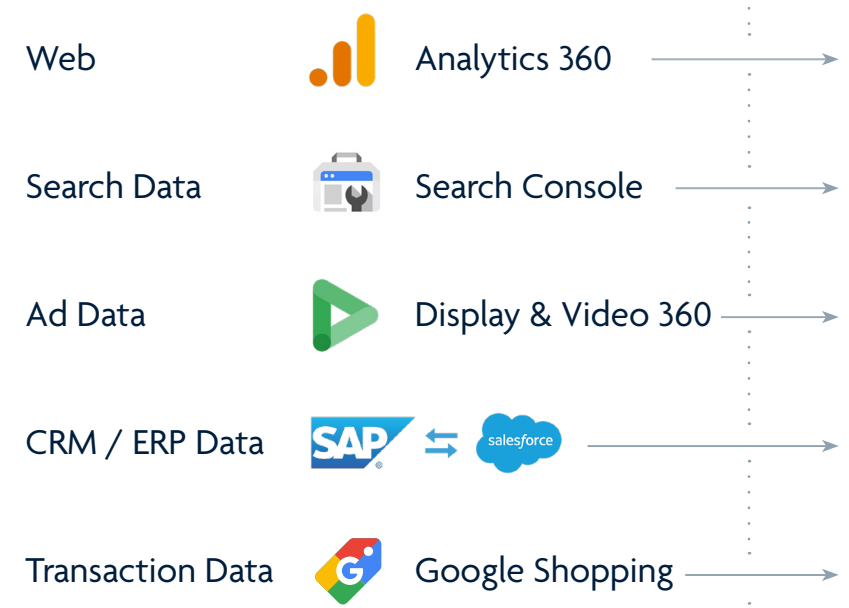
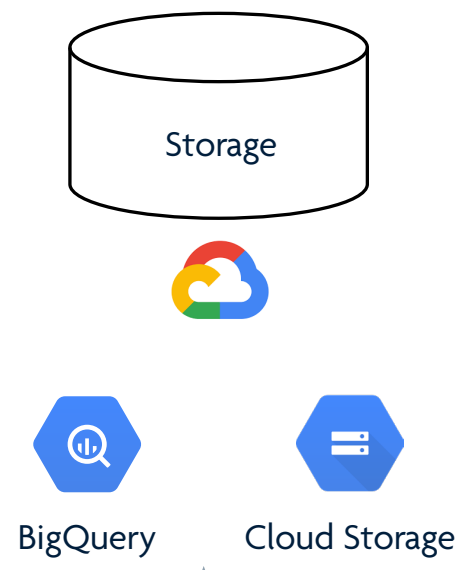


Data & Tech Strategy

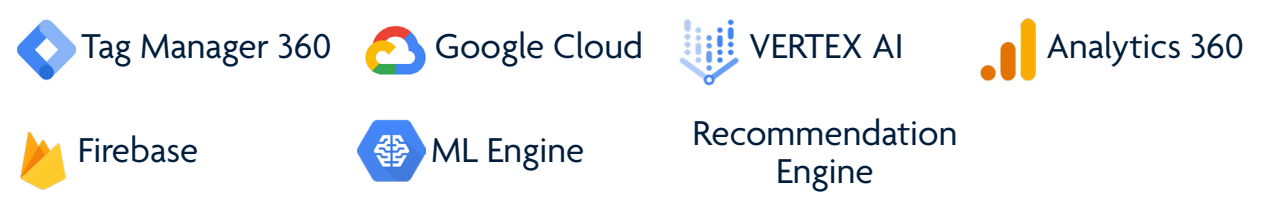
First Party Data Collection
Collecting Data



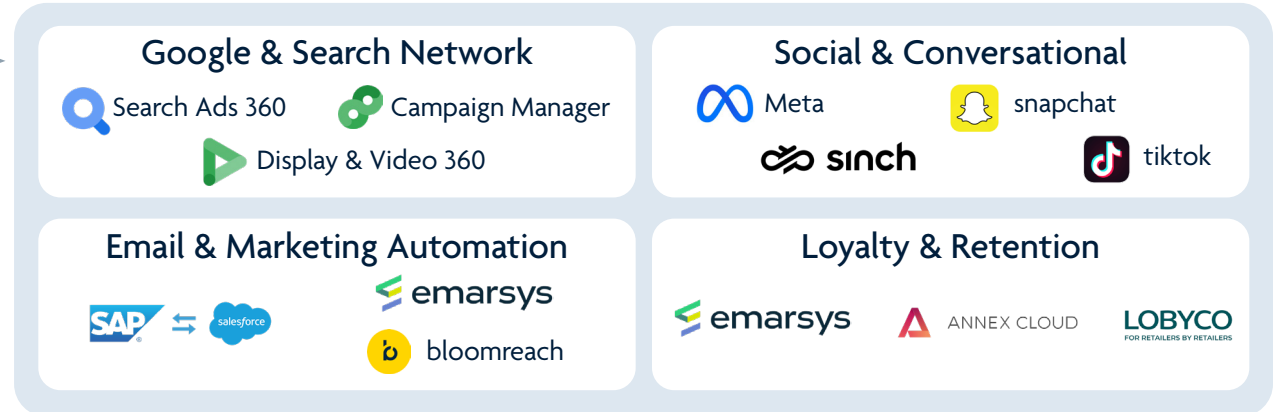
Data Storage
Connecting Data



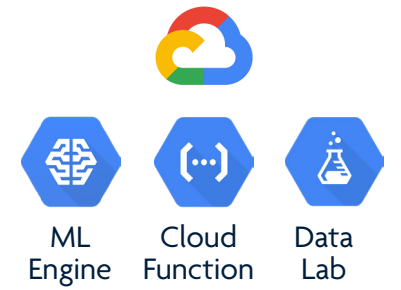
Activation
Collecting Data



Data Based Customer Engagement
Create Engagement based on a Composable Architecture

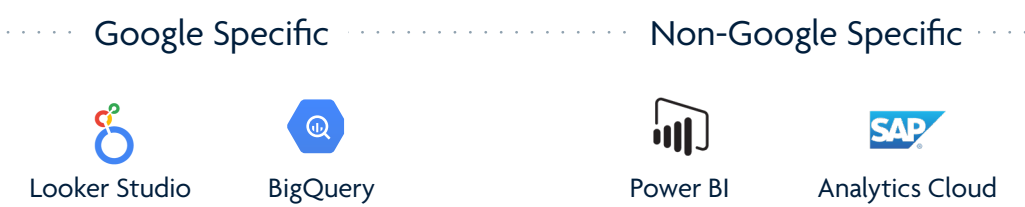


Data Enrichment
Enhancing Data



Conversion Probability Prediction
Churn Prediction
Lifetime Value Modeling
Customer Segmentation

Data Analytics & Steering
Monitoring Data



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