Fireside Chat | [Data Literacy] Marketing: Science or Art? II – How to Enable Teams to Read, Communicate and Harness Data for Marketing Efficiency

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Who do you turn to get access the data within your organisation?

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- How do we translate organisational objectives to the need for data and analytics?

- How can we work together on data sharing across the organisation?

- How can we make data accessible across the organisation?

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Key Takeaways

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Q&A

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