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### **Poll Question**

- >What is your opinion on the role of AI in improving data enrichment for hyperpersonalized experiences?
- >Highly positive
- >Somewhat positive
- >Neutral
- >Somewhat negative
- >Highly negative



# **Question 1**

 At a cultural and operational level, how does your organisation integrate the use of Al and data analytics in optimising marketing efforts in the APAC region?



### Question 2

 How data enrichment transforms basic demographic data into a rich tapestry of personas and a better consumer experience.



# **Question 3**

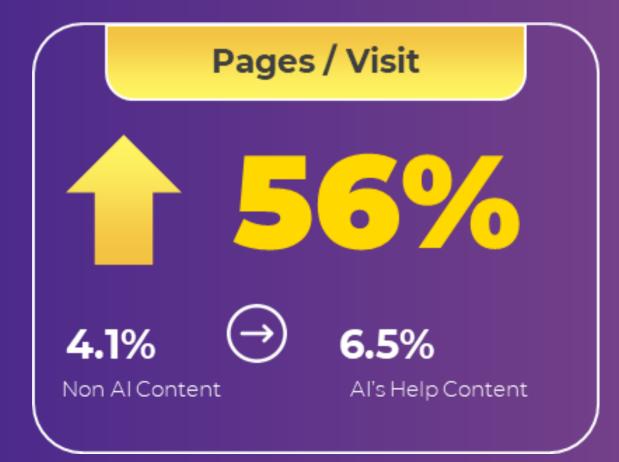
• In light of the success stories involving Al-powered marketing efforts, can you share specific case studies or examples from your organisation's experience where the implementation of Al technology has led to significant marketing success in the APAC market?

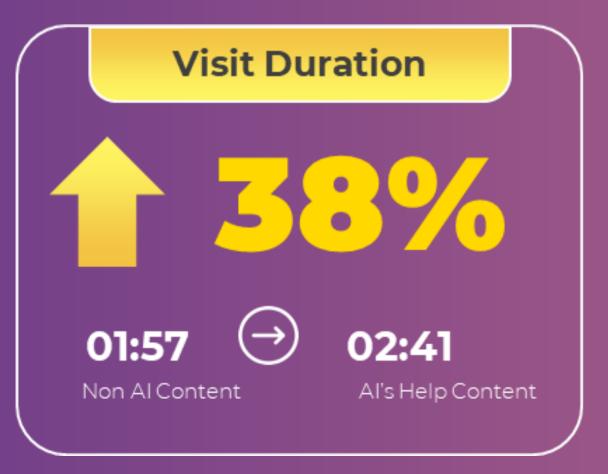


#### Al-Powered Digital Media

#### **Quality Content & Brand Safety Reinvented**

Kapanlagi Youniverse leverages Al-driven content creation tools to produce engaging content while ensuring brand safety and reputation through real-time online monitoring with Al algorithms.









# **Question 4**

• Examine the challenges that come with data enrichment, including data accuracy, integration, and maintaining data quality over time.



**Key Takeaways** 



Q&A