



 **TUESDAY, 8 APRIL 2025**

 **MARINA BAY SANDS
SINGAPORE**

Fireside Chat



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[Emerging Trends]
The Future in Customer Intelligence

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Question 1

The Rise of Generative AI for Personalisation



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Question 2

Cookie-less future in Customer Intelligence



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Question 3

Zero-party data and privacy first engagement



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Q&A



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Key Takeaways



Q&A

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