

Data Monetisation

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Who's presenting?

25 years in tech

UK, US, Belgium

30 markets

Chief Product Officer

Data Monetisation

Platforms



The theory



Data monetization is the creation and capture of value from data assets across three dimensions: improving internal operations and products (Improve), enhancing existing offerings with data services and insights (Wrap), and developing new data-driven products and platforms (Sell), creating multi-sided value where customers, partners, and the business all benefit





The value of data is largely determined by factors external to the data itself. This fundamental truth, which most miss, explains why data warehouses full of information create no value, and why the same dataset can be worthless in one context and worth billions in another.



**The creation of
tangible economic
benefits**



Google: free search and
information access

John Deer: yield optimization

Strava: routes, performance data,
benchmarking

Value Creation



Value Capture

**The process of
appropriating (part of)
such economic
benefits**



Goole: Adwords / advertising

John Deer: Lock-in, subscriptions,
insight sale

Strava: subscription, metro
program, brand integration fees

Supply side

Have data -> what needs?



Reactive

Pros: low cost, fast

Cons: differentiation, quality, relevancy

Inside-out



Outside-in

Demand side

Have needs -> what data?

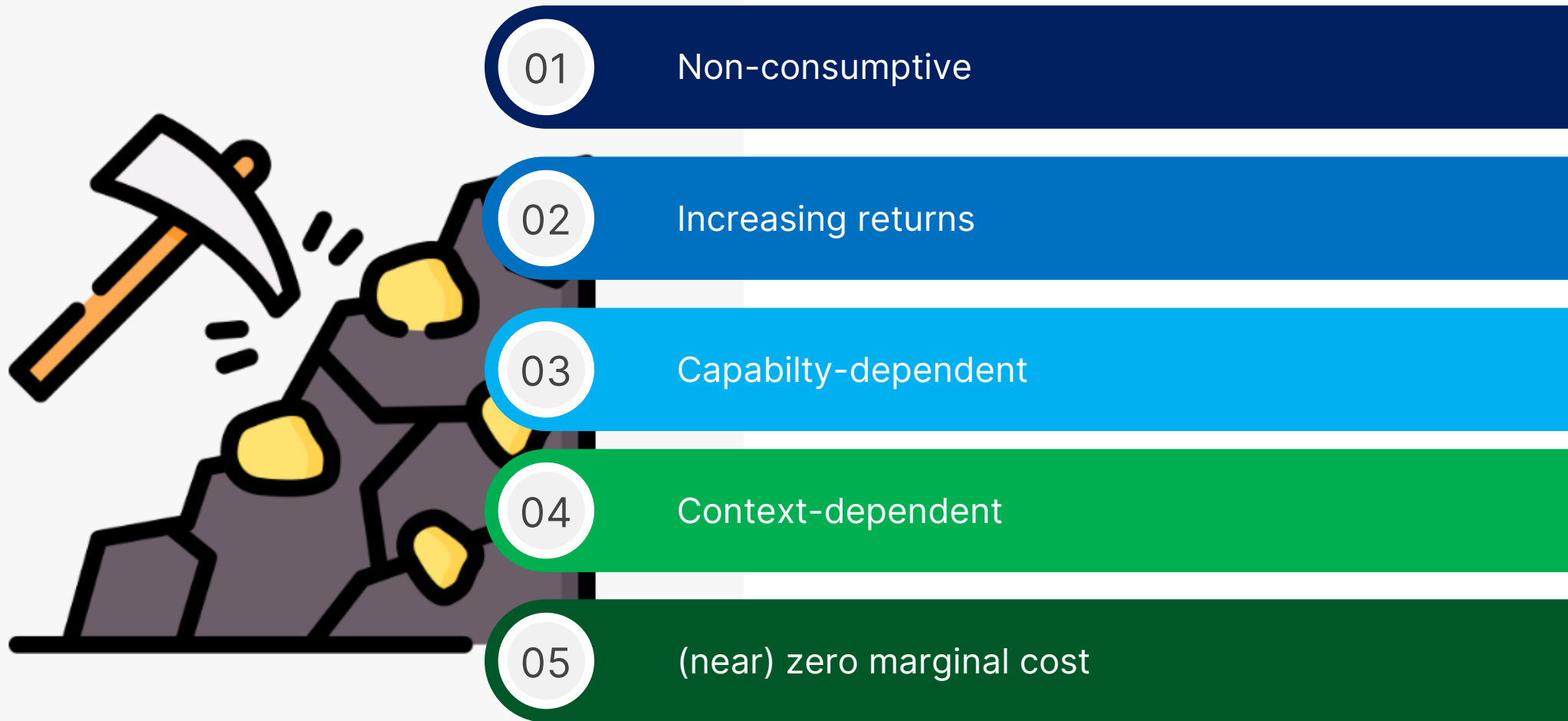


Proactive

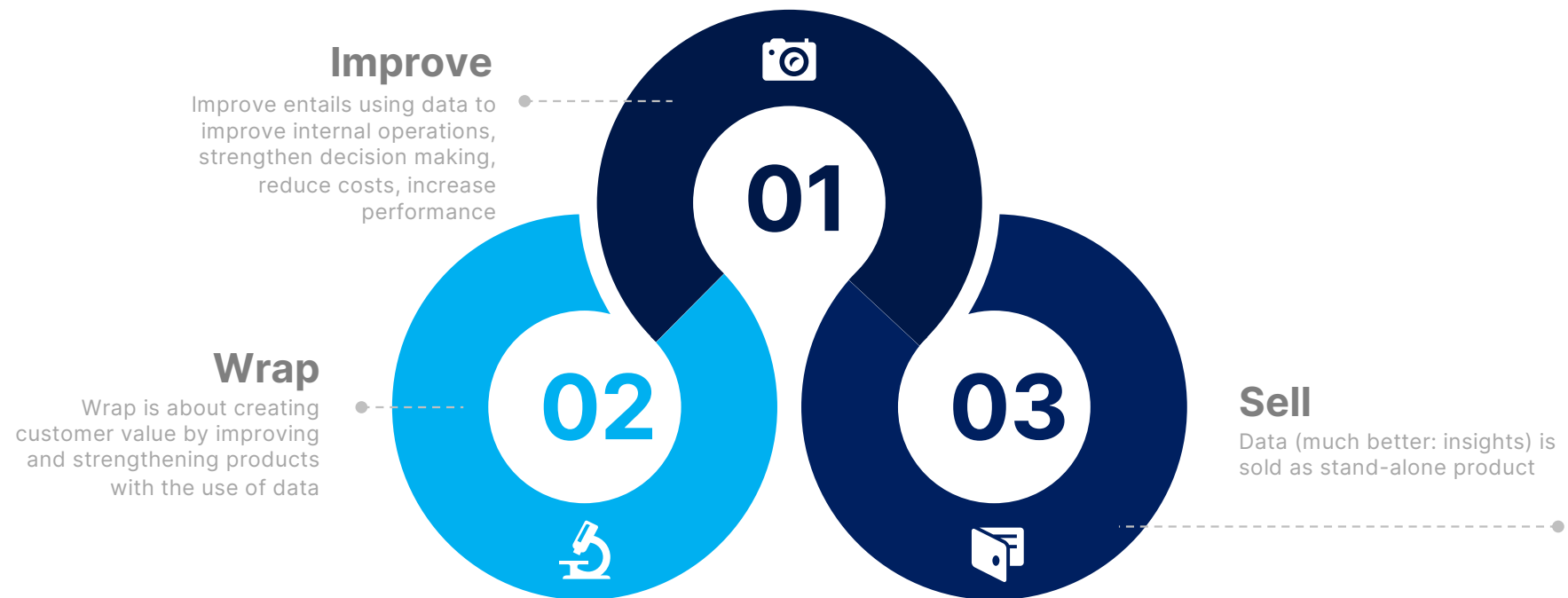
Pros: product market fit, value prop

Consi: investments, slow, risk

The 5 fundamental properties of data



The 3 approaches to data monetisation



The 5 data monetisation capabilities



Data Assets

High quality, reliable, curated data assets with proper metadata, tagging, quality processes



Data Platform

The technical infrastructure, serves up data reliably and quickly, within and outside the organization



Data Science

Technique, models, professionals, data science pipelines that analyse data and build solutions



Customer Understanding

The intimate knowledge of customer needs, behaviours and preferences that enable valuable data product creation



Governance

The norms, the policies, rules, governance around data and how they should be used ethically and legally

The practice

Overture



used car



AI Mode

Google Search

I'm Feeling Lucky

Google offered in: [Italiano](#)



4.5\$



yellow used camaro pasadena



AI Mode

Google Search

I'm Feeling Lucky

Google offered in: [Italiano](#)

