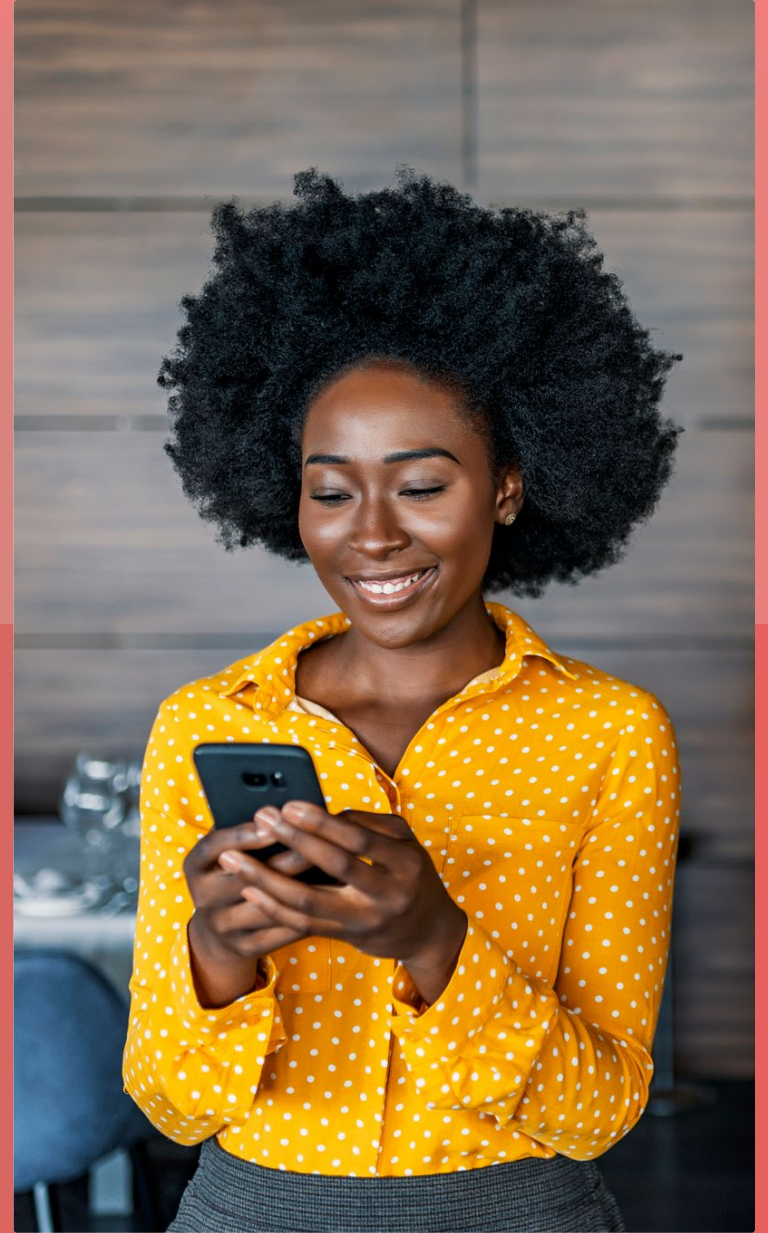


Quiz

How well are you connecting with your customers?

Discover your brand's personalization score

Today's consumers are fiercely loyal to their favorite brands, but the competition for that loyalty is just as fierce. In our recent [survey](#) of 2,000 U.S. consumers, we found that over half (58%) are more loyal to brands than they were five years ago. This consumer loyalty translates directly to higher brand engagement — and more dollars spent. But with so many brands in the marketplace, reaching consumers is more difficult than ever.



Quiz

How does your brand stack up?

Do you have a customer loyalty program?

Do you have a personalization or individualization strategy?

Do you use technologies like artificial intelligence (AI) and machine learning (ML) to process customer data?

Do you have an engagement strategy to connect with your less frequent shoppers?

Do you have a long-term (beyond the next few months) COVID-19 customer engagement strategy?

Now, add up the number of questions you answered “Yes” to — this number represents your overall score — and discover your results below.

[CLICK ON YOUR SCORE](#)

