

Roundtable Discussion | **[Customer Data Platform]** How to Leverage Customer Data Platform (CDP) at Scale to Maximise Growth & Return on Investment (ROI)??



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What are the key challenges currently faced in building and/or utilising CDP

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Question 1

How can businesses effectively gather and integrate diverse data sources into a Customer Data Platform (CDP) to create a unified and comprehensive view of customer interactions?

What challenges might arise in the process?

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Question 2

What strategies and methodologies should be employed to segment customer data within a CDP?

How can these segmented audiences be leveraged to deliver personalized marketing campaigns and experiences?



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Question 3

Examples of how to build longer-term investments with CDP



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Key Takeaways

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Roundtable Question

- How does your organization collaborate with agencies regarding CDP?
- What are some potential short- and long-term use-cases you foresee for CDP in your organisation?
- Why CDP? Why not CRM? And the case for either?



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Key Takeaways