

Roundtable Discussion | [Customer Data] How to Validate Customer Data to Align with Your Brand Strategy



JONATHAN PIETERSE

Director of Global Demand
& Analytics
Rockwell Automation



LEILA SEITH HASSAN

Head of Data Science &
Analytics
Digitas

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Going into your next planning cycle, what is your biggest customer data challenge (in two words or less)?

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Case Sharing

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Audience Q&A Session

ⓘ Start presenting to display the audience questions on this slide.

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Discussion Questions

- How to create a single customer view using the data you collected and validated?
- How to build organisation alignment?
- How do you utilise customer data for rigorous persona research and ultimate personalisation of content?