

8 Costly Retail Marketing Blind Spots

& How to Fix Them, Fast

Your guide to turning blind spots into revenue-driving activity with actionable, AI-powered tactics



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You Know Your Customers, But Are You Seeing the Whole Picture?

As marketers, you know your customer better than anyone — it's just in the nature of what you do. We're the ones tracking behavioral signals, building personas, and personalizing every touchpoint in the buying journey. But even the best strategies can miss the mark, especially when buyer preferences morph faster than ever.

Discounts, points, and surface-level personalization aren't enough anymore — but were they ever? The truth is that customers aren't leaving because they've stopped caring. They're leaving because brands aren't using the data customers provide to deliver truly personalized experiences.

And that's where today's biggest marketing blind spots hide: in the gaps between what we think we know and what customers actually feel. The good news? Each one is an opportunity to reconnect, rebuild trust, and unlock new growth.

With the right insights and tools, you can close these gaps fast — and turn blind spots into your next big advantage.



The Stats Behind the Blind Spots



64% of marketers believe they offer enough value for customer data, but only 29% of consumers agree.



79% of marketers use AI to personalize content, but only 25% of consumers say they want more personalization.



51% of consumers have had a positive chatbot experience, yet only 32% of marketers use AI for chatbots.



63% of consumers are not confident in AI data privacy, up from 44% in 2024.



92% of marketers use AI, but 44% of consumers say most marketing emails aren't relevant.



56% of consumers say AI has no impact on their buying decisions, and only 39% believe it improves their experience.



69% of consumers are satisfied with product recommendations, yet 40% say brands don't understand them as a person.



69% of consumers are happy with AI recommendations — but only 39% of marketers use AI to create new experiences.

The Value Misalignment

The Blind Spot:

64% of marketers believe they offer value for customer data. Unfortunately, only 29% of consumers agree.

Why marketers miss it:

Value exchanges have a low barrier to entry, and marketers often assume that offering a discount code or loyalty point in exchange for an email sign-up is enough to settle their end of the bargain. But consumers don't want generic perks. More often, customers want meaningful, personalized benefits in exchange for their data.

The opportunity for marketers:

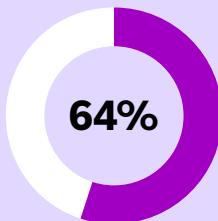
The marketers that win are the ones who prove data sharing is worth it. When customers feel the exchange is fair, they're more willing to opt in, engage, and stay loyal.

The fix:

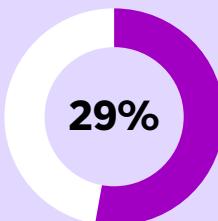
- Make the value exchange visible and easy to understand. Spell out benefits at sign-up, show examples of the payoff, use progressive profiling, be transparent, and reflect value back to the customer.
- Use SAP Emarsys to connect preference data with 1:1 personalized offers and experiences.
- Design opt-in campaigns that highlight benefits first, then ask for data.

Feature Highlight:

Use Web Channel to show tailored offers in real time, Predictive Segments to identify who's most likely to share data, and Personalization Tokens to make every opt-in feel individual and rewarding.



of marketers believe they offer value for customer data

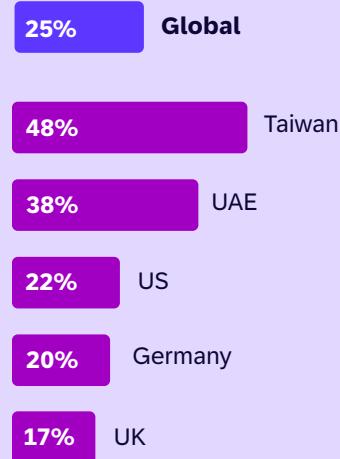


of consumers agree

Watch SAP Emarsys web personalization in action →



Make the shopping experience more personal



See how you can personalize every interaction — using data you already have. →

The Personalization Misfire

The Blind Spot:

79% of marketers use AI to personalize content and campaigns. However, only 25% of consumers say they want more personalization.

Why marketers miss it:

Consumers often reject shallow, one-size-fits-all attempts that don't add real value for them. Marketers often confuse "personalization" with cosmetic-level tweaks — a first name in a subject line, or a generic product grid. Customers don't reject personalization outright.

The opportunity for marketers:

More effort yields more rewards. Customers don't want box-tick personalization. Make the shift from theater-personalization to experiences that feel genuinely relevant.

The fix:

- Audit your personalization programs. Ask: "Does this save the customer time, money, or effort?" Reference your available customer data to serve up new offers or experiences based on previous purchases.
- Use SAP Emarsys AI to build lifecycle-based journeys that anticipate needs, not just react to them.

Feature Highlight:

Tap into AI Product Finder to deliver tailored results instantly, Automation Center to orchestrate lifecycle journeys across channels, and Lifecycle Tactics to serve the right message at the right time, turning personalization into a genuine customer advantage.

The Missed Chatbot Opportunity

The Blind Spot:

51% of consumers have had a positive chatbot experience. Yet, only 32% of marketers use AI for chatbots.

