### 29 & 30 OCTOBER 2024 | HOTEL NIKKO BANGKOK

# Panel Discussion [Data Monetisation] Monetising Data: Strategies for Turning Customer Data into Revenue



THE MARTECH SUMMIT

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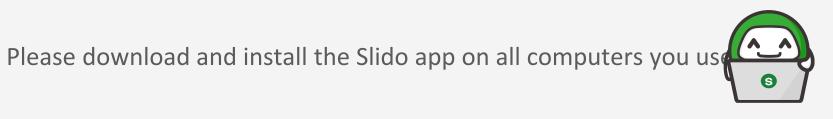
RAMAKRISHNAN RAJA Principal **Resonant Agency** 

## slido



your Data Monetization Strategy at the moment? (Within 3 words)

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



# What comes to mind when you think of First Party Data? Or how would you describe





# 'Data is Currency'. How is data used as a "currency" in your domain/organisation?



Culture, People **CX** Personalisation





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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Culture People **CX** Personalisation





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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Culture, People **CX** Personalisation





# What are the challenges when driving data monetisation?



Culture, People **CX** Personalisation



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