

Elevate Customer Experience with Real-Time Engagement

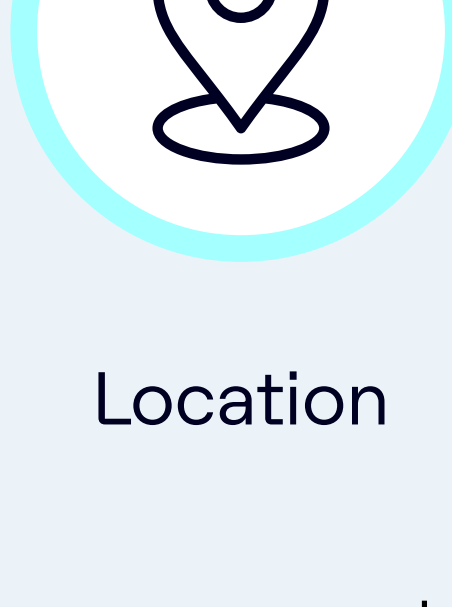
Today's consumers expect timely and personalized interactions with brands. It's reaching out to your audience and doing it at the right moment with relevant messaging. This infographic unveils key data points emphasizing the crucial role of real-time engagement and new advancements like AI in creating meaningful connections.



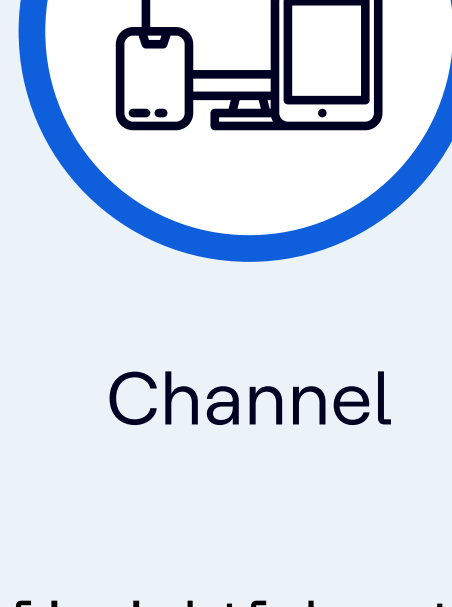
Industry



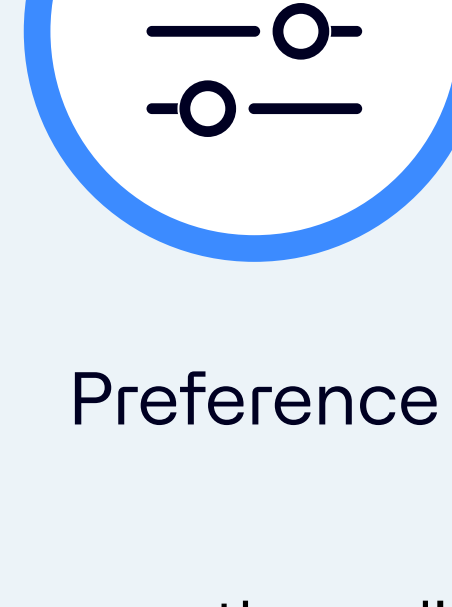
Demographic



Location



Channel



Preference

The compelling data points presented below are a snapshot of insightful metrics across these diverse categories mentioned above. These figures primarily focus on industry trends, geographical variations, and demographic factors, providing a comprehensive view of the marketing landscape.



