



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

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**Is too much personalisation a bad thing?**



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## Question 1

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



Q&A

**Industry: Interior Design**  
**Business Model: D2C**

## Beyond The First Step

Know Your Customer  
*even before they are your customer*



45% more conversion



35% more referral leads



Higher NPS



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## Question 2

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



Q&A

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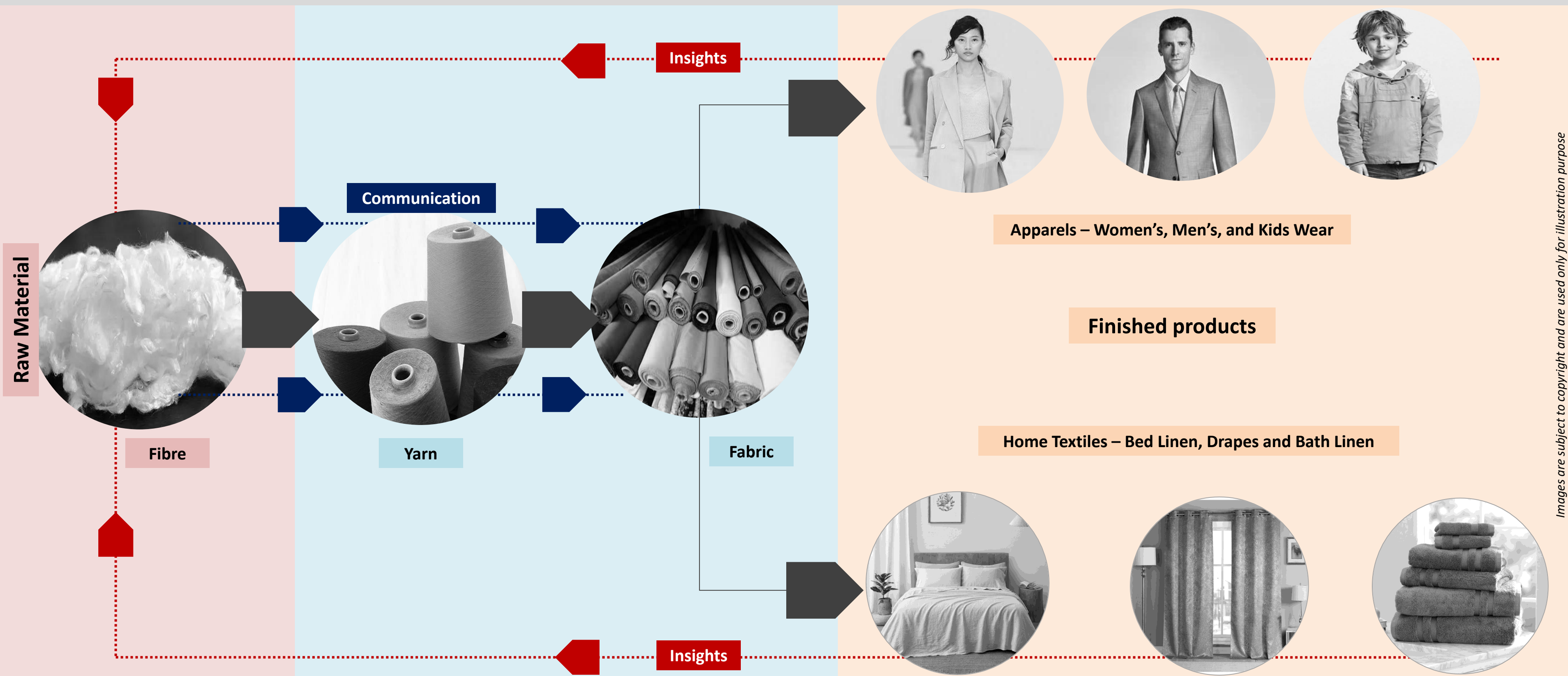
### Question 3

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



Q&A

# Most Complex Customer: Textile Value Chain



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Hyper-personalisation is also about *knowing your partners business well and curating your messaging accordingly.*



