



# Panel Discussion | **[Data Analytics & Personalisation]** Harnessing Tools for Data Insights for Personalised Marketing Strategies



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**Question 1**

- **How can data analytics transform personalised marketing strategies to better engage individual consumers?**



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**Question 2**

- **What are the key challenges and best practices in leveraging data insights to create tailored customer experiences?**



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**Question 3**

- **How does data-driven personalisation enhance engagement, create a relationship, and contribute to business growth in a competitive market?**



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Q & A

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