

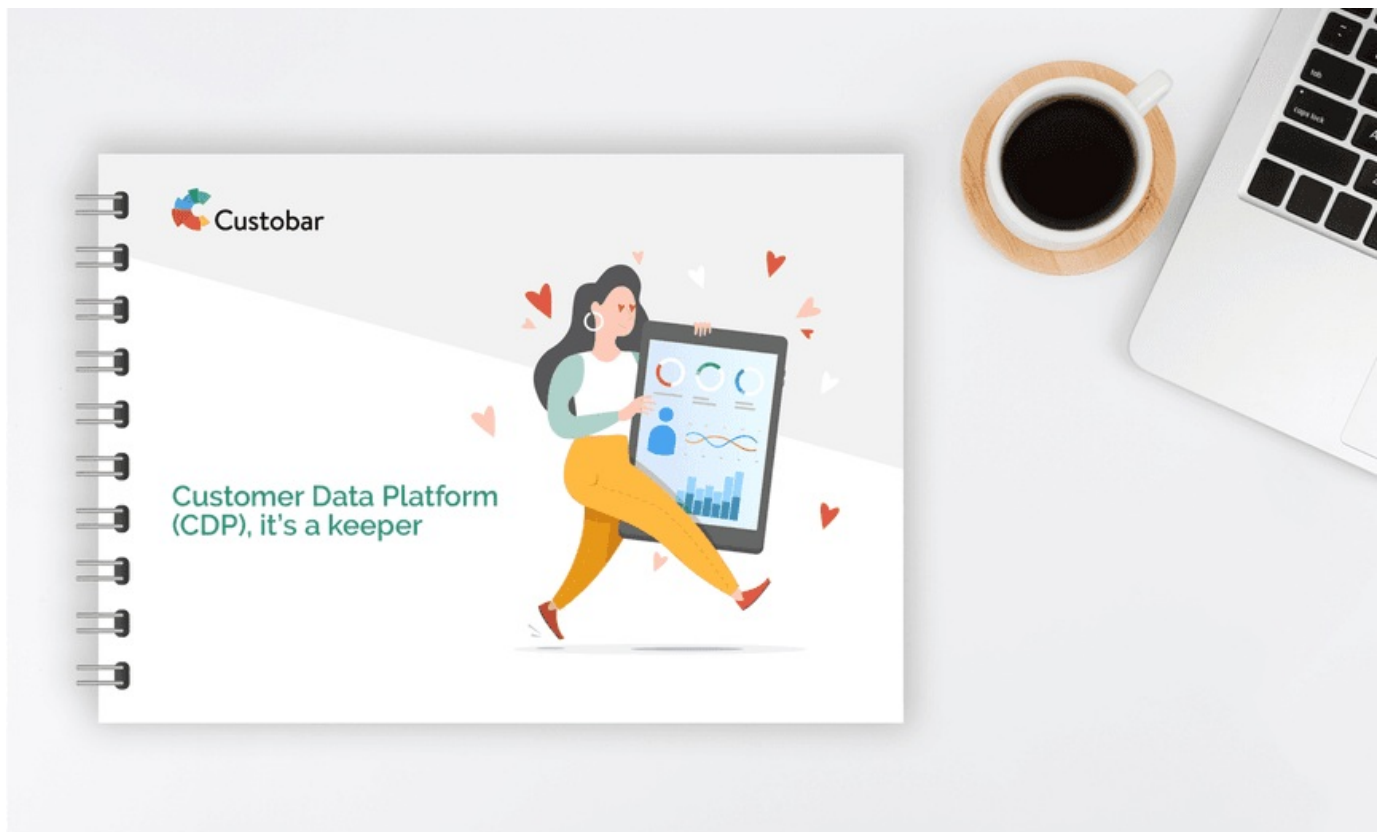


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## White papers

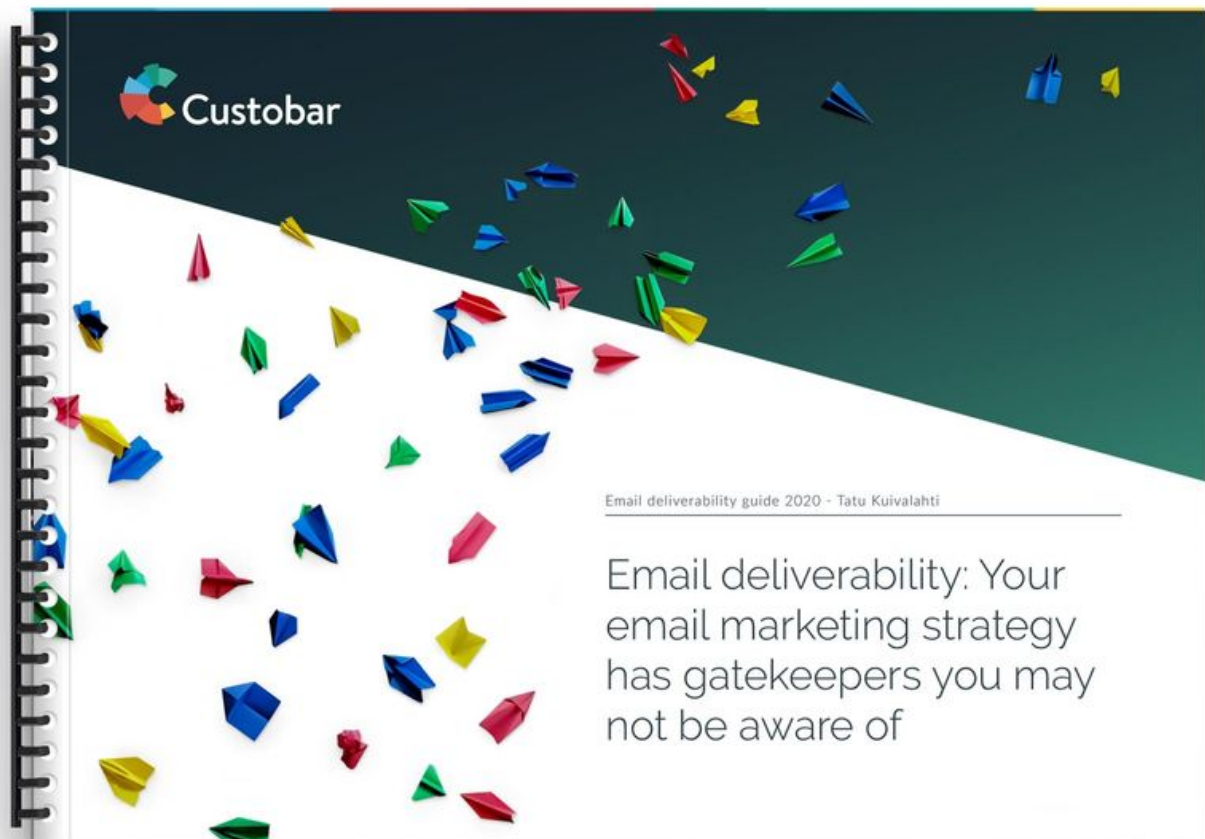
Custobar's white papers on customer data and marketing automation.



## Customer Data Platform White paper

In this Customer Data Platform (CDP) white paper, we'll explain