated AI for predictive segmentation has resulted in a

SURGE IN CUSTOMER LIFETIME VALUE

for 86% of brands.



Does AI for predictive segmentation lead to better customer lifetime value in your experience?



n=294

Blueshift Data and AI Research, Jan 2025

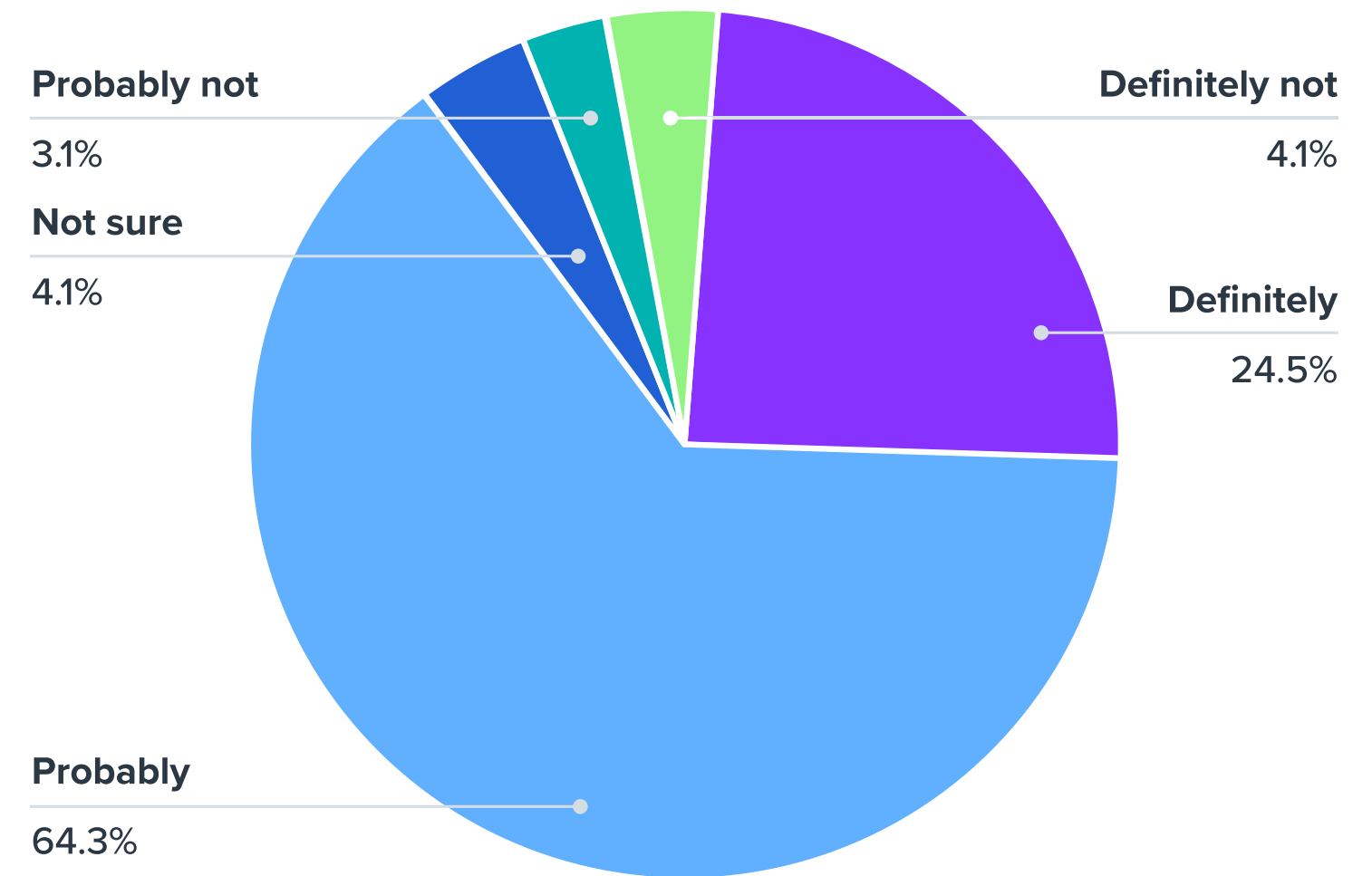
Personalized product
recommendations across channels has

IMPROVED CROSS-SELLING AND UPSELLING

for 89% of marketing leaders.








Have you observed improved cross-selling and
upselling results with personalized product or
content recommendations?



