

# 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

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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

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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.

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**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

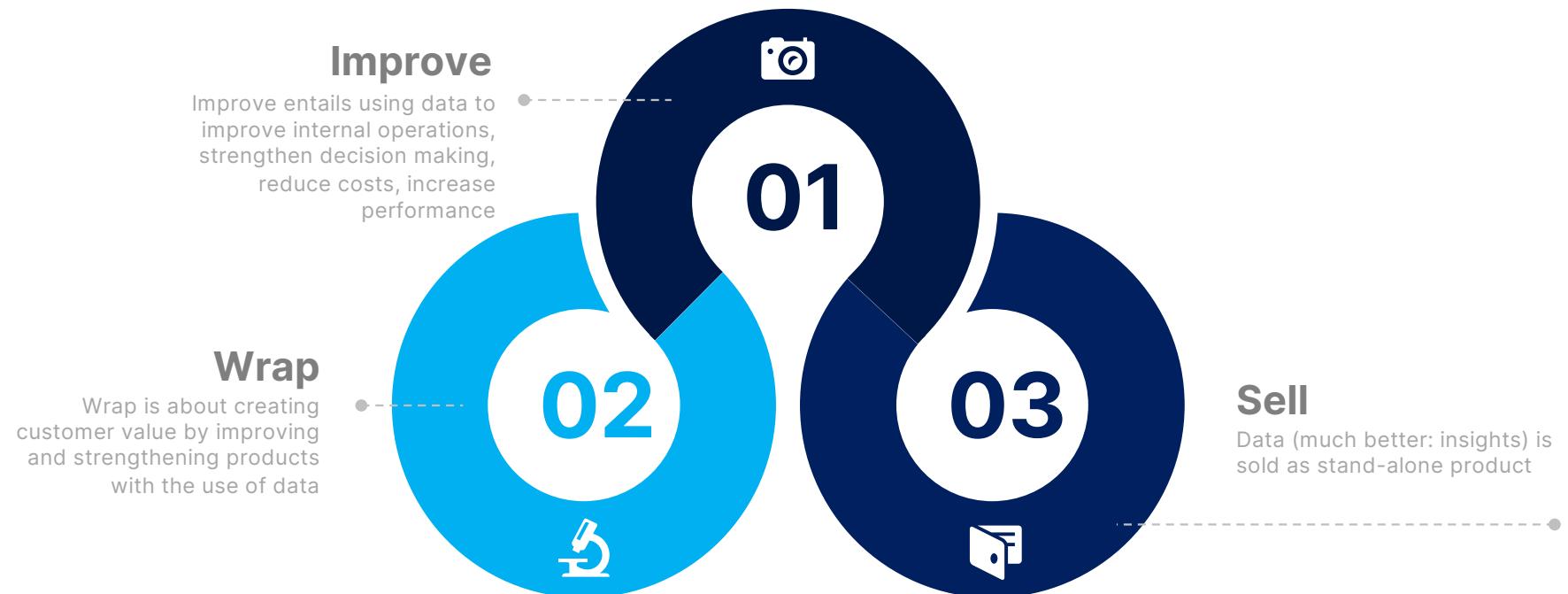
Pros: product market fit, value prop

Consi: investments, slow, risk

# The 5 fundamental properties of data

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- 01 Non-consumptive
  - 02 Increasing returns
  - 03 Capability-dependent
  - 04 Context-dependent
  - 05 (near) zero marginal cost

