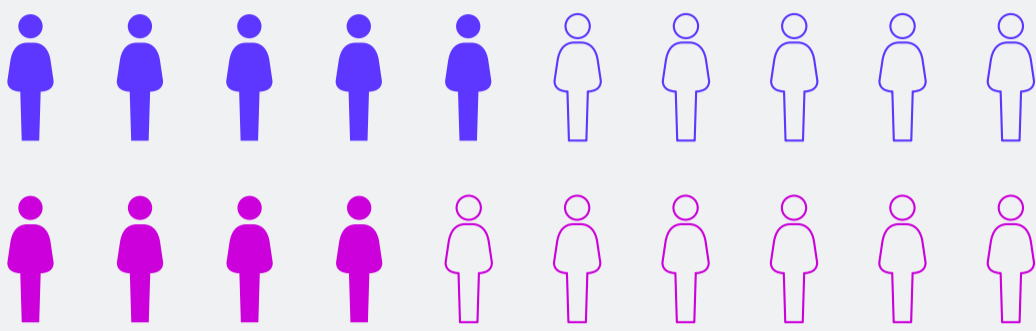


5 Game-Changing AI Trends for Retail Marketers in the United States

1 Omnichannel Matters

53% of marketers believe AI is essential for fully leveraging their customer data to achieve their business goals

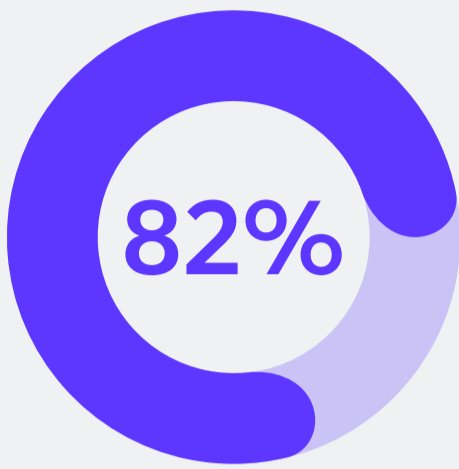


42% of shoppers would support brands bringing more AI into the buying experience

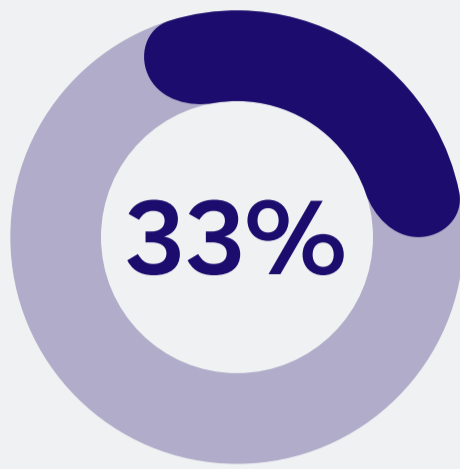
Pro tip: Unify customer data across your business, improve IT efficiencies, and deliver more personalized retail experiences.

[Learn more](#) →

2 The Strategy Shift is On



of marketers have saved time by using AI to launch a marketing campaign



of shoppers report a positive impact of AI on their retail experience

Pro tip: Focus on how AI can impact strategic retail goals that build trust and convert campaigns faster.

[Learn more](#) →

3 Personalization is Still a Gap

Pro tip: Start by analyzing the shopper lifecycle and see what data you have access to and where there are gaps.

[Learn more](#) →



74% of marketers are fully or partly using AI to personalize content and campaigns

25% of shoppers believe brands personalize content to their needs

4 Investment is Accelerating

55% of marketers will invest more in AI to boost customer engagement in 2025

47% of marketers have seen an increase in customer loyalty since the adoption of AI into their campaigns

Pro tip: Harness AI to identify which shopper lifecycle stage can offer the best current and future revenue opportunity.

[Learn more](#) →

5 Data Privacy is a Priority

63% of shoppers are not confident in the data privacy of AI

55% of marketers believe they offer consumers enough value in exchange for their data

Pro tip: Use progressive profiling to collect rich shopper insights across multiple touchpoints like SMS, email, and your website.

[Learn more](#) →

About this research: Opinium surveyed 4,000 general respondents and 350 marketers in the United States.



Ready to go deeper?

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