



# Data Think Tank (DATT)

*Our mission is powering marketers with the best understanding of the evolving data landscape, building winning data strategies, and building data-centric organizations to drive better business outcomes and customer experiences.*



## Key insights Driving our 2022 Focus

### Industry Shifts

- Data is fueling a seismic shift from brand to customer experience as the growth engine of the future
- The convergence of data-driven marketing and experience delivery is transforming and expanding the role of the CMO

### Industry Challenges

- Managing complexity and risk including adapting to rapidly evolving privacy policy and regulation
- Evaluating and prioritizing the right data capability investments to satisfy both near-term and long-term vision

# DATT and Customer Experience (CX) 2022 Agenda

## Strategy

- Experience Design – *Catalog of CX Strategy Use Cases*
- Data Modernization – *Defining and Measuring Personalization*
- Experience Delivery - *Innovation Driven Experience Delivery*

## Capability

- Cross-Talk - *Cross-Functional Leadership*
- Data Maturity – *Data Transformation Journey*
- Boundary Spanning – *Speaking a Common Language*

## Future of the Ecosystem

- Master Class - *What You Need to Know*
- Future of Identity – *Adapting to the Shifting Privacy Landscape*
- Future Initiative - *To Be Announced*

## MMA Global Event Platforms

**MMA**  
**CX UNPLUGGED**  
**VIRTUAL**  
 FUTURE OF INNOVATION &  
 CUSTOMER EXPERIENCE

April 5 - 6

**MMA**  
**MATT**  
**UNPLUGGED**  
 FUTURE OF ATTRIBUTION

May 18

**MMA**  
**CEO & CMO**  
**SUMMIT**  
 ARCHITECT THE FUTURE

July 24 - 26

**MMA**  
**DATT**  
**UNPLUGGED**  
 FUTURE OF DATA

Oct 13

## Engagement Opportunities

- Events
- Tools
- Insights
- Newsletter
- Connect with us

Connect with us: [DATT@mmaglobal.com](mailto:DATT@mmaglobal.com)

Partners:

LiveRamp

snowflake

theTradeDesk

OneTrust

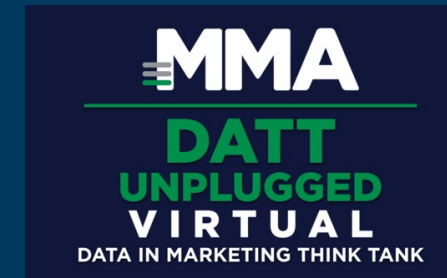
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**MMA**

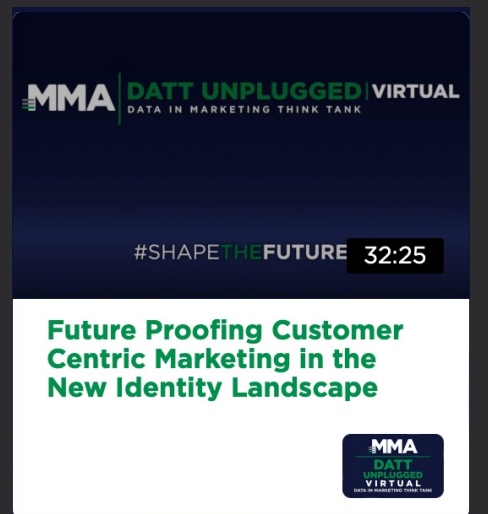
# ||| Data Think Tank (DATT) 2021 Highlights

## 2021 Events

- DATT Unplugged
- Webinar Series: Data and CX Journey
- Impact (Re-Branded CX Unplugged in 2022)
- The Great Identifiers Debates

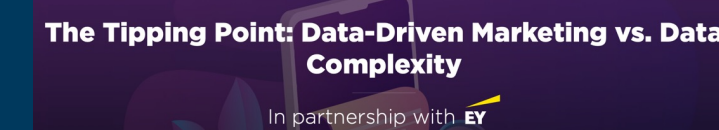


## Events Highlights:



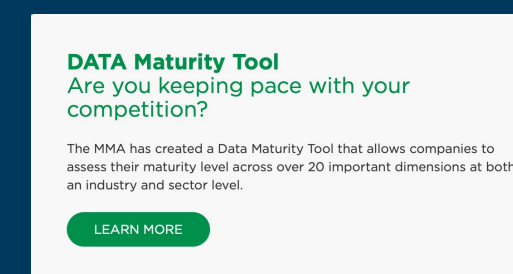
## 2021 Insights

- The Tipping Point: Data-Driven Marketing vs. Data Complexity
- Personal Data, Privacy & Smartphones: The Disconnect



## Tools

- Data Maturity Tool



Partners:

