



**HOST**

**Mike Braund**

Sr. Director, Marketing  
Ops + Digital



ITERABLE



**EXPERT**

**Nick Antoniadou**

VP, Customer  
Relationship Marketing

**IPSY**



**EXPERT**

**Krish Sailam**

VP, Marketing  
Technology & Operations

**nextdoor**



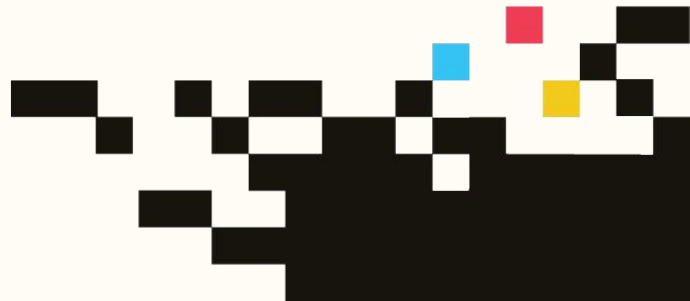
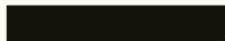




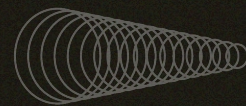
**Nick  
Antoniades**

VP, Customer Relationship Marketing

**IPSY**





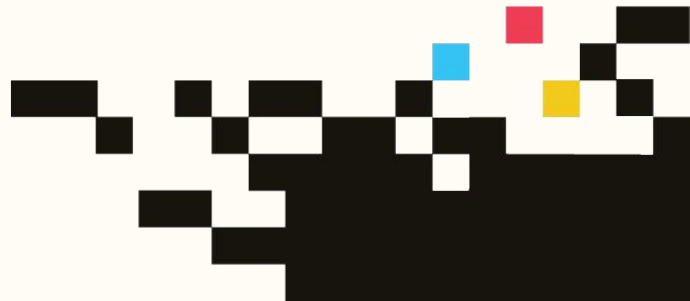
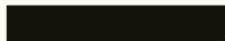




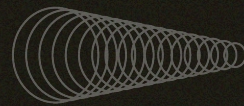
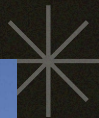
# Krish Sailam

