



January 26, 2020

Greetings!

Our 2020 agenda should be set. According to elite research:

- The top CMOs will be responsible for all things surrounding the customer (Forrester). There will be a continued focus on CX for all companies!
- Privacy is front and center, and it must be paired with personalization.
- Personalization will have to rely on internally generated data from engagement. Third party data cannot be relied on in the future. Note the linkage to Privacy.
- AI will continue to evolve and add value (some of you have 10 years of maturity using platforms that would be considered AI e.g. Next Best Offer through Pega and others).
- LIVE Video
- Voice Search
- ABM is showing real results and is growing more sophisticated.
- And **Retention is the New Growth Strategy!**

### Does your budget reflect these 2020 priorities?

As you plan and design omni-channel marketing programs for 2020, it is important to balance acquisition with retention efforts. Acquisition costs continue to rise. Using acquisition to replace fleeing customers is an expensive proposition. Rising costs can be offset by preventing churn i.e. retaining customers.

If you would like to improve how you develop and implement omni-channel programs and balance acquisition and retention at , let's have a conversation.

I'm pleased to tell you my recently published article "[Marketing's Digital Divide: It's Just Marketing](#)" has been published on DigitalDoughnut and DestinationCRM! You can download the full version from my [website](#).

Happy Marketing in 2020!

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