C VISION INTERNATIONAL

AGENDA

The Why, How & What of Customer Data Platform 'Smart Hubs'

CXO Breakfast

SPEAKERS



Danielle Woolley
Senior Marketing Cloud Consultant
Acquia Ltd



Caroline Hack
Associate Partner New Media and Advertising
IBM



Camilla Clarkson
Brand and Communications Consultant
self employed (1)



Martina Fuchs
Advisor, Television Anchor, Business Correspondent
Martina Fuchs

Acquia IBM

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THE WHY, HOW & WHAT OF CUSTOMER DATA PLATFORM ‘SMART HUBS’

May 23, 2023
8:30 AM-11:00 AM
United Kingdom Time

Consumers today expect relevant, meaningful, consistent experiences at each and every intersection with a brand. If a buyer purchases a product via an Instagram ad, they don’t want an email days later pushing the same item. They want smart communications, personalized content, speed, and an all-around reliable and cohesive brand experience. The problem is this caliber of experience isn’t easy to deliver, often because marketers do not have a centralized data strategy which allows them to see a 360 view of the customer. What’s more, marketing technologies address different pieces of the omnichannel puzzle, so stringing solutions together to work as a cohesive, data-driven marketing technology (martech) stack is often a challenge.

CHAIR



Martina Fuchs
Advisor, Television Anchor, Business Correspondent
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Acquia