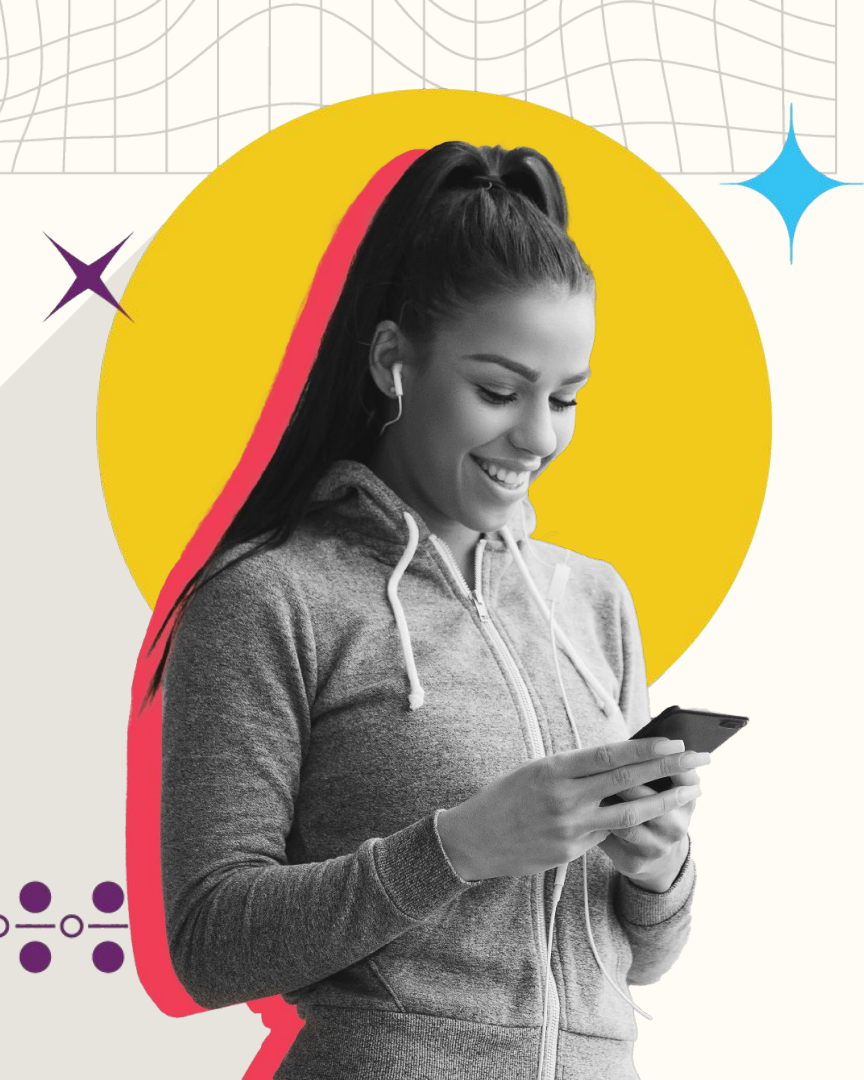
VP, Marketing Technology  
& Operations

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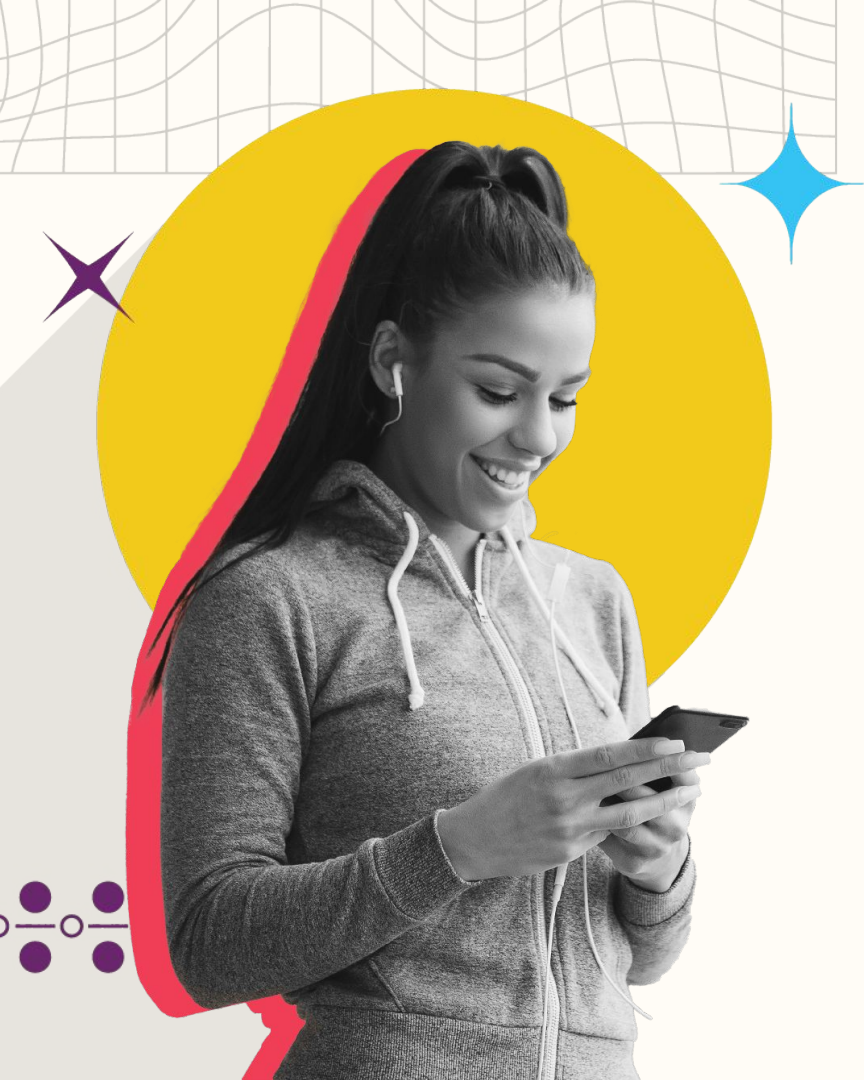





