

Panel Discussion | **[Data Monetisation]**

Monetising Data: Strategies for Turning Customer Data into Revenue



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What comes to mind when you think of First Party Data? Or how would you describe your Data Monetization Strategy at the moment? (Within 3 words)

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

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Question 1

‘Data is Currency’. How is data used as a “currency” in your domain/organisation?



*Culture,
People
CX Personalisation*

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Question 2

Who are your core data monetisation audiences? Tell us about your strategy to create the data monetisation framework for your audience in today's day and age.



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Question 3

What role does Data play in driving your customer experience and how do you drive consistent and incremental performance in your ROI?



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Question 4

What are the challenges when driving data monetisation?



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Key Takeaway



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Q&A



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