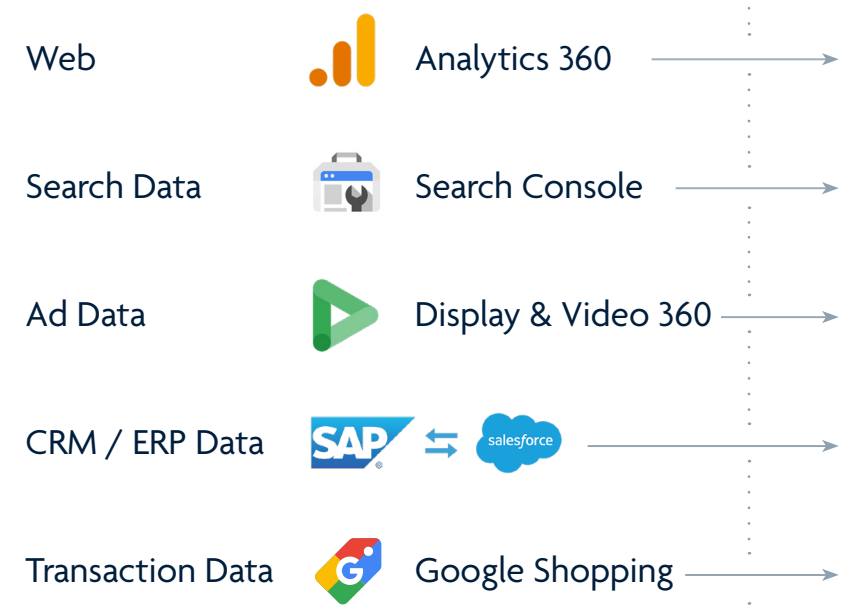
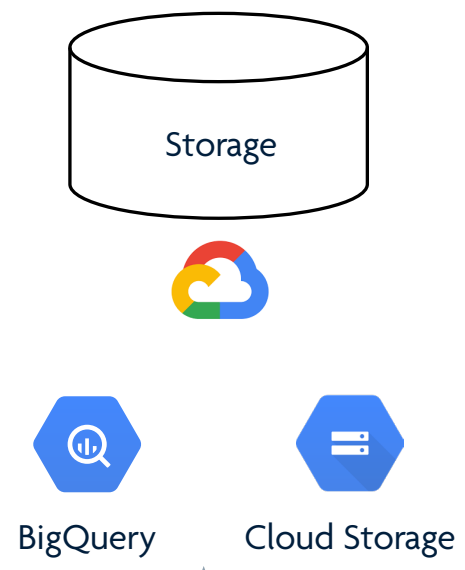


Data & Tech Strategy

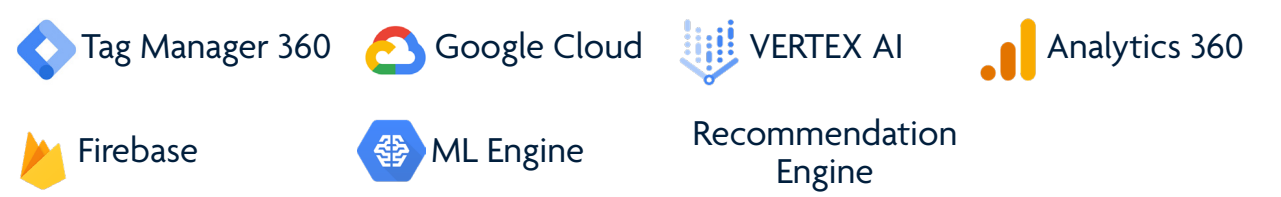
**First Party Data Collection**  
Collecting Data



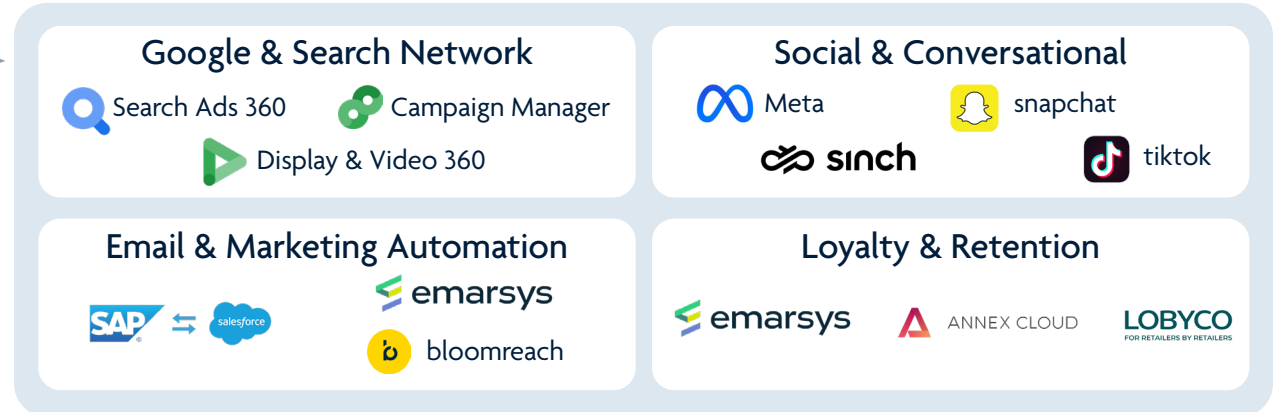
**Data Storage**  
Connecting Data



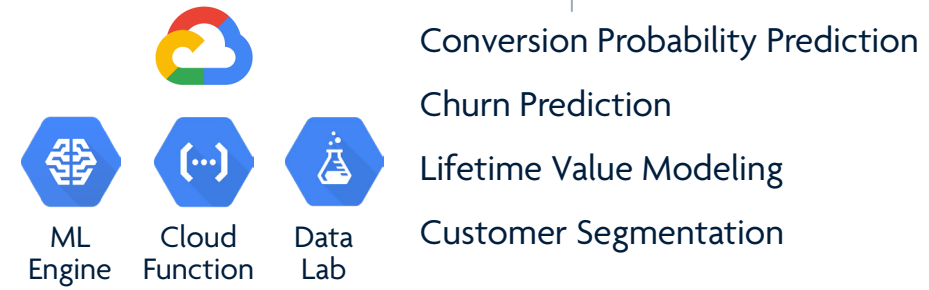
**Activation**  
Collecting Data



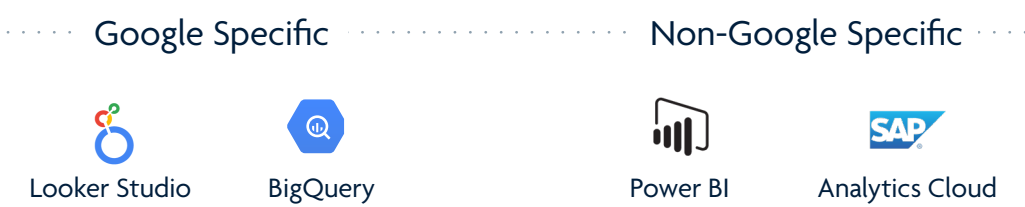
**Data Based Customer Engagement**  
Create Engagement based on a Composable Architecture



**Data Enrichment**  
Enhancing Data



**Data Analytics & Steering**  
Monitoring Data



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