The CMO's Open Garden Checklist

If you can't check all these boxes, you need to begin setting up and building your Open Garden today.

- ☐ I can easily integrate my offline and digital marketing channels.
- ☐ I have the freedom to choose best-of-breed partners.
- ☐ I can easily integrate new marketing technologies into my stack.
- ☐ I have a single view of my customers across channels.
- ☐ I can create, deliver and measure seamless, personalized experiences across products and channels
- ☐ I collaborate with my marketing partners to deliver more relevant marketing.
- ☐ I can accurately close the loop on every campaign to know which investments are delivering the best results and optimize accordingly.
- ☐ I can personalize marketing while respecting consumer privacy.
- ☐ I am always in compliance with data privacy regulations.
- ☐ I am prepared to operate and succeed without third-party cookies in the fast-approaching cookie-less world.

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