



# Panel Discussion | **[Customer Insights]** AI-Powered Customer Insights: The New Frontier of Personalisation



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**Poll Question (here is just a placeholder) - to be created on ON24**

**When you talk about AI in marketing, what is the first thing that comes to mind? (Word cloud)**

**Have you started adopting AI into your work? Yes/NO**



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**Question 1**

- **How is AI reshaping the way we gather and act on customer data?**



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**Question 2**

- **What cutting-edge AI tools are enabling real-time, hyper-personalised experiences?**



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**Question 3**

- **How can businesses build competitive advantage by mastering AI-driven customer insights?**



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Q & A

VIRTUAL