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CX Dive is a news publication designed specifically for CX executives & decision-makers. Across topics such as customer service, personalization, loyalty, AI and automation, and more, our journalists cover the issues shaping the customer service space.

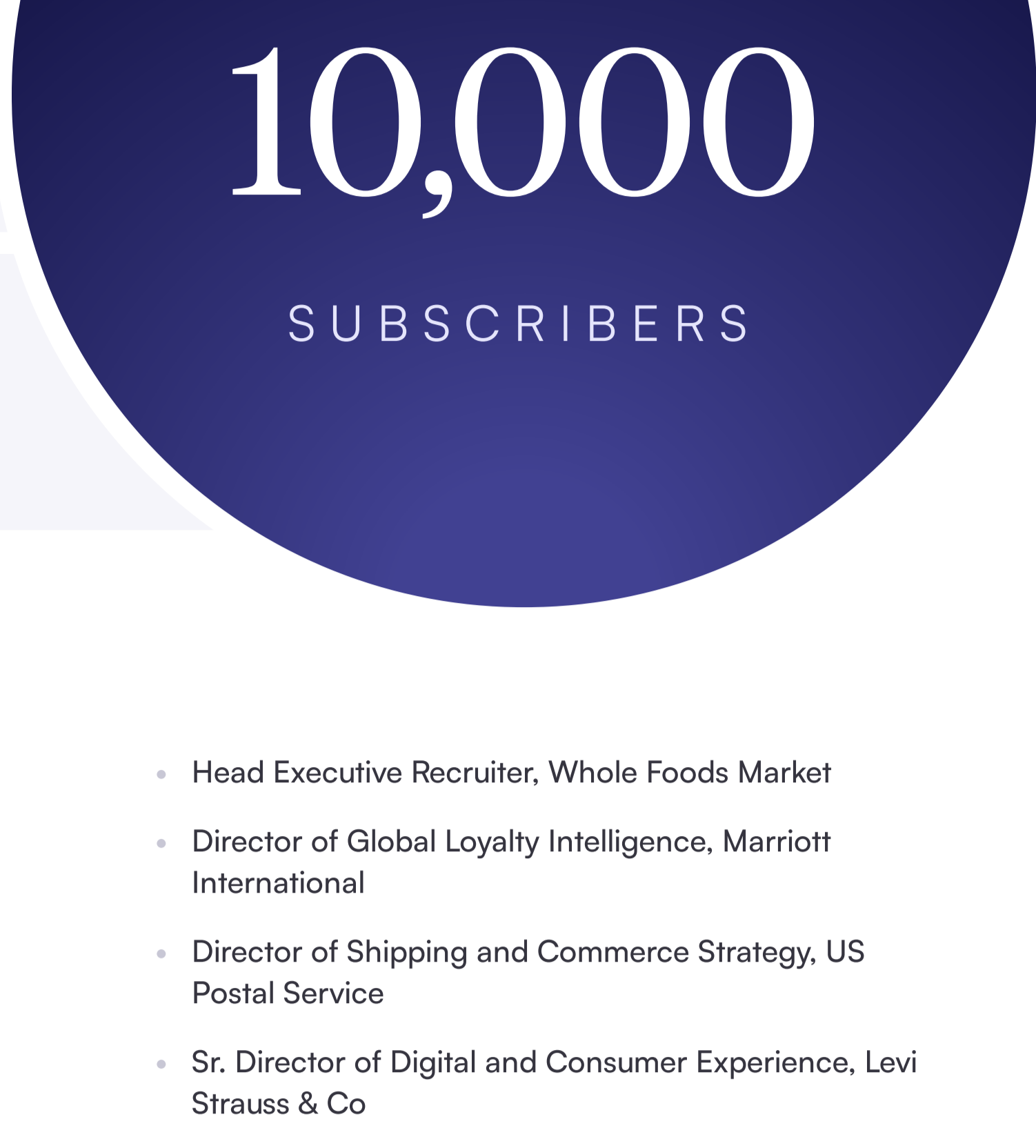


01 Audience

12K
unique monthly visitors

179%
MoM subscriber growth since launch

53%
of Fortune 100 Companies read CX Dive



You'll find CX Dive's news and insights in the inbox of notable subscribers, like:

- Head Executive Recruiter, Whole Foods Market
- Director of Global Loyalty Intelligence, Marriott International
- Director of Shipping and Commerce Strategy, US Postal Service
- Sr. Director of Digital and Consumer Experience, Levi Strauss & Co
- Sr. Digital Marketing Manager, Getty Images
- VP of Global eCommerce, Stanley
- VP of Marketing, Nordstrom & Nordstrom Rack
- VP of Global Investment Research, Goldman Sachs
- Director of Marketing, GoPro
- Loyalty Director, Circle K

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02 Top-performing content

In 2024, the CX landscape continues to evolve amidst a growing emphasis on sustainability, the rise of immersive technologies, and the ongoing quest for authentic customer engagement. As brands navigate these shifts, agility and a focus on ethical practices remain paramount in shaping customer experiences. Let's take a look at what our readers have been focused on most.