# Conversation Tracker

1. Defining customer 360
2. How and why to invest in unified data projects
3. Getting value from your customer 360 data
4. Defining AI layer
5. What does it take to get started with AI projects
6. Connecting unified data with AI projects

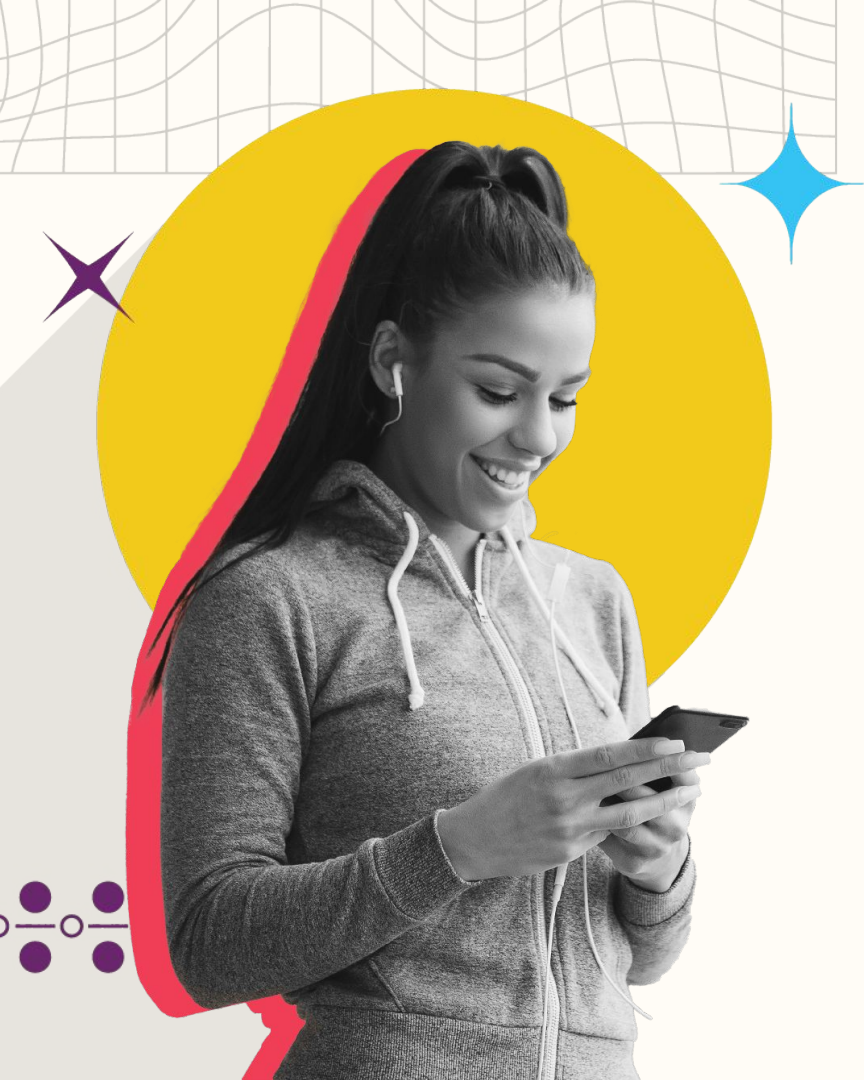




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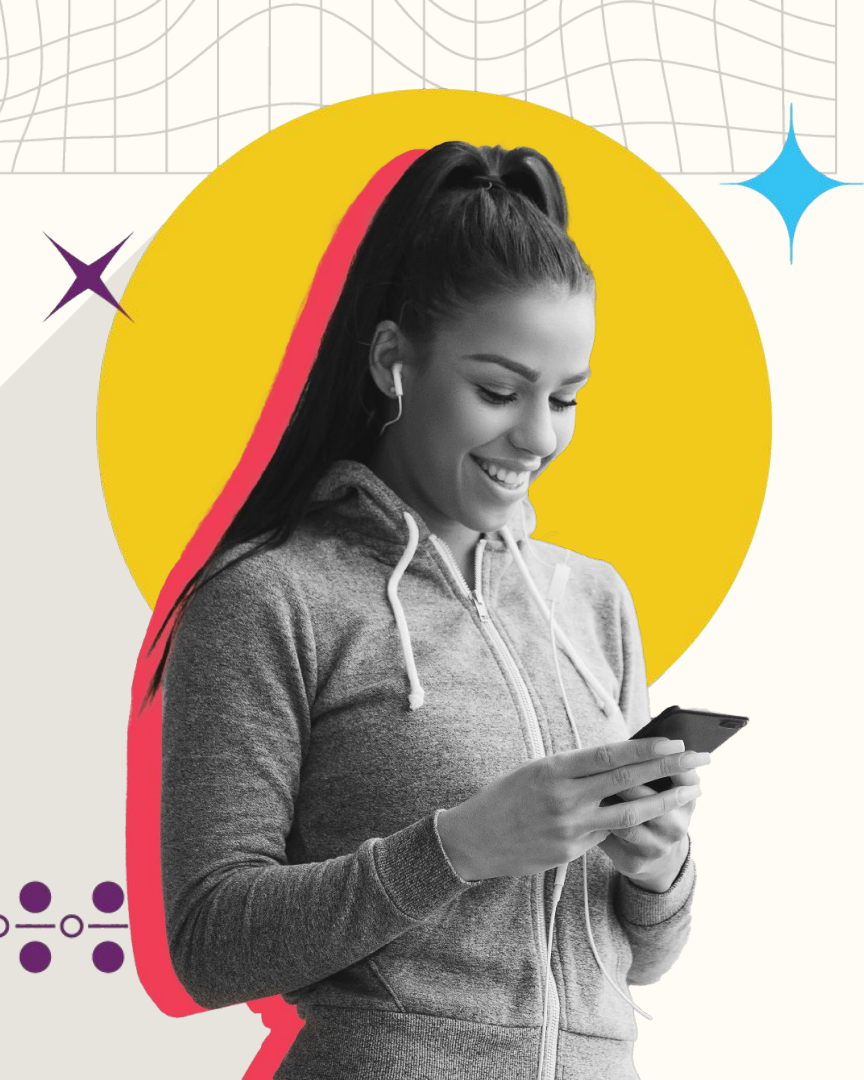





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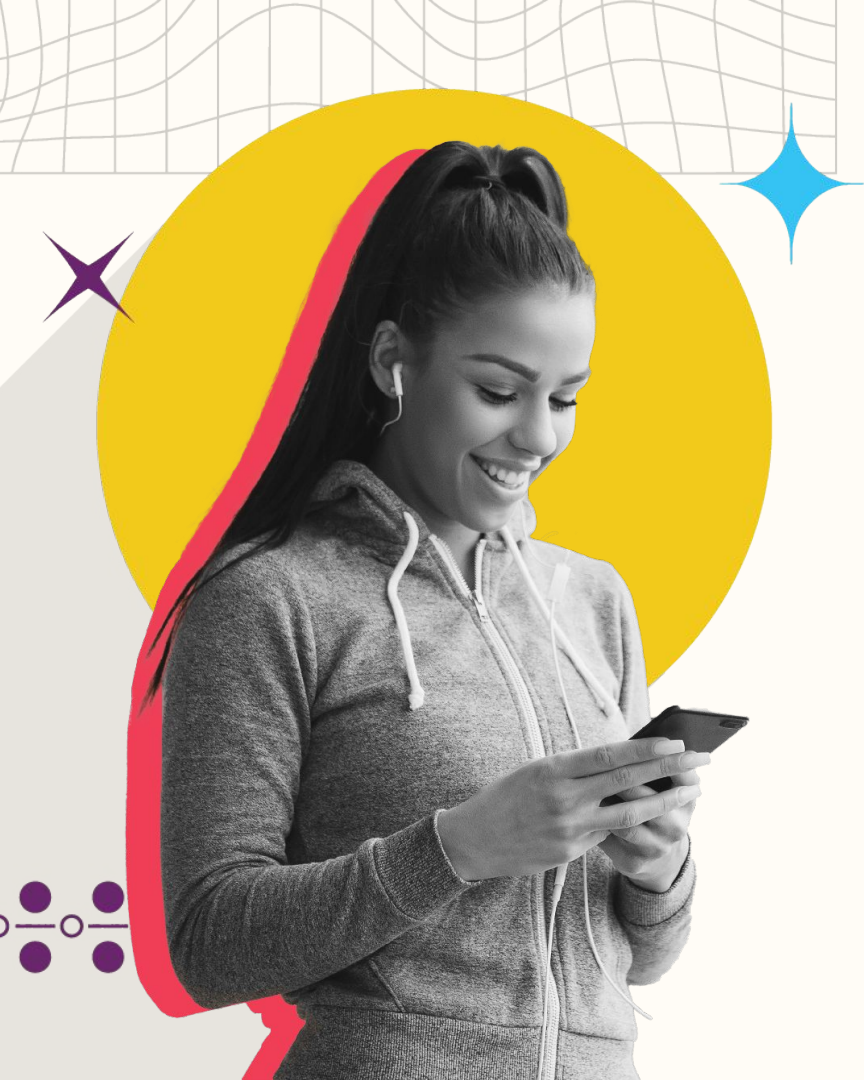





