



eBook-Customer Data Platforms : Use People Data to Transform the Future of Marketing Engagement

By Martin Kihn, Christopher B. O'Hara

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9789354247620

₹- Price

Pages: 240

Description

This book explains how customer data platforms (CDPs) help organizations unify and activate customer data for better marketing engagement. It covers architecture, implementation, and use cases across channels. A practical resource for marketing, analytics, and digital transformation professionals.

About the Author

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