

Panel Discussion | [First-Party Data] Digital Transformation by Using 1st-Party Data to Uplift Your Customer Engagement



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Where do you currently use first party data?

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How to create value of your “owned” first-party data collected from different channels & build a trust-based data asset to adapt to the cookies-less future?

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How to engage your different stakeholders with efficient & automated e-communications?

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How to unify and orchestra your data in order to uplift customer experience and conversion?

Key Takeaways

Karan's Takeaway:

- Critical to ensure that data is available not just retrospectively for reporting and analysis (which is important), but also for activation and personalization.

Sanup's Takeaway:

- Any digital transformation involving customer data must take into account the 3 points:
- Customer protection is key
- Data is the currency of any kind of personalization
- Transparency in data management

Thomas's Takeaway:

- First party data is crucial to establish competitive advantage and fulfil customer expectations of personalised shopping experiences. Major requirements
- Collect data in a compliant way
- Make data available for all Marketing use cases

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Q&A