

Digital Innovators: From Artificial Intelligence to Personalisation 2.0

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Abstracts

Companies have been collecting petabytes of data, but to date struggle to make sense of it all. Artificial intelligence is enabling brands to better synthesise and incorporate those learnings into efforts to create a more personalised consumer experience. This report explores 10 innovative ways companies are leveraging artificial intelligence to move commerce into the next era of personalisation.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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