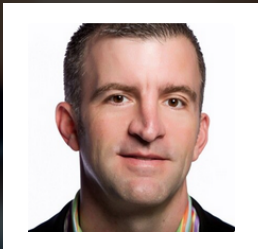


**Brands want to create simplicity
in their engagement, yet data,
and disparate technology make it
“challenging” - lack of metrics.**



Mark Johnson

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