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
Martina Fuchs

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## TOGETHER WITH

Acquia