THE MARTECH 12 & 13 November 2024 SUMMIT DAY2 **Convene 155 Bishopsgate London**

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

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wagamama

PAL WAAGBO

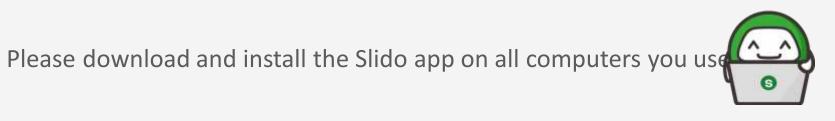
Head of Customer Data + Digital Marketing wagamama





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

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







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



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





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



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



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