

25 JUNE 2025 | THE ST. REGIS | JAKARTA

Panel Discussion | [Personalisation] Accelerating Hyper-Personalisation Through Dynamic Content



RENDRIAN MAHARSYA

Country Manager, Indonesia **PR Newswire** [Lead Panellist]





PRADNYAPARAMITA AYU

Head of Marketing Department **BMI Group Indonesia**





SUMEET SENCHOUDHARY

Head of Marketing Asia Pacific Rayon (APR)

IWAN ARIEMURTI

Vice President, Marketing Communications & Branding VENTENY



Is too much personalisation a bad thing?

(i) The <u>Slido app</u> must be installed on every computer you're presenting from









Panel Discussion [Personalisation] Accelerating Hyper-Personalisation Through Dynamic Content



What's one campaign or initiative where dynamic content made a measurable difference in customer engagement or conversion?



Industry: Interior Design Business Model: D2C

Beyond The First Step

Know Your Customer even before they are your customer





45% more conversion

Q 35% more referral leads







Panel Discussion [Personalisation] Accelerating Hyper-Personalisation Through Dynamic Content



How are you leveraging customer data to fuel hyperpersonalised content across different channels, and what's worked best so far?



Q&A





Panel Discussion [Personalisation] Accelerating Hyper-Personalisation Through Dynamic Content



How do you balance automation and creativity when building personalised content strategies for diverse customer segments?



Q&A

Most Complex Customer: Textile Value Chain



Hyper-personalisation is also about

knowing your partners business well and curating your messaging accordingly.







Panel Discussion [Personalisation] Accelerating Hyper-Personalisation Through Dynamic Content



What are the biggest roadblocks you've encountered when implementing personalisation, and how did you or your team address them?



Q&A



Defined Critical Success Factors

June 2025



Spreading

After Hansen & Birkinshaw's IVC (2007)

| | | | Generation | Conv | version | Diffusion | | | |
|--------------------------|--|--|---|--|---|---|--|--|---------------------------------|
| | Internal Cross- Pollination Collaboration across units | Internal Creation within a unit | External Collaboration with parties outside the firm | Selection Screening and initial funding | Maturity Movement from the idea to the first result | Spreading Dissemination across the organization | External Cross- Pollination Collaboration with client | | |
| Key Questions | Do we create good ideas by working across the company? | Do people in our unit create good ideas on their own? | Do we source enough good ideas from outside the firm? | Are we good at screening and funding new ideas? | Are we good at turning ideas into viable products, businesses, and best practices? | Arc we good at diffusing developed idea across the company? | Do we create good ideas by working with external party (e.g. clients)? | | Key Questions |
| Critical Success Factors | Number of high quality ideas generated across the units | Number of high quality ideas generated within a unit | Number of high quality idens generated from outside the firm | Percentage of all ideas generated that end up being selected and funded | Percentage of funded ideas that lead to revenues; number of months to sale | Percentage of penetration in desired market, channels, customer groups, number of months to full diffusion | Number of high quality ideas generated from clients | | Critical Success Factors |
| | | | | | | | | | |

June 2025

The renewed Hansen and Birkinshaw's model highlights the value of cross-pollination throughout all phases of IVC.

It emphasizes the importance of cross-collaborations, maintaining a constant feedback loop for optimized ICP and process.

Renewed IVC Framework (Widiyasa, 2025)

Sustainability - LTV Thought Leadership & Fertile Ecosystem





Panel Discussion [Personalisation] Accelerating Hyper-Personalisation Through Dynamic Content



What tools or platforms have you found most effective for delivering scalable personalisation without losing the human touch?



Q&A