**DMP, CDP e CRM per il business**

**1. Data tech state of the market/overview**

* Introduction
* Industry challenges and trends
  + Consolidation of marketing & advertising
  + GDPR/CCPA
  + 3rd party cookie
* Martech /ad tech ecosystem
  + Overview of different systems e players

*[individual quizes]*

**2. Deep dive into each platform – DMP/CDP/CRM**

* Data for business
* Rise of data tech platforms
* Zoom in CRM: description, USPs, use cases, vendors
* Zoom in – DMP: description, USPs, use cases, vendors
* Zoom in – CDP: description, USPs, use cases, vendors
* Overview of the main differences
* The importance of data tech architecture & system integrations

*[individual quizzes + open questions on a group assigment]*

**3. Data strategy and activation**

* Data strategy pillars
  + Data collection
  + Data activation
  + Data enrichment
  + Data monetisation
* The importance of the single customer view
* The importance of a solid measurement framework
* From channel-focused data strategy to customer journey orchestration
* Personalisation (data + content)
* Data Science applications for marketers
  + Advanced analytics
  + Clustering & Scoring
  + Media mix modelling

*[single case study in group]*

**4. Data strategy and activation**

* The frictionless flow of data
* Opportunities for the future
* Hottest jobs in the industry in the 2020s