

**FORUM SHANGHAI**

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co-organized by MADhouse

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**REDEFINING**  
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**MMA**  
CHINA 中国无线营销联盟

# WHAT IS PERSONALIZATION AT SCALE?

A night view of a modern building with a complex network of glowing orange lines overlaid on it, symbolizing data connections and personalization at scale. The building is illuminated from within, and the lines form a dense web across the scene.

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# ANTICIPATING BASED ON NEEDS

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amazon

IN THE OLD WORLD FMCG BRANDS DIDN'T HAVE  
DIRECT CONVERSATIONS WITH THEIR CUSTOMERS



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# BRANDS NOW TALK DIRECTLY TO CONSUMERS

YOUR BRAND



MEDIA



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# THIS LEVEL OF INFORMATION MAKES IT POSSIBLE TO BE TRULY PERSONAL

## UNIQUE ID

MEDIA CAMPAIGN DATA  
1ST PRIVATE DATA



## DATA ENRICHMENT

CCS SEGMENTATION  
VENDOR ENRICHMENT  
2<sup>ND</sup> PARTY DATA  
GMP

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## DISCUSSION POINTS:

Explain on a scale of 1 to 10 , what level of personalization your organization is doing.

What are key building blocks of “Personalization” – example Data, mobile, create a DATA as a business function which works across businesses , Marketing role has fundamentally changed etc.

How is your organization adapting , give examples.

How do you think consumers will value this and benefit to the overall business.

What do you think we should do now and next