Reference Architecture for CustomerIQ

**LISTEN**
- Channels
- Data Ingestion

**LEARN**
- Dynamic Decisions
  - Customer 360
    - Dynamics 365 Customer Insights
    - Other Data Insights
  - Analytics, AI/ML
    - Power BI

**ENGAGE & ENABLE**
- Dynamic Optimization
  - MarTech
    - HubSpot
    - Marketo
    - salesforce
    - Hootsuite
    - Bing ads
    - awario
    - Adobe Advertising Cloud

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Identity • Privacy • Consent Management • User Management

Real-Time Feedback Loop