

Embracing Data Collaboration: The Key to Smarter Customer Engagement



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Embracing Data Collaboration: A core strategy for customer data management



Acquire customers and deeper insights with privacy in mind



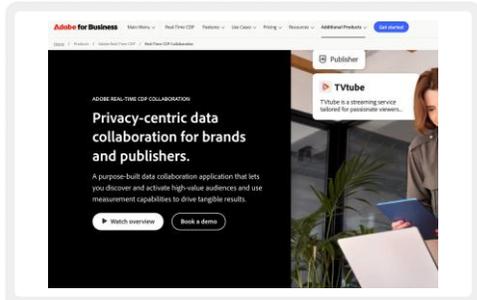
Advance a broader first-party data strategy with the help of data collaboration



Drive operational success by bridging new internal partnerships



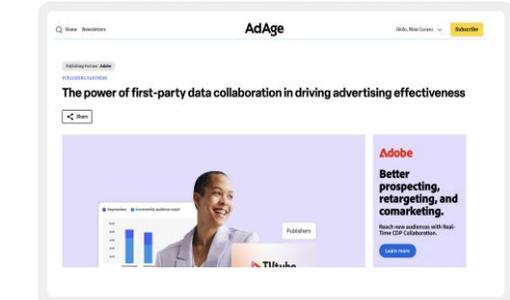
Related resources



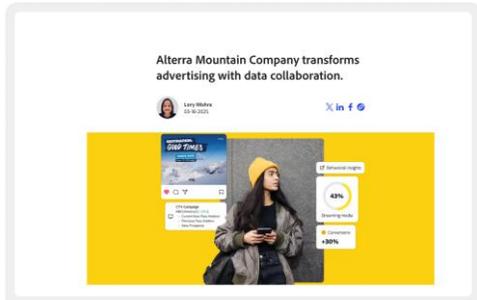
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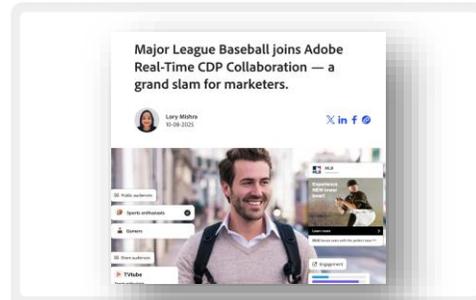
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[The power of first-party data collaboration in driving advertising effectiveness](#)



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