with concrete examples what the key capabilities of CDPs are, which problems it solves, and why utilizing data is vital for your business.

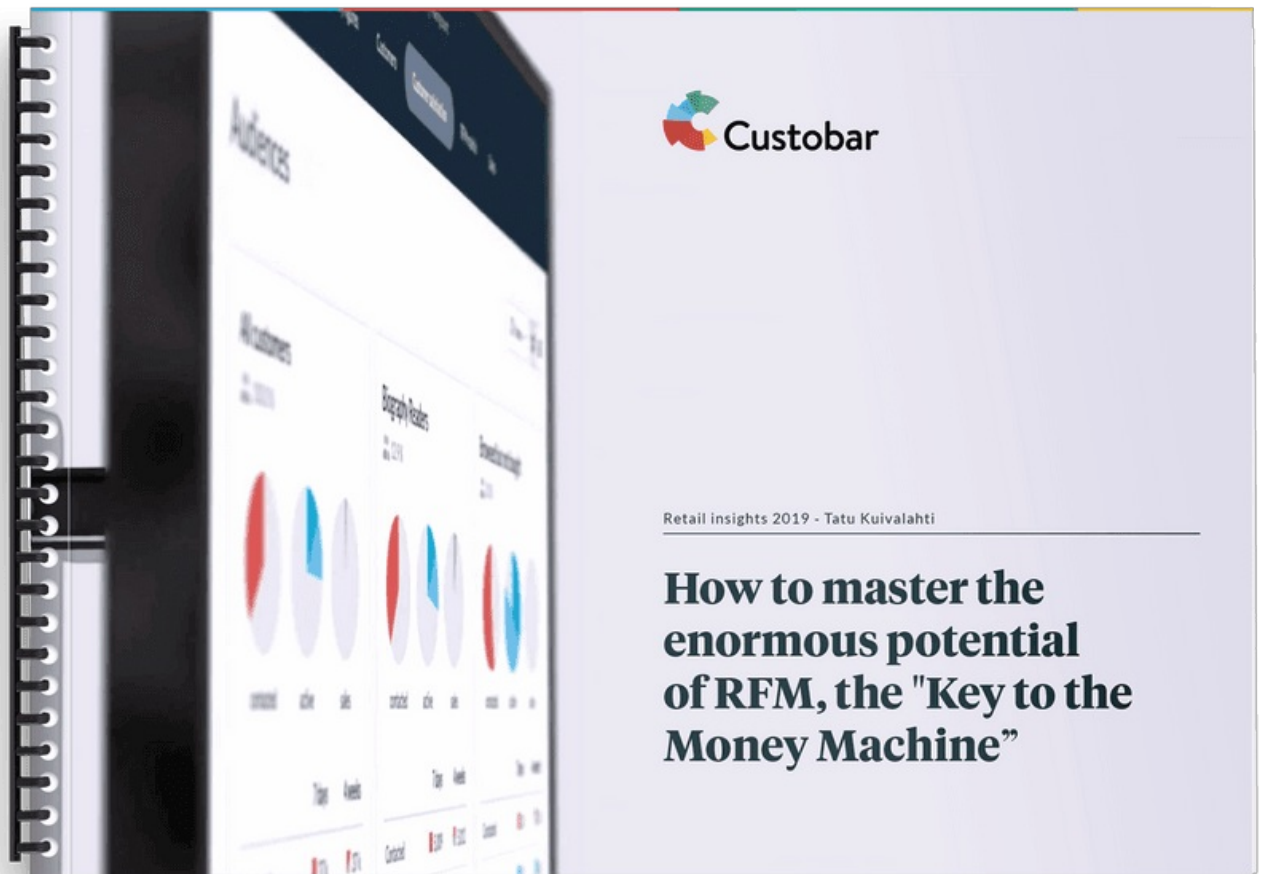
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## **Email deliverability: your email marketing strategy has gatekeepers you may not be aware of**

