

# Panel Discussion | [Big Data-Focused Marketing]

## Big Data: A Healthy Disregard for Conventional Marketing



 foodpanda

**MANISHA SAFIYA TAREK**

Director, Marketing & Growth  
foodpanda  
*[Moderator]*



 agoda

**MATTEO FRIGERIO**

Chief Marketing Officer  
Agoda



 Roojai

**FEDERICO BRANDI**

Chief Marketing Officer  
Roojai



 OfficeMate  
OFM

**APIPOJ PIASAK**

Head of Omnichannel & Data  
OfficeMate

# slido



**What is the biggest challenge your organisation faces when it comes to implementing big data-focused marketing strategies?**

Panel Discussion | [Big Data-Focused Marketing] Big Data: A Healthy Disregard for Conventional Marketing

Question 1

**<Big Data Revolution: reevaluating current strategies>**

What are some ways your organisations use big-data?

How has it been leveraged and what traditional aspects of marketing has it replaced?

Panel Discussion | [Big Data-Focused Marketing] Big Data: A Healthy Disregard for Conventional Marketing

## Question 2

**<Data Driven Customer Segmentation: the power of micro-targeting>**

Can you provide an instance where data-driven customer segmentation led to an exceptionally precise targeting strategy?

Panel Discussion | [Big Data-Focused Marketing] Big Data: A Healthy Disregard for Conventional Marketing

### Question 3

#### <Predictive Analytics and Customer Journey Mapping>

How are you leveraging predictive analytics to map out the customer journey and deliver timely, relevant messages? Can you provide an instance where this approach significantly improved customer behaviour?

Panel Discussion | [Big Data-Focused Marketing] Big Data: A Healthy Disregard for Conventional Marketing

## Question 4

### <Empirical Insights vs. Conventional Wisdom: A Shift in Mindset>

What are some of the common hurdles your organisation faced when implementing this mindset shift, and what strategies or initiatives were successful in overcoming these challenges?

Panel Discussion | [Big Data-Focused Marketing] Big Data: A Healthy Disregard for Conventional Marketing

## Key Takeaways

Panel Discussion | [Big Data-Focused Marketing] Big Data: A Healthy Disregard for Conventional Marketing



**Q&A**



**Scan here to submit your questions!**