

### Fireside Chat



### [Intelligent Engagement]

How Can Journey Orchestration and Real-Time Decisioning Enhance Customer Engagement?



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## Question 1

Why is data now the key to building stronger customer relationships in a privacy-first world?



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# Question 2

How to use data for personalised marketing?



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## Question 3

How can brands deliver value through intelligent, datadriven decision-making?



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