

Single View Use Cases by Industry

Here are a few examples of Single View use cases, as seen by different industry verticals:

- **Advertising**

Plenty of companies are optimizing ad placement with a 360-degree customer view and a high degree of sensing customer's context.

- **Government**

Various government agencies are analyzing stakeholder sentiment about a variety of issues and government initiatives.

- **Healthcare**

Companies like Mercyhealth are building Data Libraries that include patient data, pharmacy records, billing information, and real-time patient vitals.

- **Telco**

It allows companies like Rogers to be able to launch digital products in record times and achieve unprecedented growth.

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