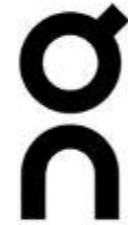


Panel Discussion | **[Marketing Data & Insights]** Good Data Transformation, Good Marketing



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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)?**

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?**

Question 3

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

Key Takeaways

Q&A