

CXcircle
powered by  Contentsquare

The Age of Personalisation

MADE⁺

 **ocado**

OFFICE

NOW



Panel Discussion: The Age of Personalisation



Introduction



Adriana Scala

Optimisation Manager
NOW



Matthew Wilson

Digital Development
Manager
Ocado



Vivienne Yong

Senior eCommerce
Product Manager
Made.com



Hiral Patel

eCommerce Trading
Optimisation Manager
Office Shoes



Harry Hanson-Smith

Regional VP – Nordics,
APAC & UK
Dynamic Yield



Is there a primary business resource wholly devoted to personalisation/testing and learning?



**Does your team have clear,
quantitative business
objectives and goals?**





Panel Discussion: The Age of Personalisation



**Thank
you**

sales@dynamicyield.com

