

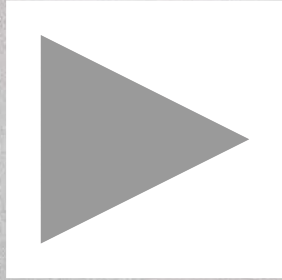
Welcome to SKIMspiration Europe 2018

Driving Digital Success



[@SKIMgroup.com](https://twitter.com/SKIMgroup) #SKIMspiration







LIVE
SLOW
RIDE
FAST






SKIM

A close-up photograph of a woman with long, straight brown hair. She is holding a silver smartphone in her right hand and a dark credit card in her left hand. The background is a soft-focus outdoor setting with green foliage and a bright light source, possibly the sun, creating a warm, golden glow. The overall mood is serene and modern.

**The environment in which
consumers make decisions
has changed forever**

**Digital disruptions =
More consumer
options**





...new business models

**B2C subscription industry
has been growing at 200%
annually since 2011**

Understanding how consumers make decisions

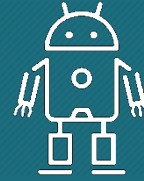
*Stated
behaviour*



*Real
behaviour*



Challenge
your digital
knowledge



The use of
Artificial
Intelligence

*Driving
digital
success*



17.15 – 17.45 h
Drinks and
Appetizers



2x Google
Home Mini