



Panel Discussion
Personalisation

Refining Hyper-Personalisation with Dynamic Content in Individualised Marketing



Lead Panellist

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What is the biggest barrier your team faces when trying to deliver hyper-personalised content at scale?

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Q&A

Question 1

What's one challenge you've faced in delivering personalised content at scale, and how did you overcome it?

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Q&A

Question 2

What tools or platforms have been most effective in enabling your team to personalise in real time or near-real time?

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Q&A

Question 3

How do you ensure consistency in personalised experiences across both digital and physical touchpoints?

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Q&A

Question 4

Can you share an example where customer insights led to a successful hyper-personalised campaign? What was the impact?

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Q&A

Question 5

How do you measure the ROI of hyper-personalised marketing efforts, and what metrics really matter to your team?