

## The \$2 Trillion Personalization Prize

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In April, I wrote to you about the adoption of AI-powered personalization across all sectors—not just in retail, e-commerce, and other B2C businesses but in B2B and regulated industries, such as banking and health care.

That Weekly Brief came out of a conversation with Mark Abraham, our global personalization leader. His book [\*Personalized: Customer Strategy in the Age of AI\*](#)—cowritten with David Edelman, a BCG senior advisor and Harvard Business School senior lecturer—was just released, so it seemed like the right time to check back in with Mark.

It's a topic I have a long, personal history with. One of my first projects at BCG 35 years ago was working with David on [\*Segment-of-One Marketing\*](#) to customize the relationships companies can have with individual consumers. It's exciting to see some of that future thinking become a reality, beyond what we could have imagined.

And as Mark recently shared with me, the bar for great personalization has risen even higher in the past six months. The [\*arrival of agentic AI\*](#) brings a new wave of virtual assistants that let customers choose the personalized path that's right for them, a “pull” approach that replaces the traditional “push” of sending recommendations to the right customers at the right time. These virtual assistants include the chatbots we've grown used to but also voice assistants, which can understand and respond to callers, and AI-enabled sales associates and call center reps.

A few examples:

- Bank of America’s Erica, a virtual assistant, gives financial planning advice, schedules payments, looks up financial information, and offers a one-stop shop for making investment decisions and managing account security.
- GLG’s Gail transforms the way internal strategy and corporate development teams, as well as consultants, conduct market studies, enabling them to interview and summarize insights from hundreds of experts in hours instead of weeks using GenAI tools.
- DoorDash is offering a voice-ordering AI assistant for when restaurant employees can’t answer the phone, a common problem. And big restaurant chains are working on AI agents that let customers personalize their orders and learn more about items they might like to try.

## What’s Working in Personalization

Up until now, it has been difficult to measure progress on personalization.

The book, based on deep research and analysis, lays out a practical playbook for personalization at scale, brought to life with dozens of stories full of lessons learned at leading companies. It also introduces the BCG Personalization Index, a way to [measure progress and understand how well personalization investments are paying off](#).

The authors scored hundreds of well-known companies from around the world using this index, and two of their findings surprised me:

- **Personalization leaders leave the rest of the pack in the dust.** The 10% of companies qualifying as personalization leaders are increasing their revenues 10 points faster annually than personalization laggards.
- **A \$2 trillion prize is on the table.** Most companies are focusing their AI efforts on driving efficiency: using GenAI to save time on content creation, for example, or customer service. But AI-driven personalization is one of the most powerful and underused ways to drive top-line growth. Mark and David estimate there will be \$2 trillion available for those that get it right over the next five years.

If this tremendous business value weren’t enough, Mark also argues passionately that optimizing personalization is imperative for our

society. Leading companies realize that personalization is as much about what *not* to send to a customer, adopting a less-is-more mantra. In a world of spam, where GenAI is leading to an explosion of content, personalization that's underscored by [principles of responsible AI](#) can nurture meaningful customer relationships while avoiding echo chambers.

I encourage you to check out the book and also want to thank David and Mark for their sustained leadership on such a unique opportunity for so many companies!

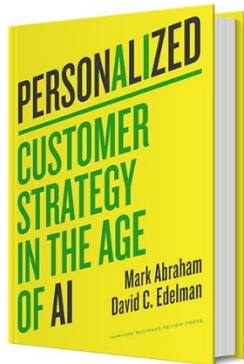
Until next time,



**Rich Lesser**  
Global Chair

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## Further Insights



### Personalized: Customer Strategy in the Age of AI

Personalization is a \$2 trillion opportunity. BCG's new book offers a playbook for capturing your share of this personalization prize.

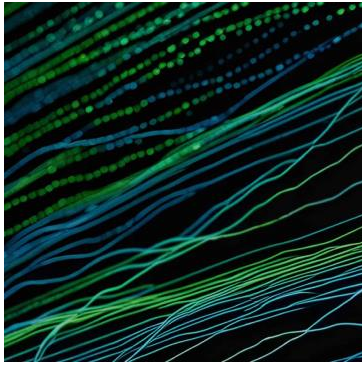
[EXPLORE THE PLAYBOOK](#)



### The Power of Personalization in the Age of AI

In this TED talk, BCG's personalization leader Mark Abraham shares insights from his research into what brands can do to improve the experience of the people they want to reach.

[SEE WHAT WORKS](#)



## Personalization Done Right

Here are the five components that create personalization leaders—and how AI can help get them right.

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