BRINGING THE EDGE TO PERSONALIZATION

Highlights from London
JUNE 09 2023
Sky Garden
The aftermovie

Watch here!
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<th><strong>Top takeaways from the day</strong></th>
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<td><strong>01</strong> Your are the edge in your CX</td>
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<td>AI may be driving the fourth industrial revolution, but it will never be able to replace empathy – human input is needed, so take advantage of its power but turn your ability to forge an emotional connection with customers into your edge.</td>
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How to Find Your Personalisation Edge

Ori Bauer
CEO
Dynamic Yield

- AI is driving the fourth industrial revolution, leading to the creation of invisible marketing – tailored to your needs but never salesy

- But human input is required to go beyond engagement-focused personalization and deliver experiences that forge meaningful connections / loyalty
Beat the personalization hype and provide real value

Julia Paulsen
Director of eCommerce, Nordics
Elkjøp

- Always be testing (ABT), using every interaction and piece of digital feedback to improve the CX
- What you cannot measure doesn’t exist, so find out what data points you need to provide value and analyze impact to forge forward
- Team work makes the dream work – get organization buy-in, make clear plans, and remember Rome wasn’t built in a day
Scaling personalisation and moving to MACH architecture

Helen Martin
Lead Digital Product Manager
Sweaty Betty

- Go after the right opportunity / audiences, with data validating direction
- Bring the right people in to move the needle, focusing on efficiency and impact
- Bigger isn’t always better – start small and move quickly (fastest fish prevails)
- Consider future-proofing your tech stack architecture as a differentiator
Achieving global localisation through personalisation

Marienza Benedetti
eComm Personalisation and Growth Manager
Electrolux

- Consider whether there are local nuances to your products (e.g. language, weather, cultural elements)
- Once identified, determine which could really make a difference to act on with personalization
- Build campaigns to address those differences, backed by the right team and processes
Feedback from the day

“There was a really good balance between content, breaks, and networking. By far the best event we’ve been to.” – Paul Wilkins, Conversio

“Brilliant event – probably one of the best I’ve ever attended.” – Stuart Patterson, FACT Finder

“I’ve been to many business events and conferences over the years, but this was by far the best yet. Amazing venue, great engaging and inspiring talks […] I met some really great and inspiring people […] Thank you, DY!!! Can’t wait for the next one!” – Rene Harris, Avon
Read the whole recap on Dynamic Yield’s blog

Take Me There →
Join us on the rest of our 2023 tour

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Thank you.