

Panel Discussion | **[AI & Data]** Revolutionising Data Enrichment and Transforming Customer Insights for Hyper-Personalised Experiences



GSK

**FAITH
BENJAATHONSIRIKUL**
Head of Omnichannel
GSK




MICHELIN

**CHANUTTITA
CHITMANASAK**
Regional CRM & Marketing
Automation Lead, East Asia &
Australia
Michelin



KLY
KAPANLAGI YOUNIVERSE

**CAHYANTO ARIE
WIBOWO**
Head of Product Strategy &
Growth
KapanLagi Youniverse

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Poll Question

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

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Question 1

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

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Question 2

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

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Question 3

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

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AI-Powered Digital Media **Quality Content & Brand Safety Reinvented**

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

Pages / Visit

 **56%**

4.1%

Non AI Content



6.5%

AI's Help Content

Visit Duration

 **38%**

01:57

Non AI Content



02:41

AI's Help Content



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Question 4

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

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Key Takeaways

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Q&A