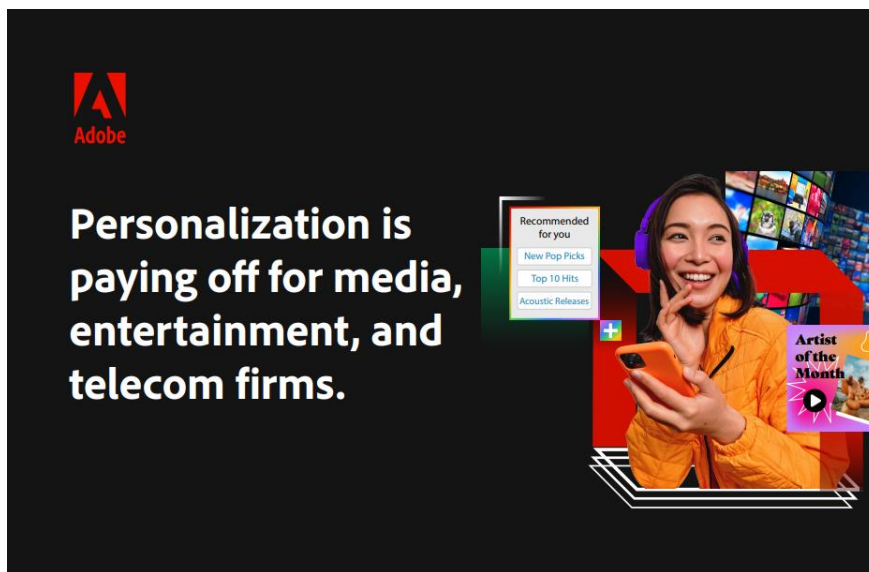




Engage every fan with personalized experiences.



The media, entertainment, and telecom industry is facing high demand for personalized experiences. In fact, 73% of customers expect to be delighted both before and after purchase, yet just 18% said these industries are meeting the standard.

Adobe and Forrester surveyed hundreds of media and entertainment decision-makers and consumers to uncover valuable insights to help your organization take the customer experience to the next level. Explore the top findings in our infographic [Personalization Is Paying Off for Media, Entertainment, and Telecom Firms](#).