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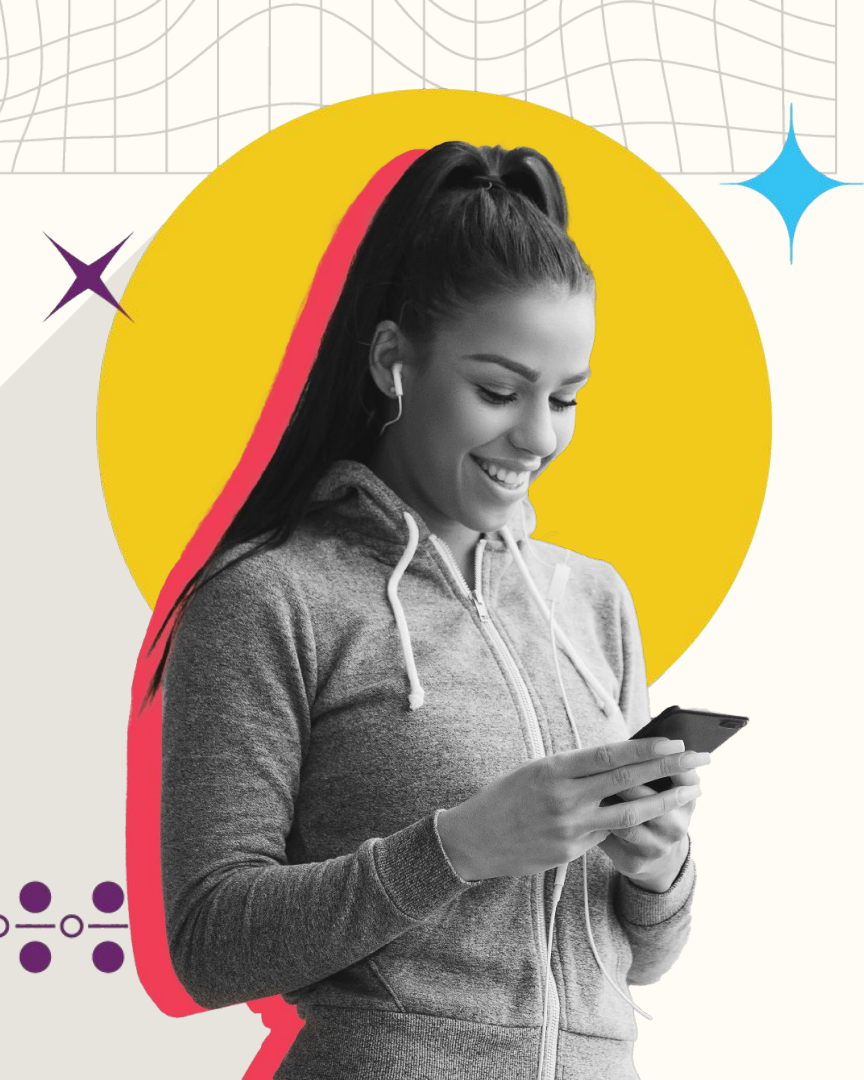
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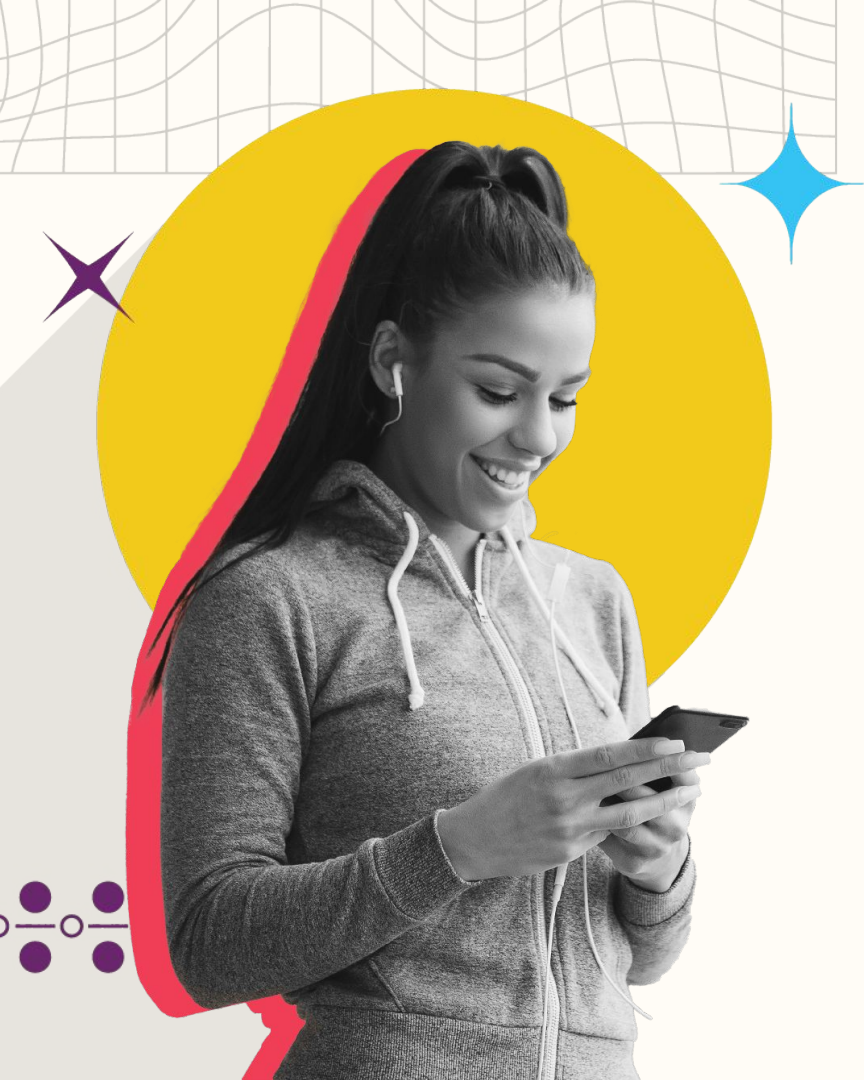


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# ***WE'D LOVE YOUR FEEDBACK***

Here's how to fill out the session survey:

1. Download/Open the Activate app
2. Toggle to the **Agenda** tab
3. Tap on this session
4. Scroll to **Engagement** and tap **Survey**

## **BONUS**

Complete the survey to earn points you can redeem for prizes at **The Market @ Activate!**



**RECORDING WILL BE  
AVAILABLE ON APRIL 10TH!**





ITERABLE

**Thank you!**