



# Fireside Chat | **[First-Party Data]** Navigating the 3 Ps of CX: Privacy, Prediction, & Personalisation with First-Party Data



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**slido**

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**What kind of match rates do you get in your data?**

**i** Start presenting to display the poll results on this slide.

**NOW**

**Can you share how your organisation leverages first-party data in the broadest sense?**

## TIPS

**Referring to the poll on match rates in your data, what tips can you share?**

## TACTICS

**What tactics have proven effective in improving these rates and enhancing data utilisation?**

## VISION

**What role does advanced pattern matching play in driving our goals?**

Q&A