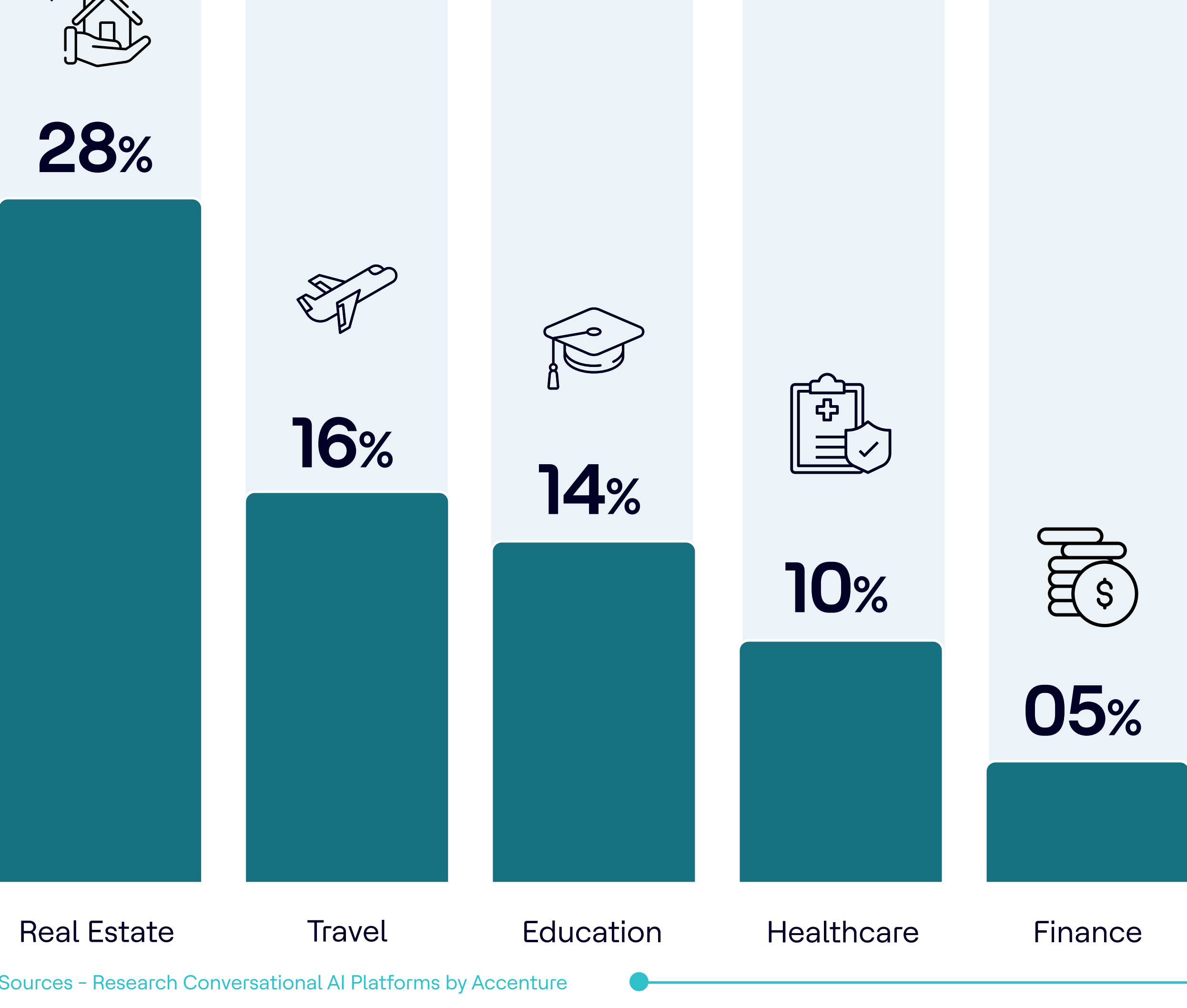
The conversational AI market size grew from AUD 6 billion in 2019 to AUD 22.6 billion by 2024, at a CAGR of 30.2%, during 2019-2024.