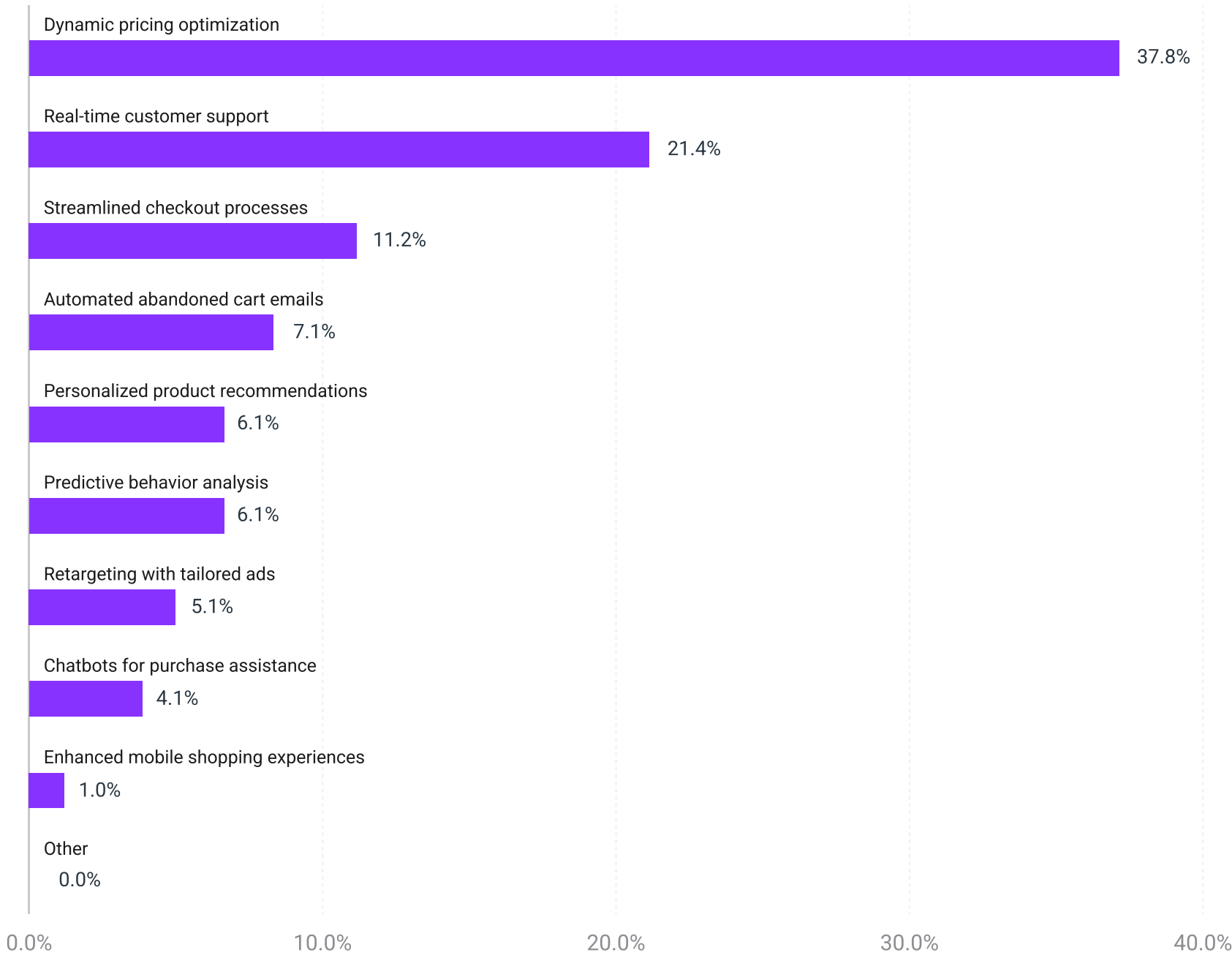
n=294

Blueshift Data and AI Research, Jan 2025

How AI is helping to decrease shopping cart abandonment:

-  **Dynamic pricing optimization**
-  **Real-time customer support**
-  **Streamlined checkout processes**
-  **Automated abandoned cart emails**
-  **Personalized product recommendations**

Which strategies do you think help decrease shopping cart abandonment?
(Select all that apply)



