If your organization is struggling to adopt a data-driven approach - what is the biggest barrier to entry you are facing?

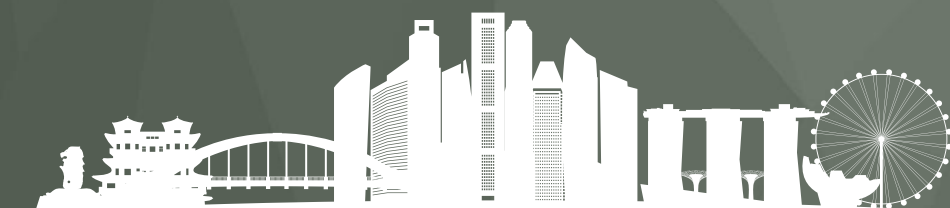ⓘ Start presenting to display the poll results on this slide.

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Question 1: Story behind CDP. Why do we need CDP? What business problem are we solving?

Question 2: Specific use cases to share using CDP, and the impact

Question 3: How do we sell CDP to internal business. Challenges on using CDP?

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Yanhuang's Takeaway:

- **Start with business problem**: translate north-star into data problems, and tech solutions
- **Focus on biggest impact and low-hanging fruit**: who are our core customers, where are them, what they buy, etc. Help to shape our positioning
- **Align focus & north star**: aligning all teams towards the north-star through data and automations, including: targeting, content, channels, products etc.

Neha's Takeaway:

- Technology enablement: An optimized tech stack can be complex, start with existing technology and squeeze value from it first before investing in new solutions
- Customer segmentation and analytics: Segment customers, identify value triggers and score customers accordingly
- Campaign coordination: Develop a multichannel decision engine to prevent conflicting messages and drive maximum value per touchpoint
- Talents, capabilities, culture: Assemble a cross-functional team to manage week

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Q & A