

The Untapped Potential of Product Digitization

New research reveals business leaders have not digitized products but know they should.

Commitment

Companies have digitized many areas of business, but true product digitization remains elusive.

85%

Say digitizing products is important

45%

Have digitized products by adding digital identities or serialization

16%

Put digitizing products as their company's top priority

Benefits

Customer data, interactive communications and product authenticity protections are valuable.

52%

Most U.S. execs view consumer insights as the top benefit

43%

Say an interactive communications channel with customers is a leading benefit

41%

U.S. business leaders view confirming product authenticity as a key benefit

Results

Business leaders understand the importance of digitizing products for efficiency and more.

54%

Expect to benefit by improving operational efficiency

50%

Anticipate reduced costs as an outcome of digitizing products

49%

Believe product digitization will help increase revenue



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SOURCE: Censuswide surveyed 514 senior business decision makers in the United States and United Kingdom in an August 2022 poll sponsored by Digimarc.

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