

The Laws of Attraction

How to get it right first time, every time

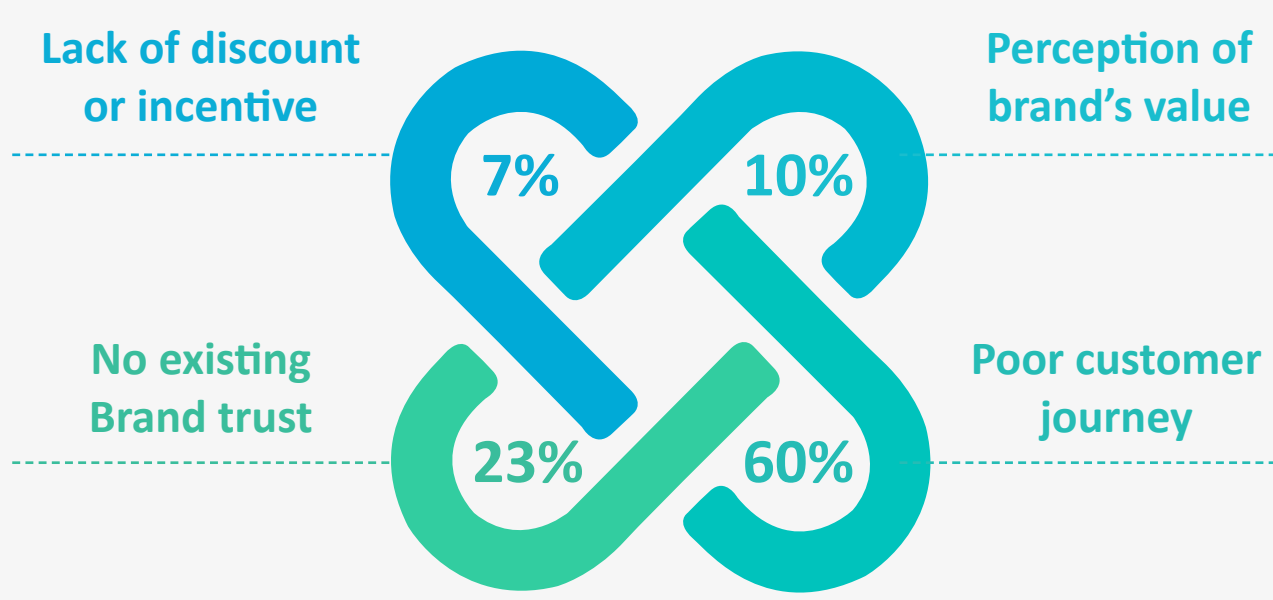
The collection of customer data is often perceived as big brother, a one-way mirror with someone watching over your every move. However, the balance of power is starting to shift and we wanted to understand what influences brand selection.

Here are the highlights from our survey in May 2022, with nearly 400 respondents.

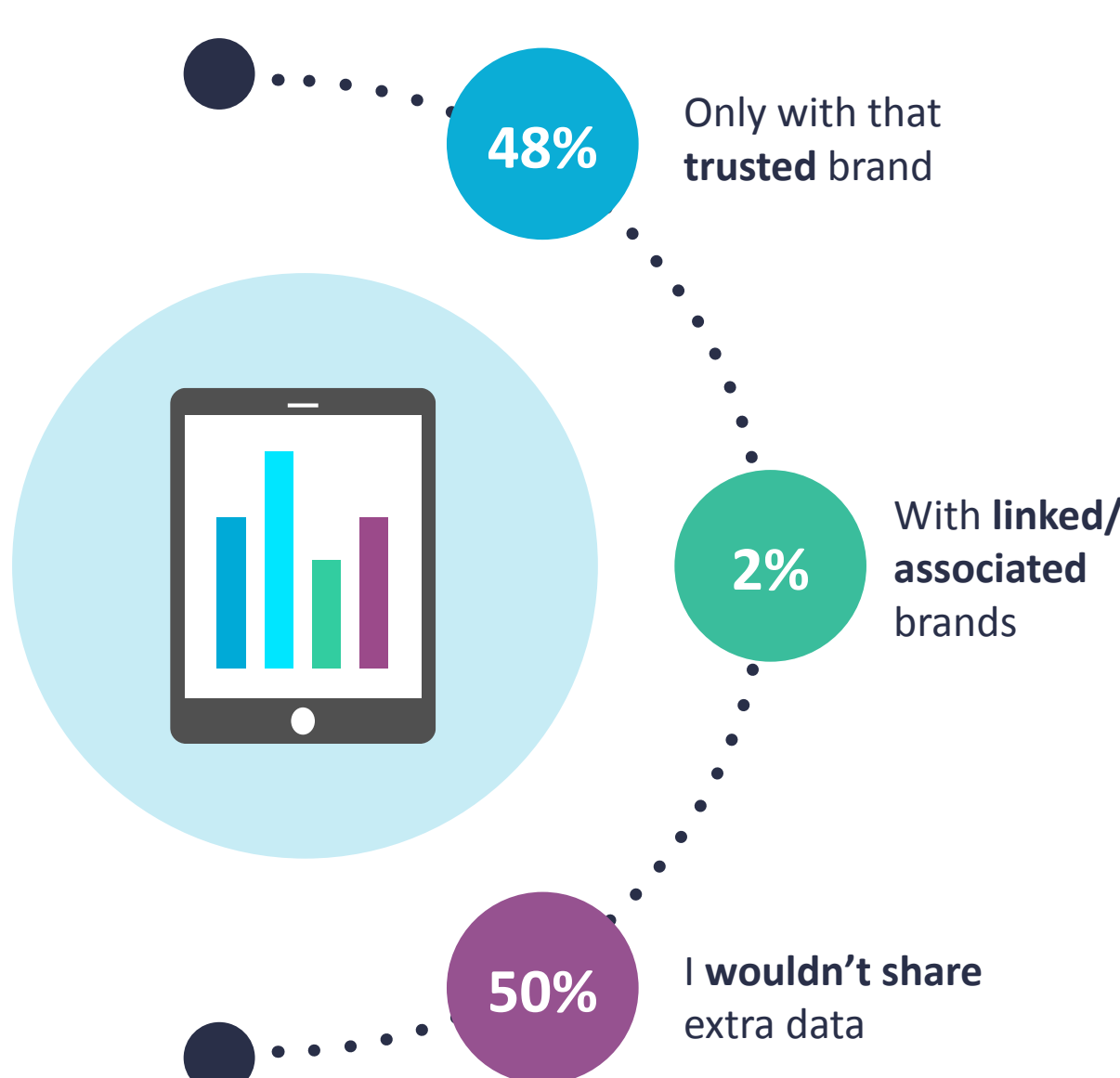
What is typically the biggest factor for you in making a product selection?



What is the biggest turn off when choosing a product?



If you do trust a specific brand, how far would you be willing to share your personal data for more tailored incentives/experiences?



Would you choose to purchase a product from a specific brand if they curate a more personalised experience?



To find out how we can help you, contact:

Smitha Dunwell
Head of Data Value, xTech
smitha.dunwell@chaucer.com