

[Customer Data Platforms (CDP)]

Building a 360-Degree Customer View with CDP: The Brain
Behind Intelligence



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Question 1

What is the role of a CDP in unifying fragmented customer data into a cohesive profile?



Q&A

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Question 2

How can a robust CDP support the entire marketing lifecycle, from acquisition to loyalty?



Q&A

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Question 3

What are the measurable benefits of CDP implementation – for driving engagement and personalisation?



Q&A

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Question 4

How does leveraging first-party data through a CDP drive measurable engagement and personalisation?



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Question 5

What are the challenges in implementing a CDP, and how is AI shaping its future?



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Q&A



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In-summit Discussion



Q&A

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In-summit Discussion

1. How can your organisation effectively unify fragmented customer data to create a cohesive and actionable 360-degree customer view?
2. What measurable benefits have you experienced or do you anticipate from implementing a CDP in driving engagement and personalisation?
3. How does your organisation differentiate between the roles of a CDP and a data warehouse in your overall data strategy?



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