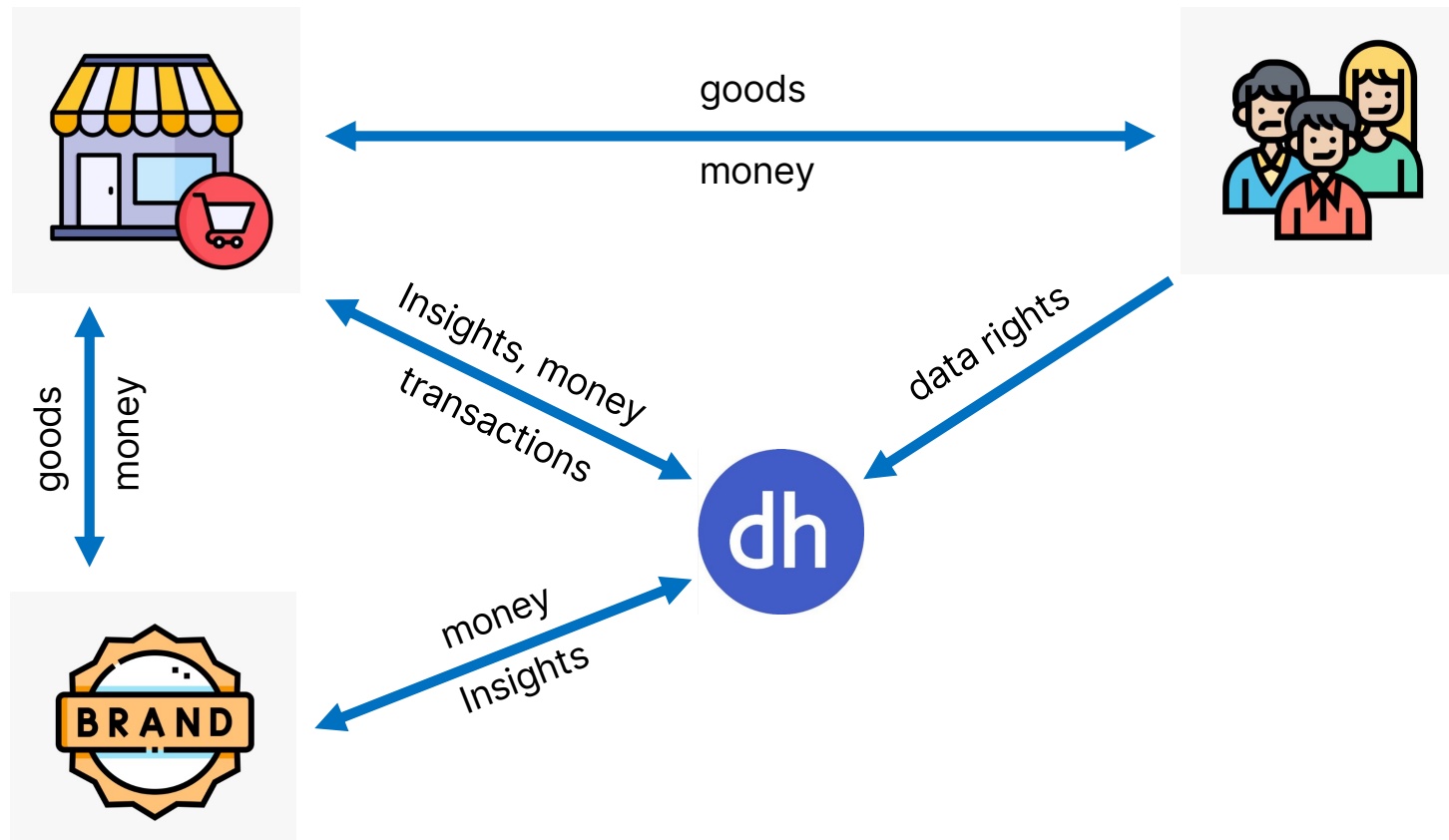


0.15\$

Reward



dunnhumby



Hang on, where is AI in all of this? RM example

Step	What does it do	Where is AI used
Data ingestion and normalisation	Take data from retailer and conform to standards	<ul style="list-style-type: none">• Data quality• Schema mapping• Classification, NLP per prodotti
Identity resolution	Creates unique customer identities to which transactions are linked (create a history)	<ul style="list-style-type: none">• Entity Resolution ML• Graph NN, Identity graph• Clustering
Customer profiling	Understands customers characteristics and profile	<ul style="list-style-type: none">• Feature engineering• Propensity scoring• Affinity models
Segmentation and audience creation	Segments customer universe into	<ul style="list-style-type: none">• Unsupervised clustering• Lookalike modelling
...
Reporting and review	Exposes and explains results to agency	<ul style="list-style-type: none">• Automated reporting• Auto-insights, auto-narrative• Recommendation engines

Questions?

Workshop

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Thank You

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