

JUNE 2025

Marketer Pulse

Insights into how 200+ marketers are updating strategy to respond to an uncertain environment.



FINDING 1

Owned channels are the top revenue growth drivers

Marketers are prioritizing channels like email and SMS to stay close to customers and deliver measurable results.

Email, SMS, and push are the **top-performing channels** during economic uncertainty. These channels allow marketers to collect first-party data that fuels smarter campaigns over time.

Affiliate and influencer marketing continue to gain traction as brands lean into **trust and authenticity**.

Budgets are shifting **away from traditional media**, where measurement and targeting are less precise.

FINDING 2

Value-led messaging and behavioral segmentation boost performance

As markets remain volatile, brands are adjusting their strategies to align with shifting consumer sentiment and tighter budgets.

86% of marketers are updating messaging to emphasize product value, including:

- Quality and durability
- Unique design or exclusivity
- Brand heritage and reputation

90% are using behavioral segmentation to identify and reach high-value customers, based on:

- Purchase history and frequency
- Engagement with past campaigns

88% of marketers are using AI:

- **49%** for content generation
- **37%** to scale personalization efforts

FINDING 3

Marketers are adapting to inventory challenges

Tariffs and economic shifts are disrupting inventory planning, pushing marketers to become more agile.

64% of brands expect inventory shortages or are uncertain about upcoming availability.

51% are prioritizing in-stock products, with **47%** using discounts to move current inventory.

41% are capturing future demand with preorders and back-in-stock signups.

94% of marketers are considering changes to their BFCM strategies if shortages continue.

FINDING 4

Transparency around price changes builds trust

Brands are proactively communicating price increases to maintain transparency and drive urgency.

69% of brands are either communicating pricing changes now or planning to do so soon.

- **35%** have no formal plan yet, but intend to share updates
- **20%** are already messaging proactively

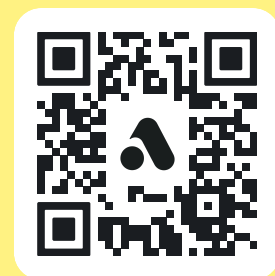
50% of brands are using direct channels like email and SMS to deliver pricing updates.

35% are training customer service teams to respond to price-related questions from shoppers.

Transform your marketing

Attentive is an email and SMS platform built to transform the way brands personalize consumer engagement. The platform activates real-time data from multiple channels and advanced AI to personalize content, tone, and timing. This helps brands deliver 1:1 personalized messages that truly resonate with their customers and drive more revenue .

Discover how Attentive's AI-powered marketing platform can help you deliver the hyper-personalized experiences your customers want at scale.



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