# 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

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# Overture

Google

 X Microphone Camera AI Mode

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○  
○

Google Search I'm Feeling Lucky



4.5\$

Google

 X Microphone Camera AI Mode

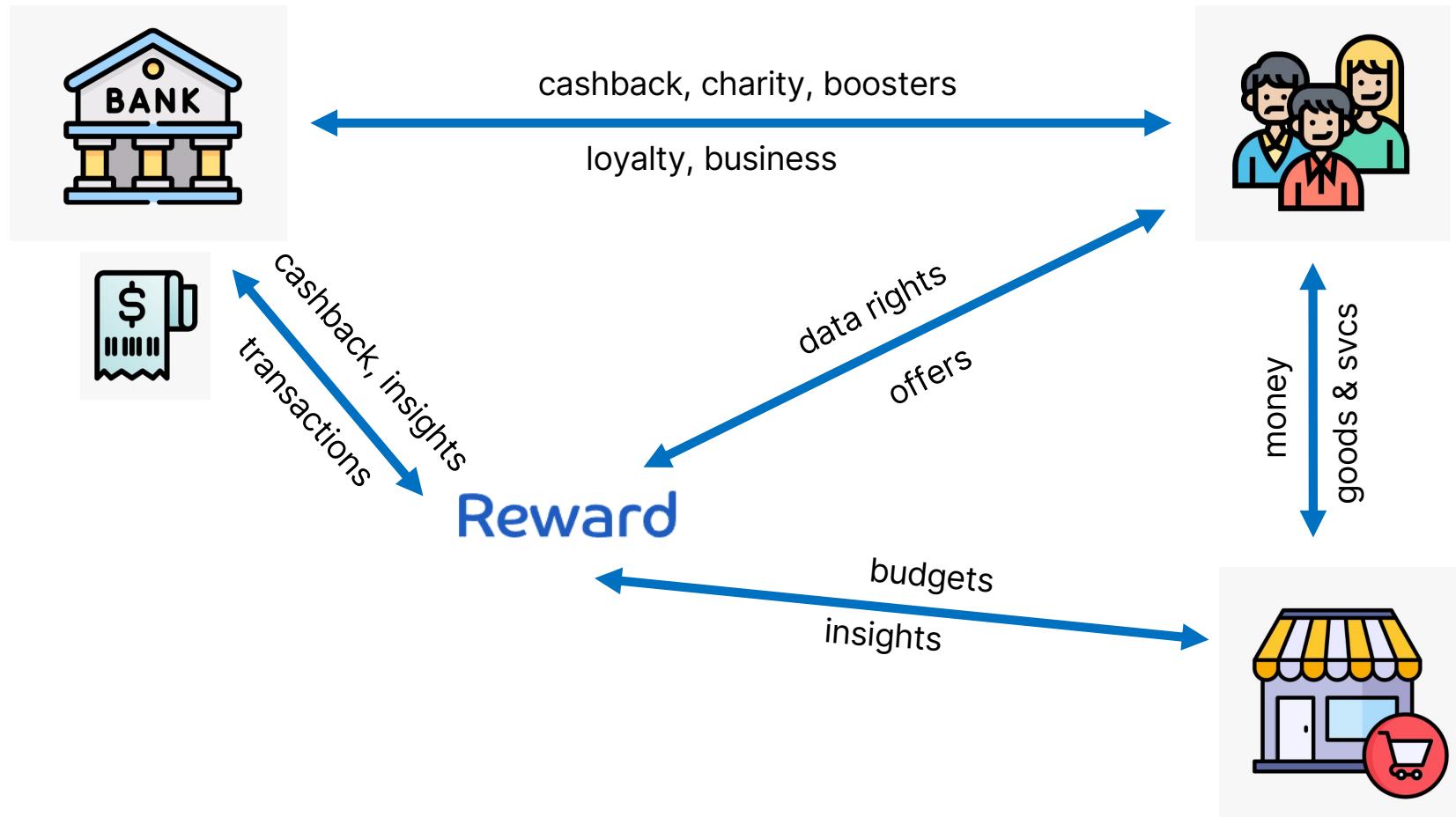
Google Search I'm Feeling Lucky

