Best Practices

CUSTOMER DATA PLATFORM

thought leadership & lead generation
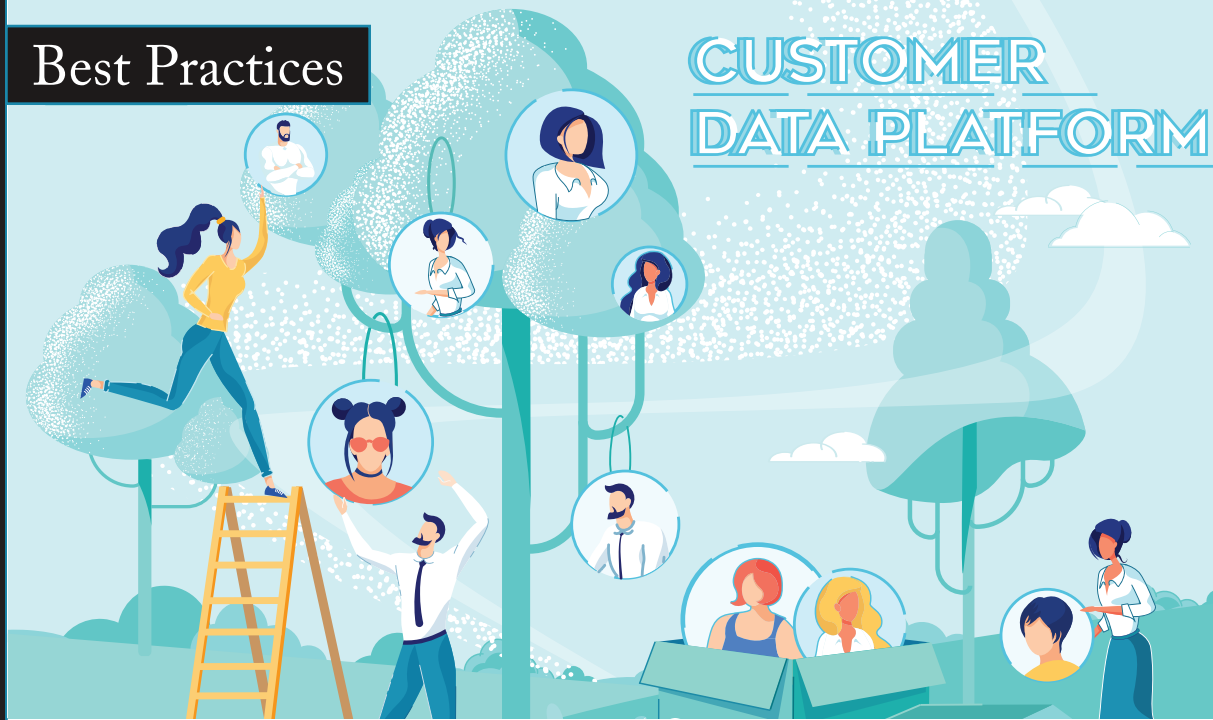

Customer Data Platforms for a
Unified View of the Customer

Organizations have done a great job of collecting customer data from all sorts of inputs: contact info, transactional data, demographic and behavioral data, and all the data flowing from websites and third-party providers. But there is so much data, with much of it always changing, that it's become even more difficult for companies to provide consistent customer experiences across the various channels and consumer devices.

Participate in this Best Practices installment and show our readers how customer data platforms can help their organization create a unified view of their customers in a way that was all but impossible just a few years ago. Instruct them how to improve their customer experience, marketing, and operational efficiencies by achieving a single view of their customers.

Roundtable Date: 8/26/2020

Published in **May 2020** *CRM* magazine
Content Due: **March 20, 2020**

Also in May: ■ HOW DO YOU **MEASURE CUSTOMER EXPERIENCE?**

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