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B2C MARKETING

Personalisation & First-Party Data

Scaling Smarter Personalisation in the Age of Privacy



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Paul’s cat

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Do not edit
How to change the design



What's your biggest personalisation challenge?

The Slido app must be installed on every computer you're presenting from

slido

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Q&A

Question 1

Evolving Personalisation:

How has your brand’s approach to personalisation evolved, and what does “smart personalisation” mean to you today? How are you putting it into practice?

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Q&A

Question 2

Strategy & First-Party Data:

How do you decide where to focus personalisation efforts for the greatest impact, and how do you keep first-party data accurate, relevant and actionable while respecting customer privacy?

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Q&A

Question 3

Learning & Optimisation:

What have you learned from running reactive or seasonal campaigns compared with automated customer journeys, and how are you using those insights to improve personalisation over time?

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