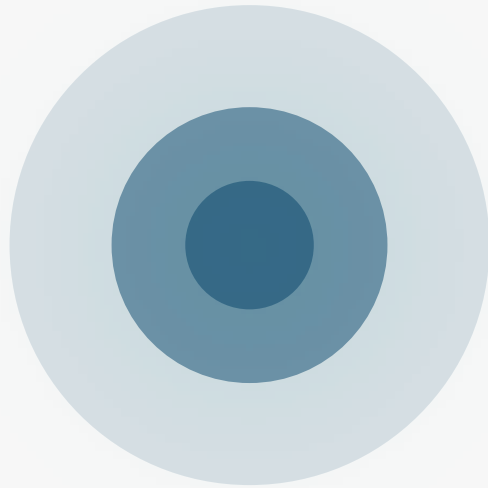




Data-driven personalization and the challenge of privacy

THE DISTRACTED CONSUMER



SPRAY AND PRAY



THE **RIGHT PRODUCT**
FOR THE **RIGHT CUSTOMER**
AT THE **RIGHT TIME**

TO WHOM..



IS PRODUCT X RELEVANT?



DATA-DRIVEN PERSONALIZATION





GENDER  

AGE 18-24, 25-35, 35-44

INTERESTS Sports, Running



GENDER 

AGE 18-24, 25-35

INTERESTS Cosmetics, Beauty Blogs

WEB Has viewed cosmetics products

PERSONALIZED RECOMMENDATIONS



IDENTITY
& SOCIAL



PURCHASES

WEB

Hi, Mary!

You have successfully subscribed!

We will be sending you new styling ideas that match your taste and interests, **tailored to you.**

SHOP BABY



Hi, Kosta!

You have successfully subscribed!

We will be sending you new styling ideas that match your taste and interests, **tailored to you.**

SHOP T-SHIRTS



Hi, George!

You have successfully subscribed!

We will be sending you new styling ideas that match your taste and interests, **tailored to you.**

SHOP NOW



DATA-DRIVEN PERSONALIZATION

IDENTITY
& SOCIAL



PURCHASES



WEB

ANALYZE EMAIL ADDRESSES

kostaspapadopoulos@email.com



GENDER



FIRST NAME Κώστας

LAST NAME Παπαδόπουλος

CORRESPONDENCE NAME Κώστα

marysmith@email.com



GENDER

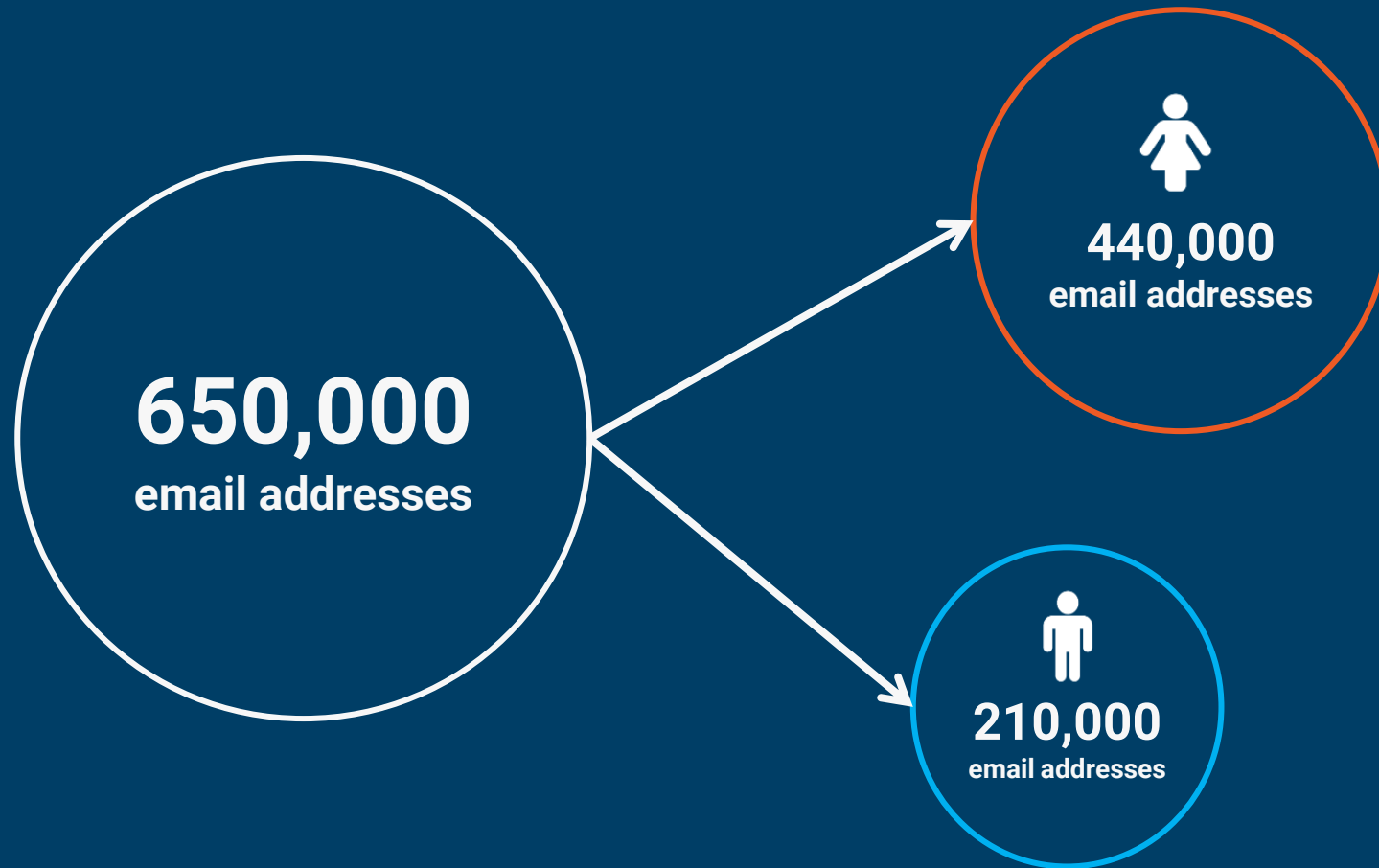


FIRST NAME Mary

LAST NAME Smith

CORRESPONDENCE NAME Mary

ANALYZE EMAIL ADDRESSES





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every week



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500€
VOUCHER

 Participate Now

 Participate Now

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