Why marketers miss it:

Chatbots are often quickly dismissed as clunky or impersonal, but when connected to customer data, they become a powerful engagement tool, resolving issues instantly and enriching profiles with every interaction.

The opportunity for marketers:

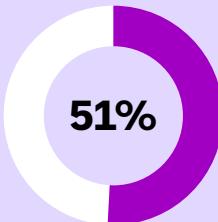
Use AI-powered chat to integrate customer data into service interactions in real-time. Every conversation becomes a chance to deliver tailored support, provide personalized recommendations, and feed insights back into your automation programs.

The fix:

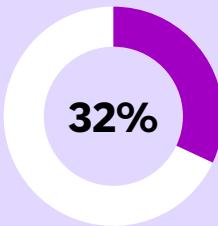
- Deploy chatbots on high-friction journeys (returns, order tracking, checkout) where instant answers reduce drop-off
- Sync chatbot transcripts with SAP Emarsys to enrich profiles with intent and sentiment data
- Trigger follow-up campaigns (e.g., “We’ve updated your order preference”) based on chatbot interactions

Feature Highlight:

Through the SAP Emarsys + Sinch Contact Pro integration, you can connect chatbot interactions directly into your CRM. This means service conversations instantly update customer profiles, making your marketing smarter, more relevant, and always in step with customer needs.

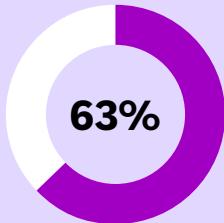


of consumers have had a positive chatbot experience.



of marketers use AI for chatbots.

Want to turn your conversational channels into effortless growth opportunities? Find out how here →



of consumers are not confident in AI data privacy. Despite this, AI investment is accelerating.

Learn how top retailers build personalization without compromising privacy →

The Privacy Trust Deficit

The Blind Spot:

63% of consumers are not confident in AI data privacy. Despite this, AI investment is accelerating.

Why marketers miss it:

Marketers see AI as a tool for efficiency and scale. Your customers see risk. The disconnect happens when your brand talks about innovation but fails to explain how data is collected, stored, and used for the customer's benefit. Customers also want more confidence that you're protecting their privacy.

The opportunity for marketers:

Turn transparency into a loyalty driver. If customers feel their data is protected and see clear value in sharing it, they'll be more willing to engage and stay loyal.

The fix:

- Add a “How we use your data” panel on sign-up forms with simple, customer-first language
- Use SAP Emarsys to personalize opt-in messaging rather than burying benefits in fine print
- Send a privacy reassurance campaign showing how you protect data and how customers have benefited from sharing it (e.g., tailored offers)

Feature Highlight (benefit-led):

With Consent Management and Personalization Tokens, SAP Emarsys lets you tie every opt-in directly to a personalized outcome. Customers instantly see the payoff of sharing their data, and your brand builds trust while staying compliant.

The Relevance Problem

The Blind Spot:

92% of marketers are using AI. Yet, 44% of consumers say marketing emails still aren't relevant to them.

Why marketers miss it:

It's easy to equate AI optimization with relevance. However, for customers, relevance doesn't mean tweaking subject lines or send times. Relevance means content that reflects their intent, lifecycle stage, and personal context.

The opportunity for marketers:

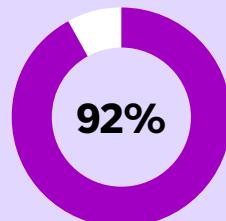
Don't send more — send smarter. Use AI to make every email feel like it was crafted for each customer — personal, relevant, and valuable.

The fix:

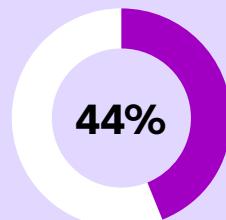
- Integrate customer, sales, and product data in SAP Emarsys to power truly 1:1 personalized campaigns
- Use predictive segments to identify who's most likely to buy, and tailor content accordingly
- Add a dynamic product block that provides cross-sell and upsell opportunities based on last bought or browsed products.

Feature Highlight:

With Predictive Segments and Multi-Channel Automation, SAP Emarsys lets you combine data from across your business to deliver emails that feel hand-crafted but scale effortlessly.

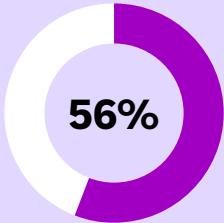


of marketers
are using AI.

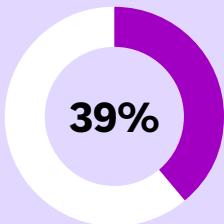


of consumers say
marketing emails still
aren't relevant to them.

Find out how cross-channel automation delivers real relevance and real results. →



of consumers say
AI has no impact on
their buying decisions.



of consumers
believe it improves
their experience.

**Turn AI insights into
visible customer
wins. Here's how →**

The Invisible Impact

The Blind Spot:

56% of consumers say AI has no impact on their buying decisions, and only 39% believe it improves their experience.

