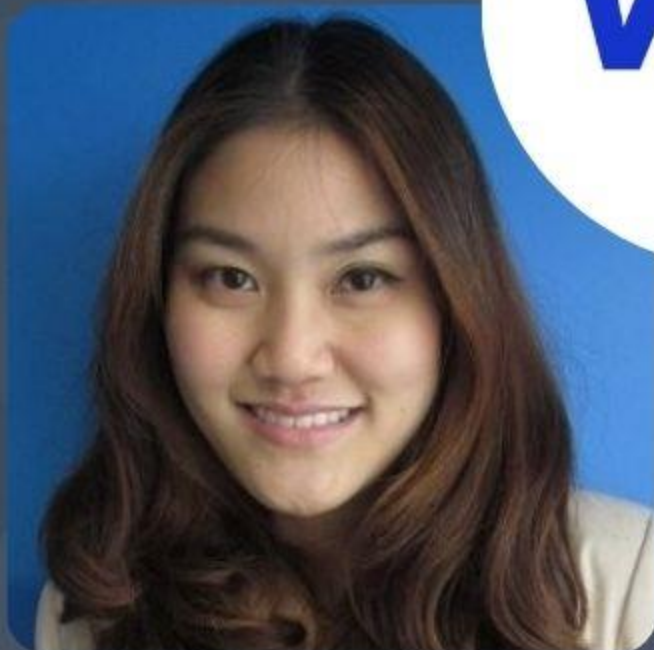


# Fireside Chat | **[Marketing Data & Insights]** Good Data Transformation, Good Marketing



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**Which of the following information can be considered as data? (can choose more than 1 answers)**

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## Question 1

**How can we use data effectively for marketing in our industries?**

- **Health & Tech**
- **Financial Services**

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## Question 2

**How we used data insights to understand the new generation of customers.**

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### Question 3

**Forecast & future insights on data trends (including tech, governance, privacy policies)**

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## Key Takeaways

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**Q&A**



**Scan here to submit your questions!**