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## Question 4

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



Q&A



**Idea  
Generation**

In-house  
Cross-pollination  
External

**Idea  
Conversion**

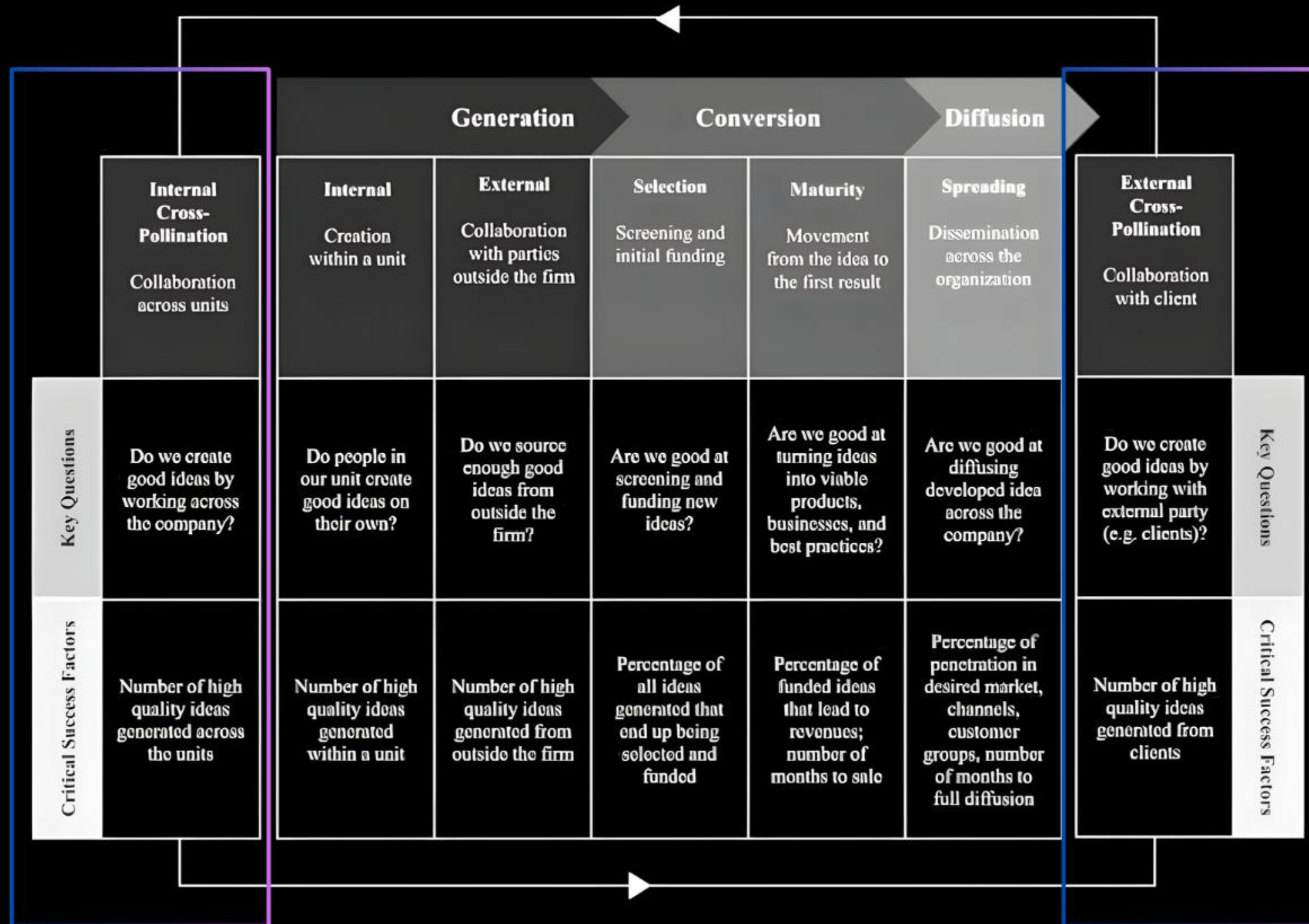
Selection  
Funding  
Maturity

**Idea  
Diffusion**

Spreading

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*Defined Critical Success Factors*



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.**



# Sustainability - LTV Thought Leadership & Fertile Ecosystem

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## Question 5

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



Q&A