Why marketers miss it:

Marketers often measure AI by internal gains, whether that be faster campaign launches, saved hours, or efficiency. But if customers don't feel the difference, those wins don't translate into loyalty or revenue.

The opportunity for marketers:

Make AI visible in ways that matter. Customers should experience it as faster service, more relevant recommendations, and smoother shopping journeys, not just back-end efficiency.

The fix:

- Surface AI wins directly to customers: show "back in stock" alerts, local delivery estimates, or personalized replenishment reminders. Clear, tangible benefits powered by AI
- Use predictive lifecycle campaigns: set up journeys that anticipate needs like reorder prompts or upsell offers
- Highlight AI-driven improvements in messaging: e.g., "Because you bought this, we've curated 3 items that customers like you loved."

Feature Highlight:

With AI Predictive Models and Automation Center, SAP Emarsys lets you anticipate customer needs and act before they do, turning invisible back-end AI into visible, customer-facing value that builds trust and engagement.

The Innovation Stallpoint

The Blind Spot:

69% of consumers say they like AI-powered product recommendations. Despite this, only 39% of marketers are using AI to create new customer experiences.

Why marketers miss it:

Since product recommendations perform well, many marketing teams leave AI at that baseline, instead of exploring new ways to delight customers. Innovation feels risky or resource-heavy, so it gets sidelined.

The opportunity for marketers:

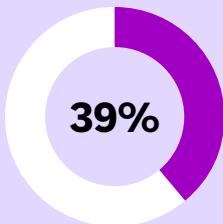
Customers respond well to AI product recommendations, especially if you create a frictionless shopping experience. That's a green light to go further. Build on this trust and use it to introduce new AI-powered experiences.

The fix:

- Expand from products to experiences: evolve from “you might also like” to personalized gift finders, style guides, or curated bundles.
- Pilot new touchpoints: use AI to personalize loyalty offers, app content, or in-store experiences, not just email
- Start small, scale smart: launch AI innovations as controlled experiments tied to clear KPIs (e.g., increase repeat purchase rate, reduce churn).

Feature Highlight:

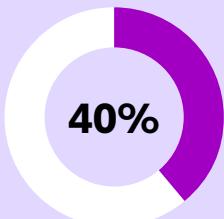
With AI Personalization Rules, you can create dynamic experiences across channels, while A/B testing inside Automation Center lets you safely trial new approaches, measure results, and scale the winners.



of marketers are using AI to create new customer experiences.

See how retailers use SAP Emarsys to innovate with AI →

The Shallow Personalization Problem



of consumers still say brands don't understand them as a person.

Create personalized experience that drive conversion — and keep customers coming back.
Find out how →

The Blind Spot:

69% of consumers are satisfied with AI-powered product recommendations. Yet, 40% still say brands don't understand them as a person.

Why marketers miss it:

It's easy to mistake product recommendations for full-on personalization. Algorithms can do a good job of generating recommendations, but your customers expect you to recognize their preferences, context, and values — not just their cart history.

The opportunity for marketers:

Go beyond "people who bought this also bought" to experiences that reflect the whole customer: their lifecycle stage, goals, and even personal values. Connect your data and start testing products and segments using a holistic view of your customer data.

The fix:

- Unify customer profiles by combining purchase, browsing, and preference data, then use that to drive campaigns that feel holistic, not transactional.
- Personalize journeys, not just products: adjust onboarding, loyalty comms, or win-back offers based on lifecycle stage, not generic templates.
- Segment by values or preferences: send sustainability-focused content to customers who browsed eco-friendly lines, or highlight exclusivity for high-value shoppers.

Feature Highlight:

With Unified Customer Profiles and Predictive Segments, you can personalize journeys at every stage, proving you understand who they are, not just what they buy.



Turn Your Blind Spots into Business Opportunities

**You've seen the disconnects.
Now it's time to close them.**

The good news? With the right tools, these blind spots become opportunities to innovate, engage, and grow stronger customer relationships.

SAP Emarsys gives you the AI, automation, and proven strategies to move fast, and the support to keep building long-term loyalty. Let's turn hidden weaknesses into your next competitive edge and make moves that drive retail impact.

Get to know SAP Emarsys

See personalization in action with our 3-min demo video.

[Watch now](#)



Looking for ways to expand your omnichannel personalization?

Extend your capabilities, unlock additional value, and add the functionality you need to scale through the extensible SAP Emarsys Partner Ecosystem.

[Discover now](#)



SAP Emarsys is the customer engagement solution for SAP Customer Experience, empowering businesses to deliver personalized, AI-driven, omnichannel experiences. Built for scalability and extensibility, SAP Customer Experience provides a suite of products across commerce, sales, service, marketing, and customer data, enabling businesses to exceed customer expectations with real-time, relevant engagement. From digitally native disruptors to global enterprises, SAP Emarsys helps bring out the best CX in every business by meeting customers where they are with the products, information, and experiences they need, exactly when and where they need them.

For more information, visit sap.com/products/crm/emarsys.html

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