Google offered in: Italiano

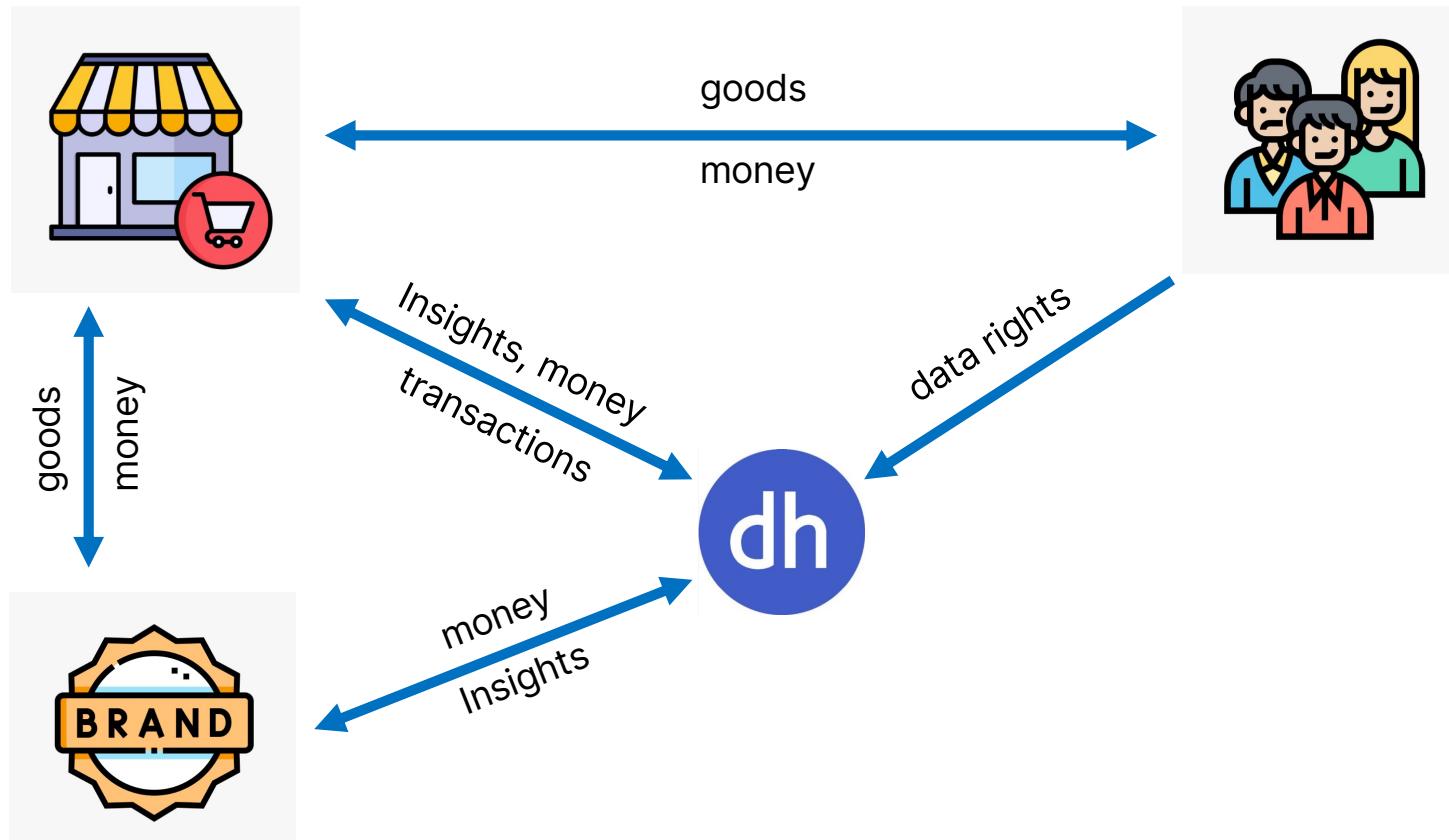


0.15\$

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

# Questions?

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# Workshop

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THE END SLIDE

# Thank You

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