Fireside Chat

Zero-Party Data

Driving Personalisation
Through Customer Consent

**ALEX
KLOSE**
Director, Marketing DACH
Twilio

**JAKUB
KOVACIK**
Business Owner, Data & Analytics
CARIAD

More Info

BERLIN
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INTERCONTINENTAL HOTEL
#DDSUMMIT

**DATA
DEMYSTIFIED
SUMMIT**

slido

What is Zero-Party Data to you? - in 3 words

ⓘ Start presenting to display the poll results on this slide.

Zero-Party Data

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QUESTION 1

What is Zero-Party Data?

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QUESTION 2

Why is it important to think about "Zero-Party" data?

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QUESTION 3

What are ways you can collect "Zero-Party Data"?

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QUESTION 4

Real-life examples on leverage zero-party from your experience

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QUESTION 5

What are the best ways to have zero party data and first party data working together to improve personalisation?

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Key
Takeaways

Zero-Party Data
Driving Personalisation Through Customer Consent

Question &
Answer