

B	I	N	G	O
Segment	Actionable	Database	P.I.I.	Merkle
Customer Experience	Salesforce	One-to-One	Analytics	Quality
Toyota	BIG DATA	FREE	FIRST PARTY DATA	Insights
Proactive	Marketing	Opportunity	Davanti	Model
CDP	Personalisation	DATA	Transformation	Data Lake

B	I	N	G	O
Toyota	Transformation	Analytics	Marketing	Customer Experience
P.I.I.	Insights	Database	Model	BIG DATA
FIRST PARTY DATA	Actionable	FREE	Davanti	Opportunity
Data Lake	Segment	DATA	Proactive	CDP
Merkle	Digital	Quality	One-to-One	Salesforce

B	I	N	G	O
Proactive	Davanti	Toyota	Data Lake	P.I.I.
Personalisation	Quality	Transformation	Marketing	BIG DATA
Opportunity	Analytics	FREE	FIRST PARTY DATA	Database
Digital	Merkle	CDP	Actionable	Segment
Salesforce	One-to- One	Insights	Model	DATA