n=294

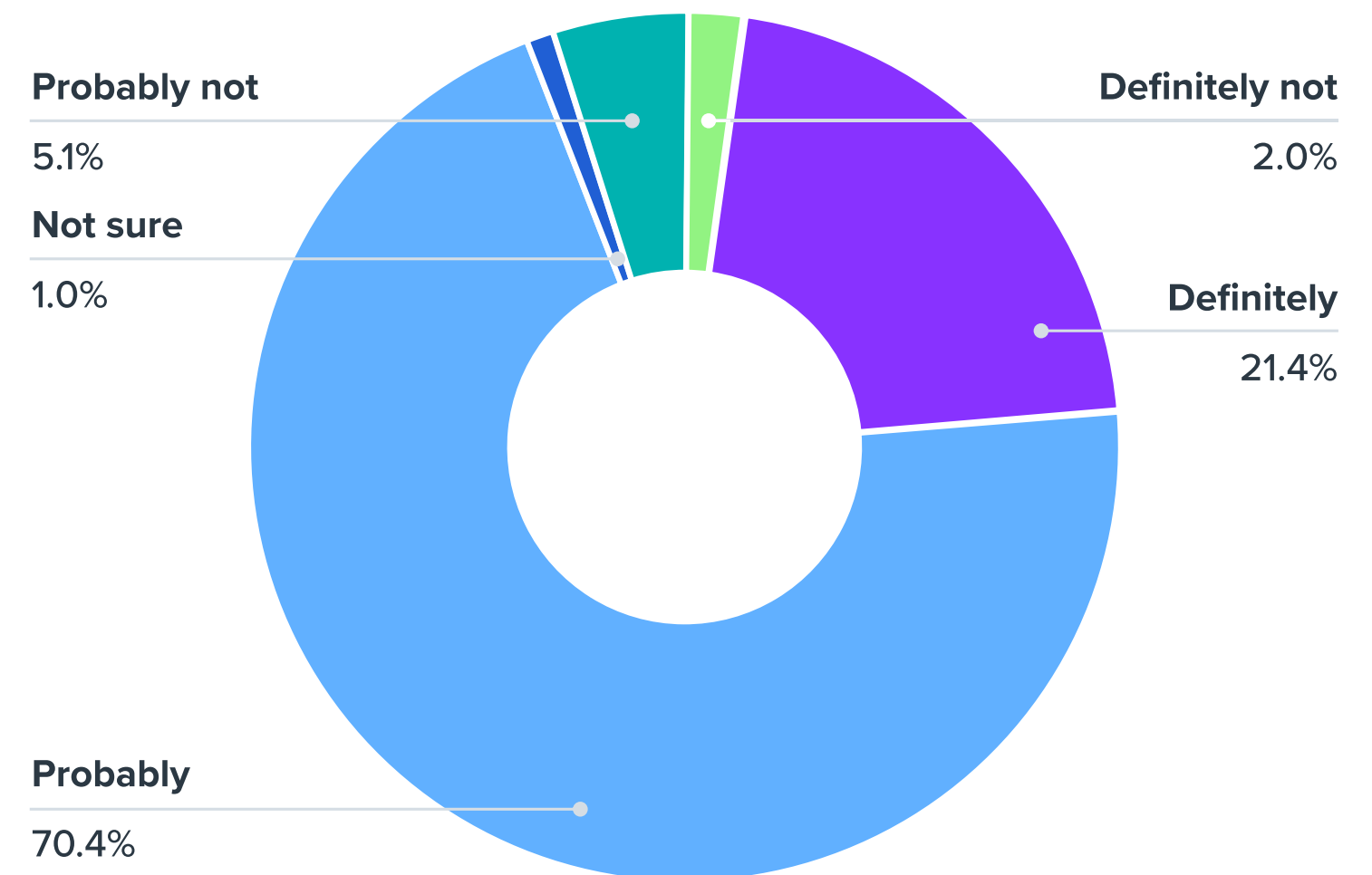
Blueshift Data and AI Research, Jan 2025

RE-ENGAGING LAPSED CUSTOMERS

using targeted cross-channel marketing campaigns has been successful for **92%** of Marketing leaders.



Have you successfully re-engaged lapsed customer using targeted cross-channel marketing campaigns?



n=294

Blueshift Data and AI Research, Jan 2025

CONCLUSION

As marketing continues to evolve in 2025, one thing is clear: the brands that thrive will embrace AI, predictive analytics, and cross-channel orchestration to create seamless, personalized customer experiences. This survey has highlighted brand marketers' significant challenges—from fragmented data to inconsistent messaging—and the emerging strategies that reshape acquisition, engagement, and retention.

Personalization remains a key driver of success, with **91% of marketing leaders agreeing that cross-channel personalization improves customer retention**. However, many brands still struggle to unify customer data and execute seamless, relevant interactions across channels. AI-driven solutions, such as predictive recommendations and real-time engagement, are proving to be game-changers, with **89% of brands reporting higher repeat purchases from AI-powered content and product recommendations**.

At the same time, cross-channel orchestration is essential for reducing customer churn and maximizing lifetime value. **86% of brands cite effective cross-channel coordination as critical to preventing customer drop-off**, reinforcing the need for an integrated approach to engagement. Yet, many marketing teams find their martech stacks overly complex and difficult to optimize, limiting their ability to scale these efforts.

To stay competitive, brands need a platform that simplifies the integration of multiple customer data sources while enhancing customer insights, automation, and personalization. Blueshift's **Intelligent Customer Engagement Platform (ICE)** helps marketers overcome these challenges by bringing together data, enabling AI-powered decision-making, and orchestrating seamless cross-channel experiences—all from a unified platform.

Are you ready to move from fragmented marketing to a truly intelligent, data-driven engagement strategy?

Talk to Blueshift today to see how the platform can help brand marketers optimize customer acquisition, engagement, and retention while driving long-term business growth.



Demo Request

Take A Product Tour