

Fireside Chat

Customer Data Platform

Democratising Data for
Growth and Collaboration
with CDPs



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Customer Data Platform (CDP)

Democratising Data for Growth and Collaboration with CDPs

QUESTION 1

What are the key challenges in CDP adoption, and what strategies can help overcome them?



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QUESTION 2

How do you structure data consumption workflows from B2B and B2C perspectives?



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QUESTION 3

How can organisations ethically and effectively leverage consented data?



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Key Takeaways



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Question & Answer



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