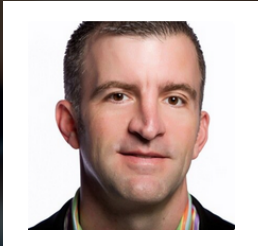


**The challenge of simplicity.  
Brands are struggling with listening to  
and understanding their customers.**



**Mark Johnson**

President & CEO, Loyalty 360

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