

Age of Serendipity

Overview

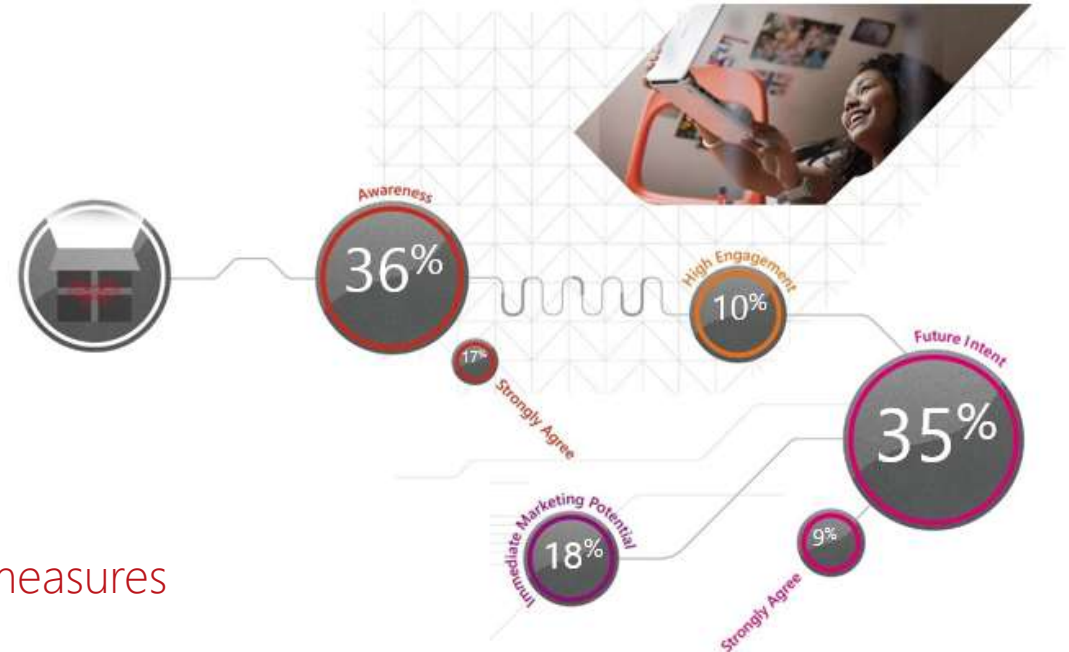
Consumers are seeking technologies that surprise them at the right time and place, and when they are in the right frame of mind.

Why it's happening:

As online & offline worlds blur, users expect technology to go beyond 'the normal', to being more human.

The Future:

Technology will know you so well that it will surprise and delight you in ways you could never imagine



Key data measures

Awareness

36% expect technology to deliver surprising tailored experiences that 'feel like coincidences'.

Engagement

10% love digital devices/ services that provide them with new recommendations or content without actively seeking them out.

Future Intent

35% are interested in using products and services that are designed to surprise and delight them.

Marketing Potential

18% already expect brands to know them and offer something they didn't know they wanted. 61% are more likely to buy a product or service from a brand that delivers pleasantly surprising experiences.