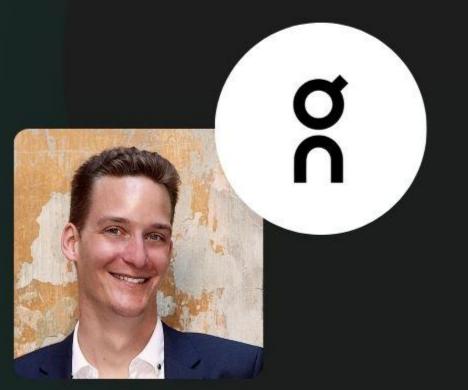
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# Panel Discussion [Marketing Data & Insights] Good Data Transformation, Good Marketing



BERLIN

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On



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## **Question 1**

 What are the best approaches and strategies for gathering, integrating and choosing the right data to use (and not get overwhelmed)?





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## **Question 2**

 How should you think about the Modern Data Stack, what to invest in and how to build best-in-class solutions for marketing purposes?



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## **Question 3**

 How do you translate all of this into successful teams, products and marketing strategies?



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### Key Takeaways

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