In this white paper, you will learn why email deliverability and its monitoring is vital in successful email marketing.

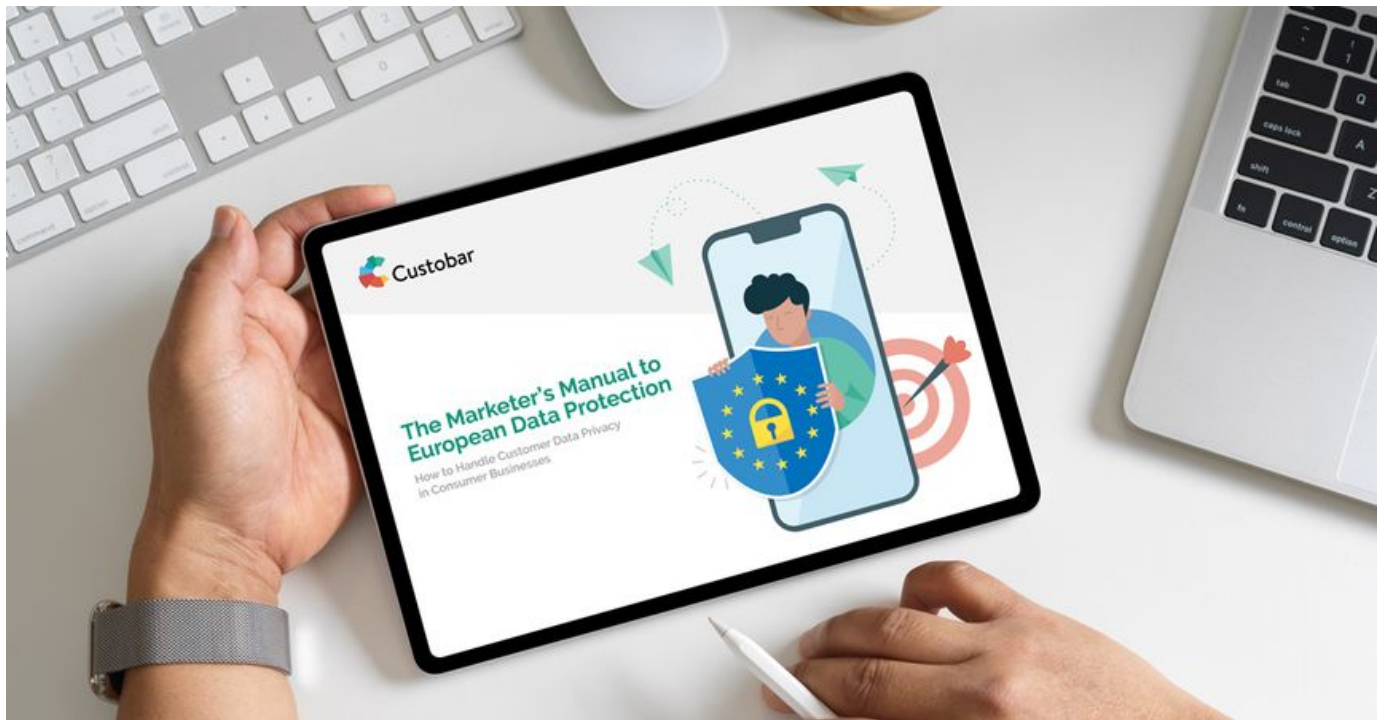
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## Win big with the RFM analysis

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