Top 5 topics

- Strategy
- Customer success
- Technology
- Customer service
- AI & automation

Top 10 CX Dive stories

- | | |
|--|--|
| <p>Visa launches Web3 loyalty tool with focus on curated experiences</p> | <p>Verizon's first-ever customer experience officer aims to simplify plan shopping</p> |
| <p>5 CX trends to watch in 2024</p> | <p>Back to CX basics: Where does modern tech fit in?</p> |
| <p>Businesses say generative AI in CX has improved ROI</p> | <p>Yeti leans into post-purchase communication to engage customers</p> |
| <p>Brands have an overinflated view of their CX quality</p> | <p>Are businesses listening to what customers don't say?</p> |
| <p>Generative AI will drive CX in 2024 but leaders must separate hype from reality</p> | <p>Very few consumers are satisfied with in-store experiences</p> |

Keywords resonating right now

- digitizing customer experience
- loyalty programs
- customer experience automation
- generative AI
- flexible payment options
- customer experience journey mapping
- management strategy
- customer success KPIs

03 Trend analysis

The next wave of tech

- Fast adoption of generative AI (utilizing data for better personalization, chatbots, improving automations, aiding call center support, etc.)
- Eagerness to roll out self-service tech, but mindful of balancing tech with staff service
- Push for investments to seamlessly integrate online and offline channels

Operating in the age of consumer (dis)trust

- Customer expectations continue to rise, increasing scrutiny on CX and pressure to deliver top-line, integrated experiences
- Enhanced focus on loyalty programs (variety of rewards, hyper-personalization, etc.) while respecting consumer privacy and associated regulations
- Grappling with growing consumer distrust around AI and its use for customer service

Turning data into dollars

- Responding to heightened demand for data, journey mapping, experience design, etc.
- Executives struggling to demonstrate ROI and ward off threats to slash budgets
- CX teams' responsibilities expanding, yet budgets are unable to keep pace, forcing teams to turn away work

Our readers spent nearly 2x as long on these stories than the average story:

- Why Kellanova turned to customer-provided data to bolster personalization
- Salesforce's Einstein Copilot, a generative AI-powered assistant, goes global

AI integration

AI isn't going anywhere in 2024 as CX leaders focus on harnessing the tech to revolutionize operations.

studioID tip

CX leaders who don't invest in comprehensive AI training programs for their teams will lose out on opportunities to leverage these powerful, emerging technologies effectively. Emphasize the integration of AI-powered solutions to enhance customer interactions while underscoring the importance of maintaining a human touch.

Trust and privacy

Brands are walking the tightrope of crafting hyper-personalized loyalty programs while respecting consumer privacy to address increasing regulatory scrutiny on CX.

studioID tip

To build and maintain trust while also staying compliant, CX leaders are streamlining communication with customers regarding data usage and privacy policies. Highlight the importance of protecting customer data and finalizing cybersecurity measures and a compliance framework — all in the name of fostering a culture of trust and accountability with CX leaders.

Data-driven CX enhancement

In an oversaturated content market, CX leaders are doubling down on efforts to meet heightened demand for data-driven decision-making, journey mapping, and experience design.

studioID tip

Executives face challenges to demonstrate ROI and manage budgets effectively amidst these evolving responsibilities. Encourage leaders to invest in advanced analytics tools and talent to effectively interpret and act upon customer insights, enabling personalized experiences that drive customer loyalty and long-term business growth.

04 Marketing insights

Deliver a memorable experience by reflecting the content preferences of over 1,000 CX Dive subscribers in your strategy:

Preferred content types

- [Webinars/virtual events](#)
- [Trendlines](#)
- [Playbooks](#)
- [Infographics](#)

Stay up to speed

Keep leaders abreast of evolving requirements related to data privacy, sustainability initiatives, and health and safety standards.

studioID tip

CX leaders will need to update internal policies and procedures to ensure compliance and minimize risks while maximizing opportunities for innovation within the regulatory framework. To assist in this effort, report on the latest updates across industries on topics like data governance policies, consumer sentiment, and technology integration.

Provide strategic solutions

Leaders will be investing in AI-powered solutions to optimize operations and elevate customer experiences.

studioID tip

To stay on the cutting edge, CX decision-makers focus on streamlining processes, personalizing promotions, and optimizing inventory management. Aid them in their continuous journey with tactical tips toward an AI implementation strategy. This could include staff training guides to facilitate smooth integration and playbooks on the adoption of AI technologies across all functions.

Steer sustainable conversations

Help leaders reduce environmental impact and meet consumer expectations with a look at the best (and worst) in the industry.

studioID tip

Evaluate current operational processes to identify opportunities for CX leaders. Offer room for improvement in areas such as waste reduction, energy optimization, and eco-friendly product sourcing. Share 'dos' and 'don'ts' from industry peers and stakeholders to provide insights on strategies for achieving sustainability goals while maintaining profitability and competitiveness.

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How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.



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