

Fireside Chat | **[Omnichannel Personalisation]** How to Activate Omnichannel Personalisation to Curate New Journeys Across Multiple Channels & Touchpoints

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What would you consider as the primary barrier to truly achieve personalisation at scale in your marketing activations?

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Question 1

What is omnichannel for you?

What is your omnichannel approach?

What is the customer outcome you're trying to drive at your organisation?

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Question 2

When it comes to personalisation – what does good personalisation look like?

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Question 3

How do you operationalise it and make it happen?

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Key Takeaways

- Jeremy Takeaways
- Omnichannel only brings value when relevant and legitimate. What relationships are you trying to enhance? What type of publisher do you aspire to be?
- Personalisation has never been easier on paper but start by getting the basics rights.
- Making Omnichannel and Personalised work at scale will be unique to your company. But most ideas and best practices can be learned and reused – go out there and learn from the best

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Q&A



Scan here to submit your questions!