

Interview **[AI & Personalisation]** Next-Level Customer Relationship Management: Personalisation in the Digital Era



BEETc.



CATHERINE COLLINGE

Event Director
The MarTech Summit Team
@BEETc.

FitchGroup



SITA KALLURI

Director, Marketing
Optimization
Fitch Ratings

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Poll Question

How extensively do you currently use AI-driven personalization in your marketing efforts?

- A. Extensively
- B. Moderately
- C. Just starting to implement
- D. Exploring options
- E. Not currently using AI-personalisation

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The global market size of AI-driven personalization in marketing was valued at USD 1.18 billion in 2023 and is expected to reach USD 77.50 billion by 2030

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Question 1

- **How did AI change the personalisation landscape?**

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Personalization before AI

Static targeting with predefined customer segments that were updated infrequently

Content recommendations basis manual categorization and by using content tags

Traditional website personalization with simple rule based and cookie based tracking

Spend a lot of time analyzing data for trends and relying on gut feelings

Siloed approach to personalization



Personalization after AI

Real-time targeting basis customer segments and behaviors

Intelligent content recommendations based on their preferences, browsing history, and behavior

More sophisticated dynamic website with auto personalization that serves tailored content

Data backed intuition and Next Best Action (NBA) basis predictive analytics

Omnichannel personalization

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Question 2

- **Can you share few examples of how AI driven personalisation is used to create superior customer experiences for diverse EMEA audiences.**

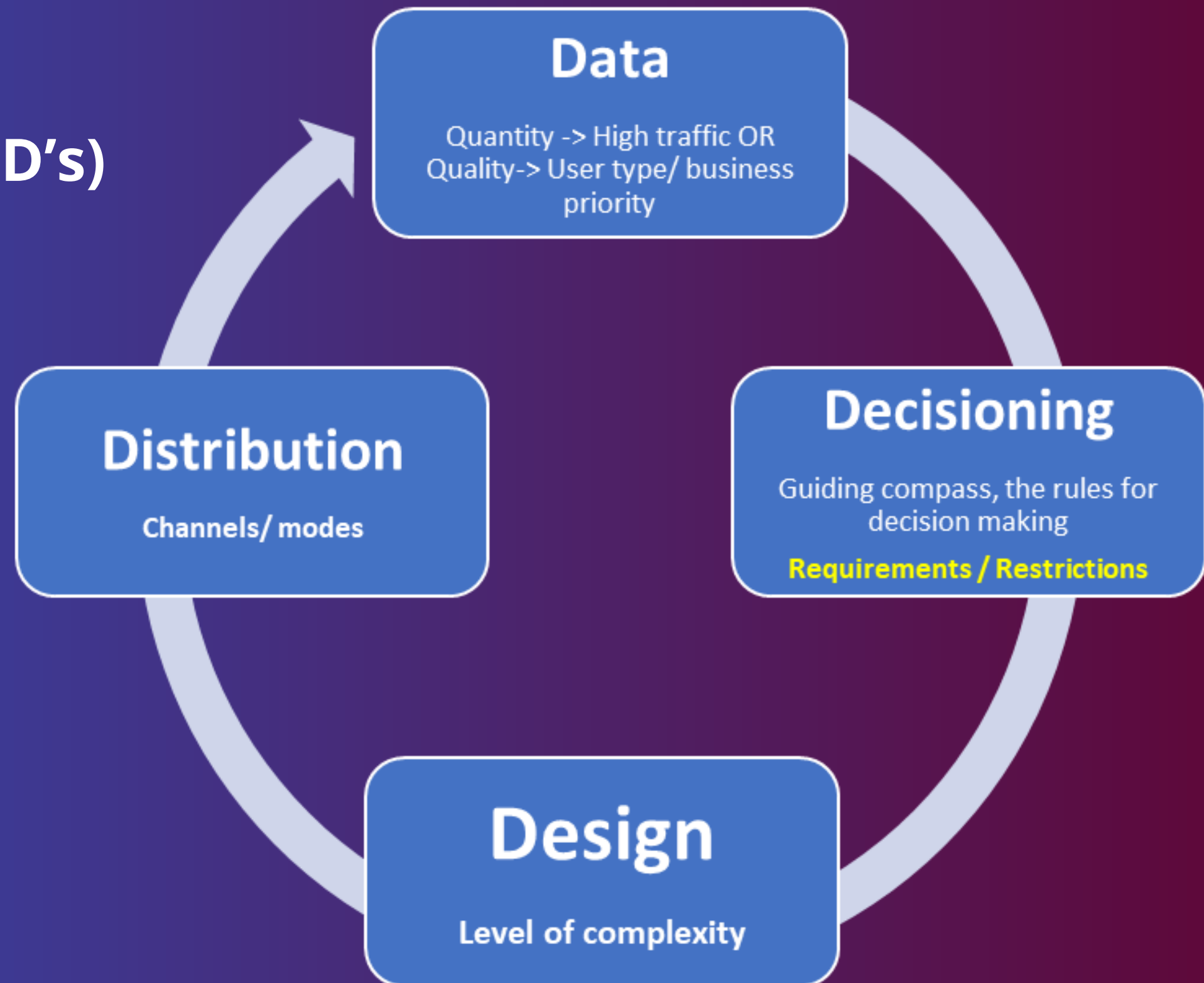
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Question 3

