



Talking CDP with mParticle CEO/Founder Michael Katz

Tuesday, November 24 at 2:00 p.m. ET/1:00 p.m. CT

Stephens is hosting a conference call for institutional investors with the Co-founder/CEO of mParticle, Michael Katz. This call will discuss mParticle, the Customer Data Platform (CDP) landscape and how Twilio's acquisition of Segment could impact this market.

About Featured Speaker Michael Katz



Michael Katz is the Co-founder and CEO of mParticle, one of the world's leading customer data platforms (CDP) enabling the unification of data across all customer touch points and helping improve marketing outcomes for professionals across an array of industries.

Conference call date and time subject to change. To join the call or to obtain more information, please contact your Stephens sales representative.

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Topics of Discussion

- What is CDP and how does it help track/improve customer experience?
- How has the Customer Data Platform (CDP) market evolved over the last 10 years?
- How does mParticle improve CX for Venmo, Spotify, and Airbnb?
- What does Twilio's acquisition of Segment mean for the CDP industry?
- How can organizations use CDP to achieve a single-view of a customer? (B2C CRM)

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