

Panel Discussion | [Personalisation]

From Segmentation to True Personalisation: Strategies for Delivering Individualised Experiences at Scale with Automation



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Poll Question

- >What tools are you using to achieve true personalisation?
- >Email
- >Mobile
- >Omnichannel
- >Paid Media

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Question 1

What is a “true personalisation”? Why is it important?

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Question 2

How has personalisation evolved beyond simple segmentation to tackle customer's unique preferences, behaviours, and context?

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Poll Question

- >Have you been using AI in personalisation?
- >Yes
- >No

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Question 3

What are the main challenges companies face when implementing personalisation strategies, and how can they overcome these challenges to ensure successful execution?

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Key Takeaways