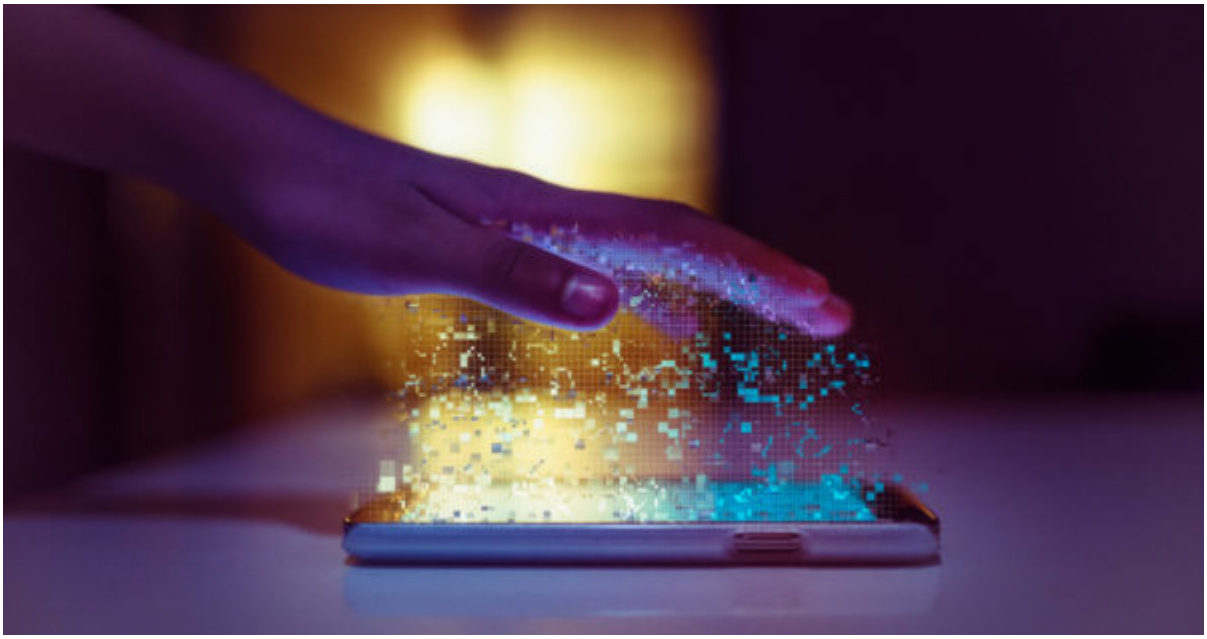
Personalization Is Not About Product, Channel or Brand



Accessing a CDP (Customer Data Platform) is a must if an organization is serious about individualized targeting and personalization.

Recommended articles
https://www.adweek.com/performance-marketing/personalization-is-not-about-product-channel-or-brand/