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**PERSONALIZATION IN MARKETING AS AN EFFECTIVE
STRATEGY TO IMPROVE CUSTOMER ENGAGEMENT
A CASE STUDY OF SPOTIFY**

Thanks to the advancement in Information Technologies and digital means of communication, which have offered new opportunities to gather and analyze customer data, there has witnessed a rising prevalence of Personalized Marketing. Companies and brands have started to adopt this marketing trend, as they increasingly acknowledge the necessity of placing the customer at the very center of every product, service and even marketing activity. However, there are not so many successful examples because Personalization seems hard to execute, coupled with the fact that it might be associated with privacy issues. This research analyzed one of the most effective implementations of Personalized Marketing – Spotify, the world’s biggest music streaming platform. The main questions examined are how Spotify has put Personalized Marketing into practice as well as how this strategy has influenced customer engagement. A quantitative method was used with an online survey distributed to Spotify users. The data was acquired from 107 users, then imported into SPSS software to conduct descriptive analysis and statistical tests. The results indicated that users feel satisfied with personalized features and recommendations by the platform, and there were no significant differences among user groups. Moreover, they also perceive Personalized Marketing as a key distinguishing characteristic of Spotify and most importantly, it is observed to have positive impacts on enhancing customer engagement. Nevertheless, there were some limitations, such as sample diversity and lack of qualitative data, which led to the need for further research to gain deeper insights into the topic.

Keywords: Spotify, Personalization, Personalized Marketing, Customer Engagement