



# Panel Discussion | **[Personalisation]** From Segmentation to True Personalisation: Strategies for Delivering Individualised Experiences at Scale with Automation



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# slido



**Give one word that best defines personalization for you and your organisation.**



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## Question 1

**Customer at the centre: How businesses personalise & track results - How do you define personalisation? And how do you measure it?**



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## Question 2

**Implementing Effective Personalisation in a Crowded Space - A recent initiative that delivered unique value to your customers and explain what makes it stand out in a crowded market.**



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### Question 3

**Taking the first steps - How do you approach launching personalisation initiatives? What's the biggest hurdle you've encountered when getting started, and how did you navigate it?**



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## Question 4

**What are your key learnings when it comes to marketing personalisation?**



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Q & A