- **Is there a personalization framework that you follow to prioritize experimentation ideas?**

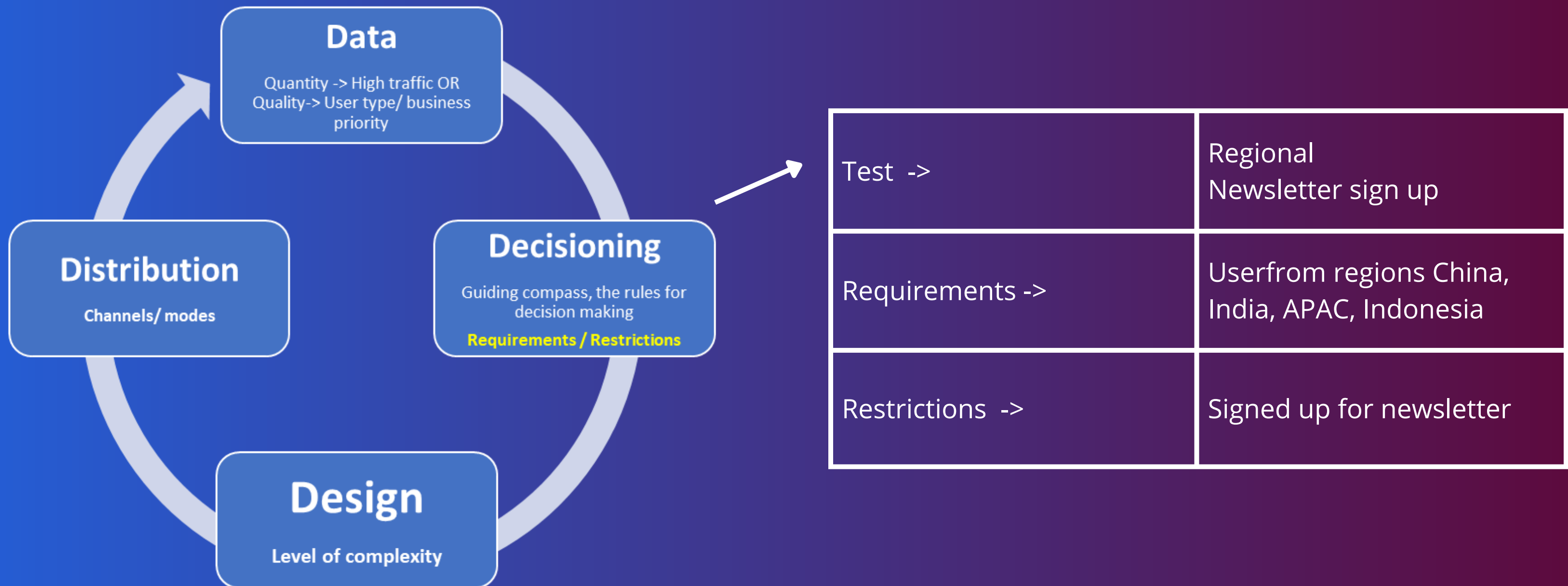
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The Personalization Checklist (4 D's)



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Priority Matrix for Personalization

By Business Priority

By Goal Objective

		Product 1	Product 2	Product 3	Product 4	Product 5
		5	4	3	2	1
Lead Generation	5	High	High	Medium	Medium	Low
Webinar Registration	4	High	High	Medium	Low	Low
Newsletter Subscription	3	Medium	Medium	Low	Low	Low
Content download	2	Medium	Low	Low	Low	Low
Cross selling	2	Medium	Low	Low	Low	Low

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Question 4

- **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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Main challenges in implementing personalization

- **Lack of expertise**
- **Data privacy concerns**
- **Lack of real-time data / data quality**
- **Lack of proper tech stack**
- **Difficulty in prioritizing experiments**
- **Execution velocity and siloed operating models**

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Key Takeaways

1. Personalization in marketing has evolved significantly with the advent and adoption of AI technologies.
2. AI-powered personalization can benefit both marketers and customers, by increasing customer loyalty, retention, and conversion rates, as well as optimizing marketing spend and ROI.
3. There is cautious optimism with AI-driven personalization, for, while it has the ability and capacity, we still need to consider the challenges and limitations and do it ethically and in compliance with privacy laws and regulations.

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Q&A