22.6 B
6 B

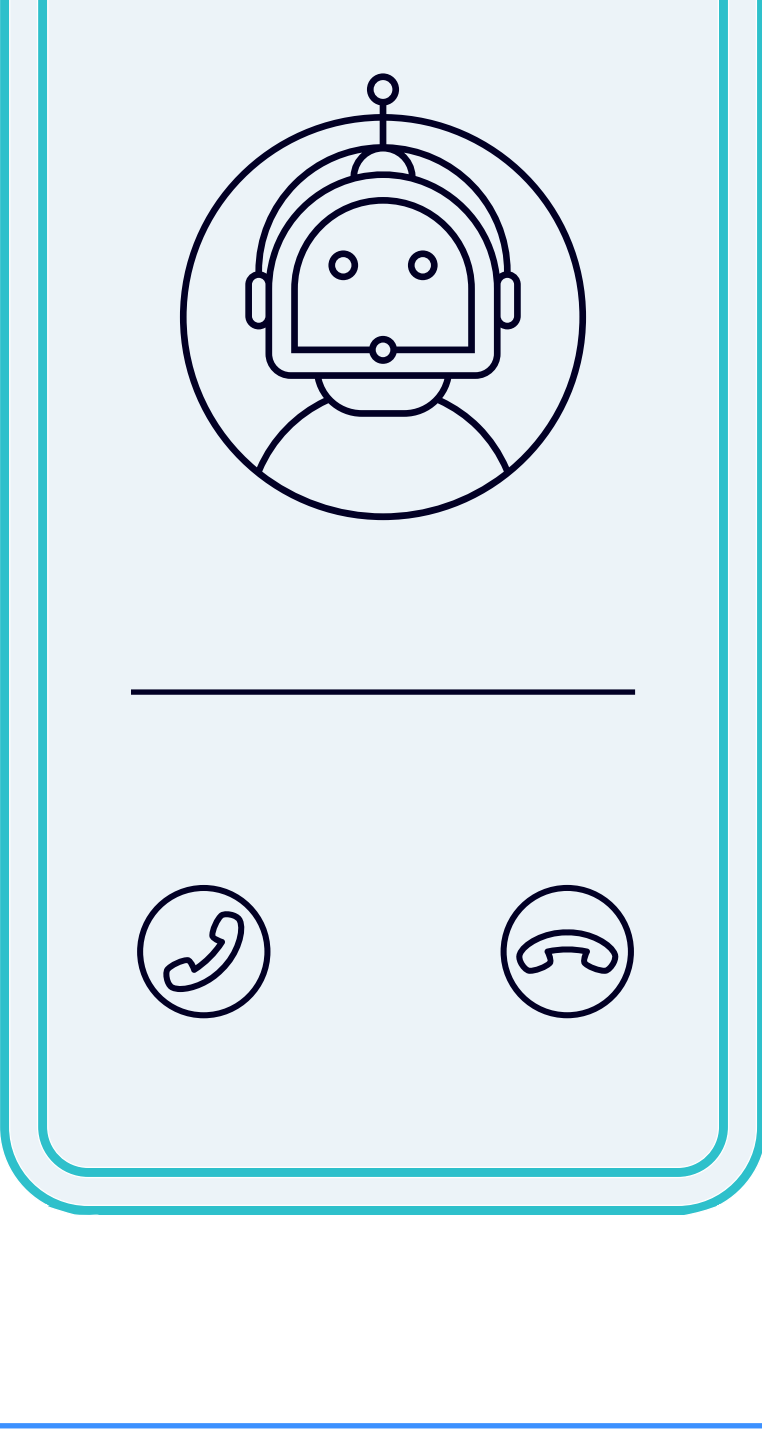
2024
2019

30.2% CAGR

The top 5 industries that gain the most from chatbots are:

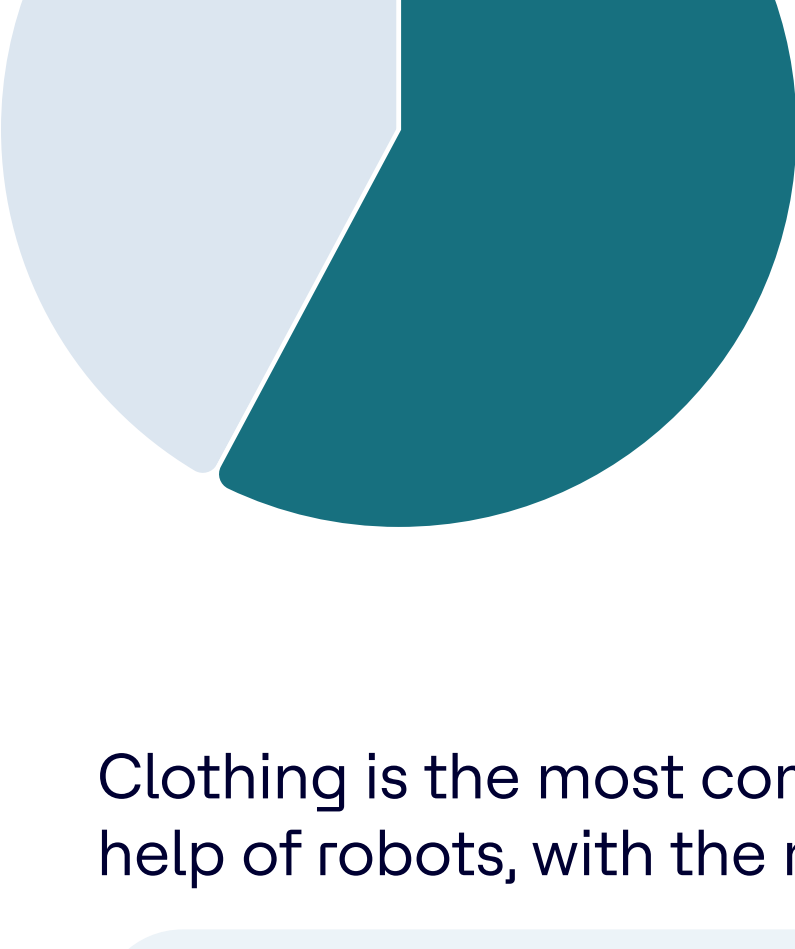


Sources - Research Conversational AI Platforms by Accenture



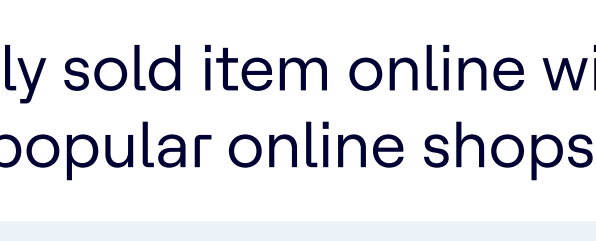
40% of respondents find a travel chatbot helpful
26% find it useful in managing their business and work trip plans
\$0.6 average savings by banks, every time a robot is used

Source - Chatbot Report by Chatbot Magazine



58% of candidates were comfortable interacting with AI and recruitment chatbots in the early stages of the application process,

Source - Conversational AI by Gartner

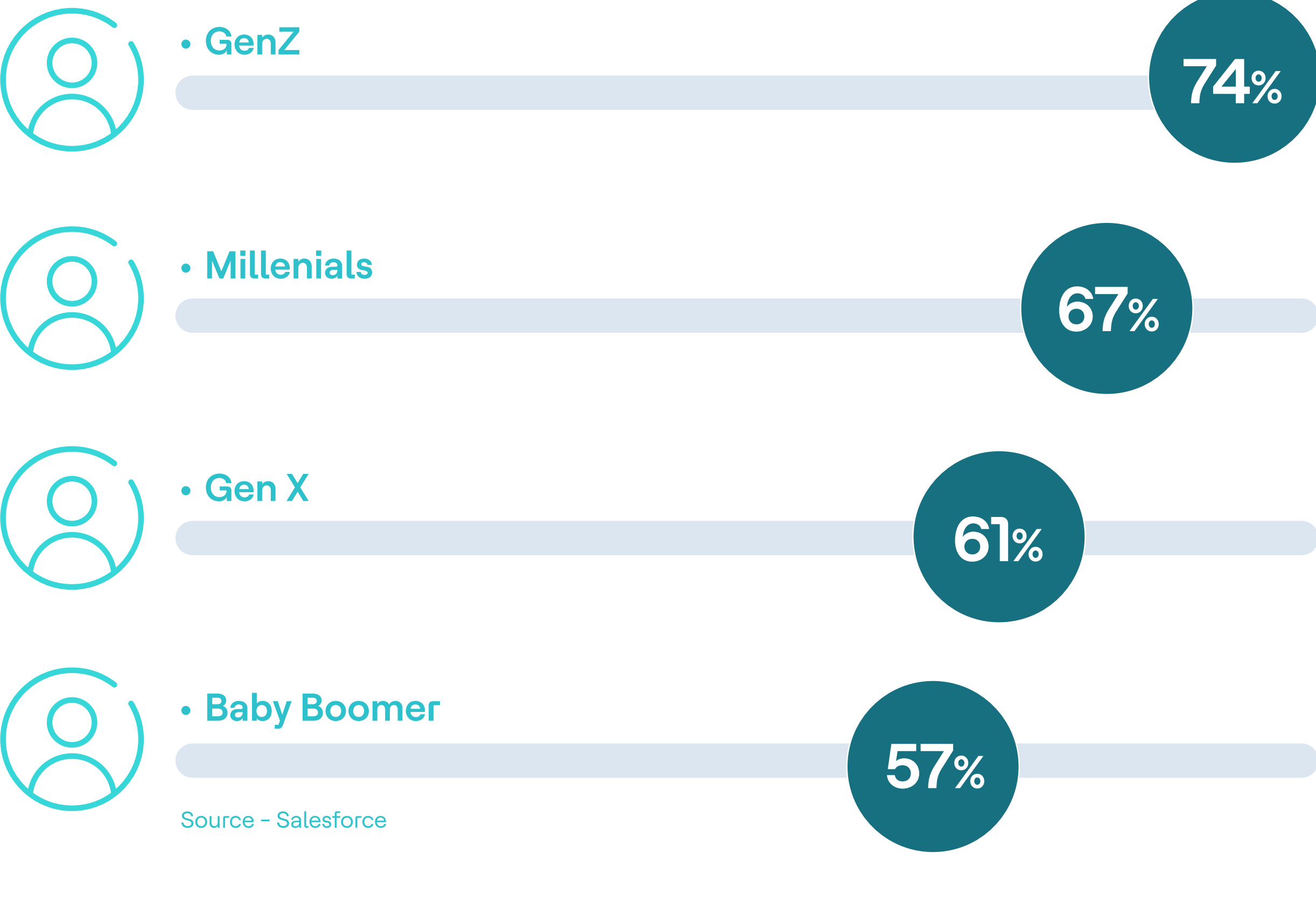


Clothing is the most commonly sold item online with the help of robots, with the most popular online shops selling:

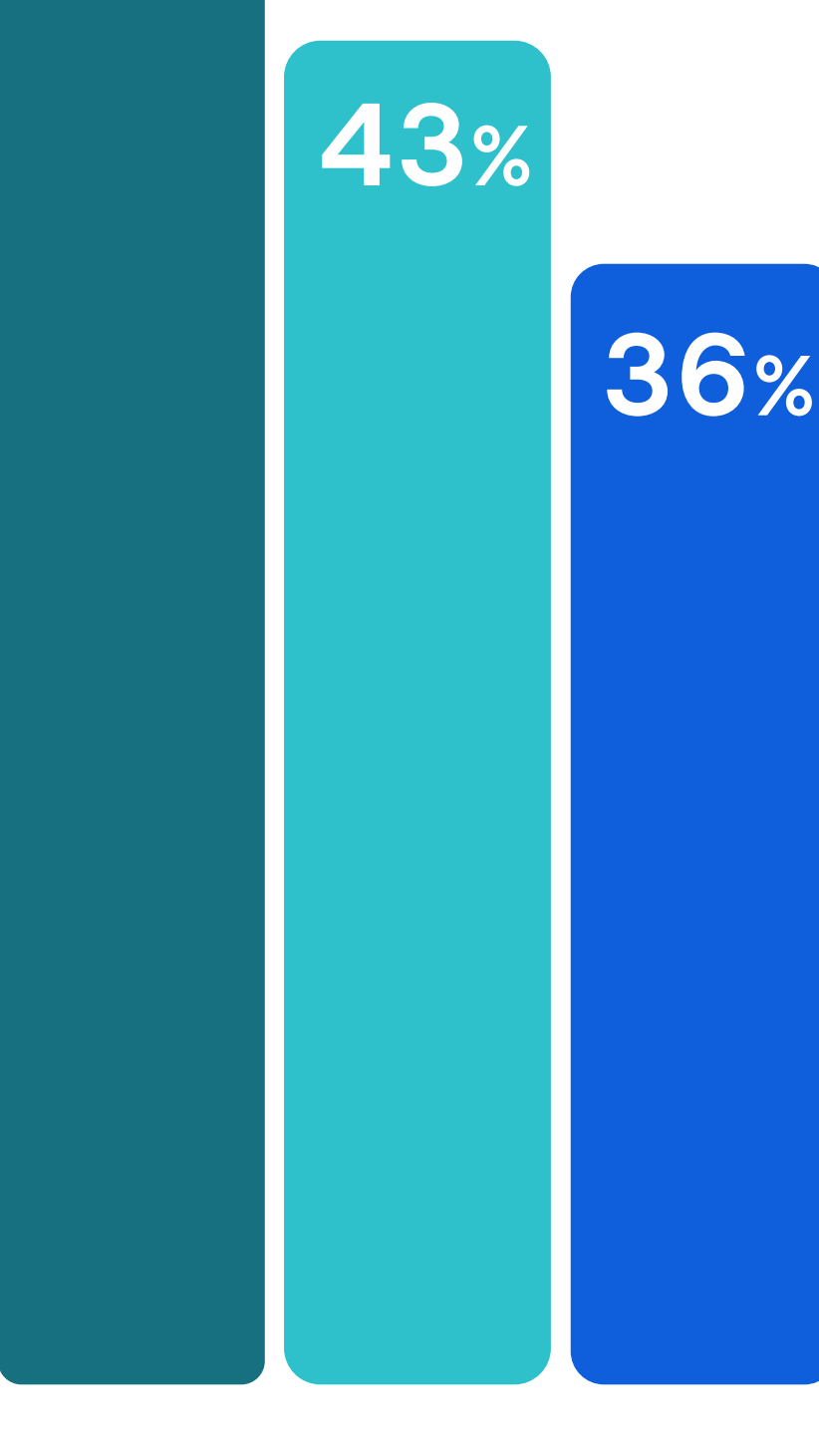


Source - Conversational AI by Gartner

Customers who are most interested in getting personalized products:

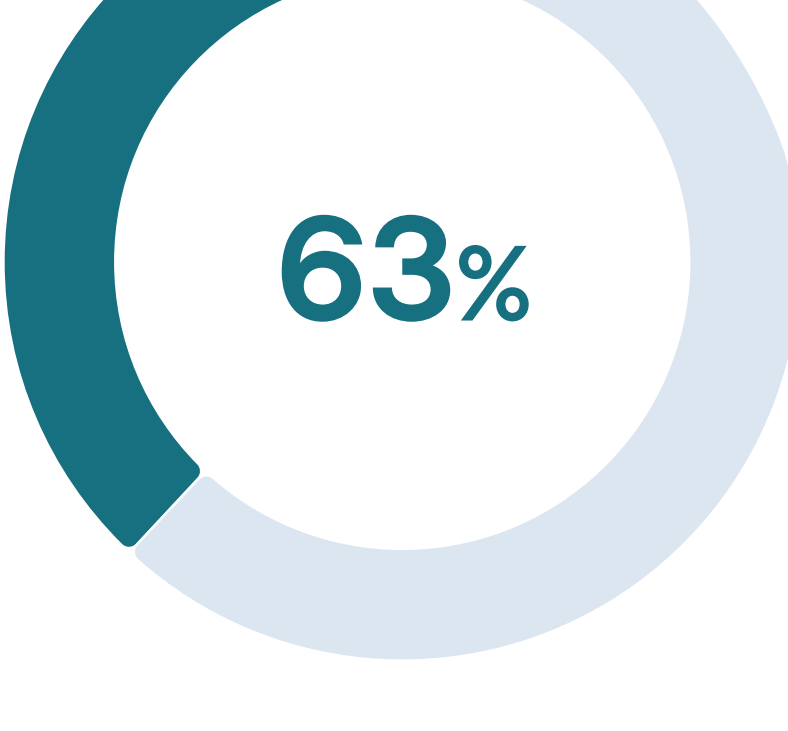


Source - Salesforce



Up to 36% of consumers believe retailers should strive to offer more personalized experiences – rising to 43% among households earning \$100,000 annually.

12% Retail brands who think they're good at delivering personalized experiences to shoppers.



The travel & hospitality industry has shown the largest shift towards personalized email, with marketers in that industry customizing 63% of their communications to individual customers.

Source - Content Stack

Areas in which companies use personalization the most to improve the customer experience



3% of Gen Z spend an average of



4 hours daily on social media



Facebook was the top distribution channel for B2C marketers in the past 12 months and the channel that drove the best results.

Source - Content Management Institute - CMI



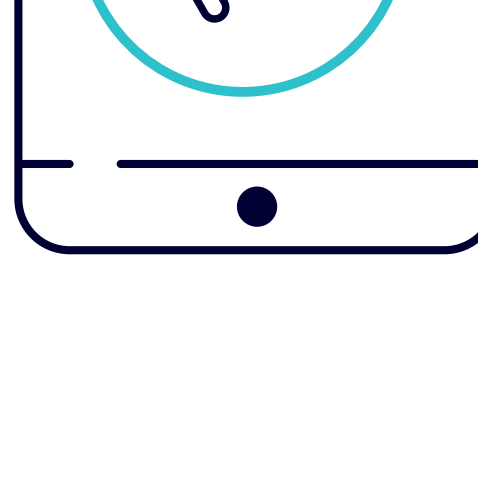
16%



Push notifications relating to cart abandonment have a click rate of 16%, whereas re-engagement mobile marketing strategies using push notifications have a click-through rate of 13%

Source - Moengage

13%

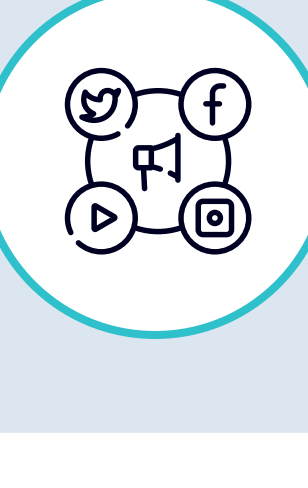


72%



72% of users say they have never had a negative experience interacting with a brand's marketing efforts through WhatsApp.

Source - Spectrum



57% of Gen Z have discovered a new product on social media within the past three months.

Source - Hubspot

57%