

UNLOCKING THE VALUE OF YOUR DATA

AKQA

 Microsoft

Unlocking the value of Your Data

Date: Workshops to be held between January > March 2021. Final date and time to be mutually agreed.

Workshop overview:

A key challenge today for many brands is being able to create and share a common and consistent view of a customer across the range of channels in which they operate. This is hindering the ability to use data to drive more valuable experiences for customers and businesses and blocking the potential value of many marketing technology investments.

This 3 hour workshop from AKQA is designed to help brands accelerate their technology architecture transformation, through focusing on how to connect customer data across the marketing ecosystem.

AKQA will help define your current challenges and identify the most valuable activities to prioritise to deliver your customer experience goals.

Agenda:

- Current marketing architecture mapping
- Use case matrix mapping
- CX challenge identification
- Future state objectives

Output:

AKQA will clearly define the current marketing architecture as well as how to achieve the top five use cases to connect and unlock the value of your brands data.

How to register:

Registrations must be made by March 1st 2021.

Please register here:

<https://www.wppaunz.com/register/data-workshop>.

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