THE MARTECH
SUMMIT
ASIA

8 & 9 April 2025
Singapore
#TheMarTechSummit

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Question 1

How did CDP come into the picture for your company, and what problem were you trying to solve at the time?

Q&A

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Question 2

What was that "aha" moment when your team really got the value of CDP?

Q&A

Question 3

Q&A

What's the biggest challenge you're currently facing when it comes to using CDP — whether it's scaling personalisation globally, navigating regulations, or adapting to fast - changing user behaviour? Or even maybe some internal processes or adoption that related to the company's ways of working.

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In-Summit Roundtable Discussion

Q&A

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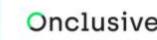Singapore
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Question 3

Q&A

1. **What made your team realise the need for a CDP?**
2. **Who drives the CDP project in your company—marketing, data, or tech teams?**
3. **What's the hardest part of using or rolling out a CDP in your organisation?**

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