

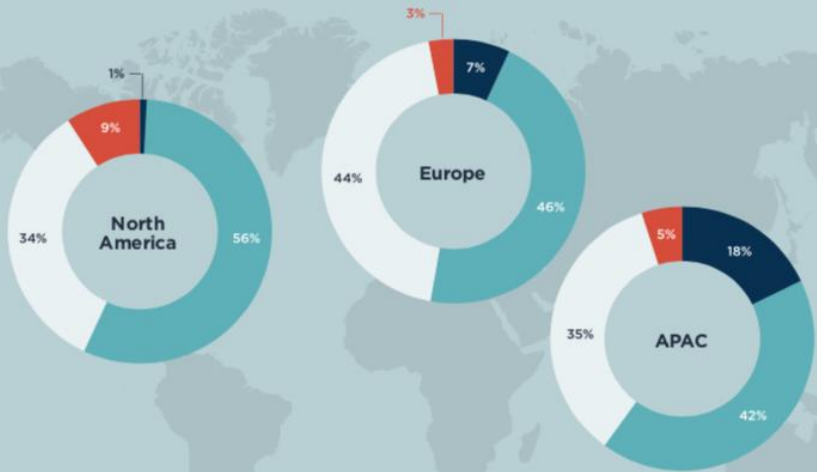
# THE STATE OF CUSTOMER ENGAGEMENT 2020: BY REGION

The *State of Customer Engagement 2020* report\*, published by London Research in partnership with dotdigital, is based on a global survey of marketers in North America, Europe and the Asia Pacific (APAC) region. This infographic highlights some of the key differences by region.

## Companies in APAC regard themselves as most advanced for customer engagement

Almost a fifth of companies (18%) surveyed in the APAC region regard themselves as 'advanced' when it comes to customer engagement, compared to only 7% in Europe and 1% in North America. Those in North America are most likely to say they have reached an 'intermediate' level of proficiency, while those in Europe are most likely to describe themselves as 'basic'.

How companies describe their level of omnichannel customer engagement maturity



**Advanced** - our technology and processes are very much geared towards providing the best possible customer engagement across both digital and traditional channels

**Intermediate** - most of our marketing activities are integrated but there is significant room for improving technology and processes

**Basic** - we are at the start of our journey when it comes to effective customer engagement

**Non-existent** - we don't have any meaningful customer engagement activities