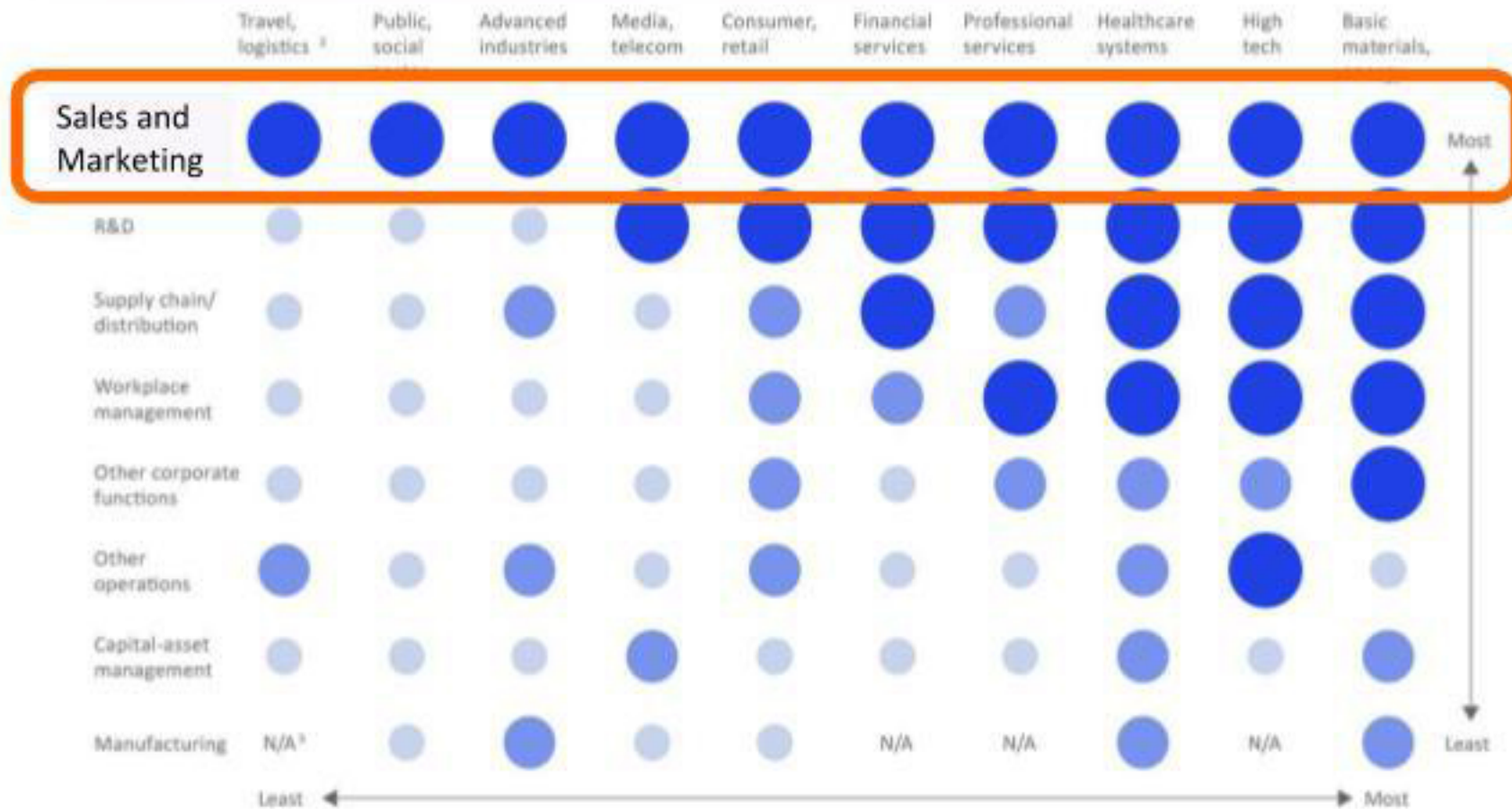
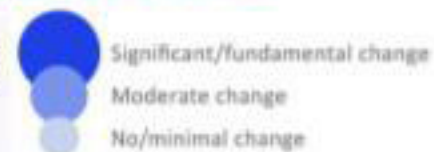


Customer-Related Data Points Have Exploded

Data and analytics impact **sales and marketing** more than any other corporate functions



Source: McKinsey