



International Distribution Institute

Collection of customers' data through the distribution network

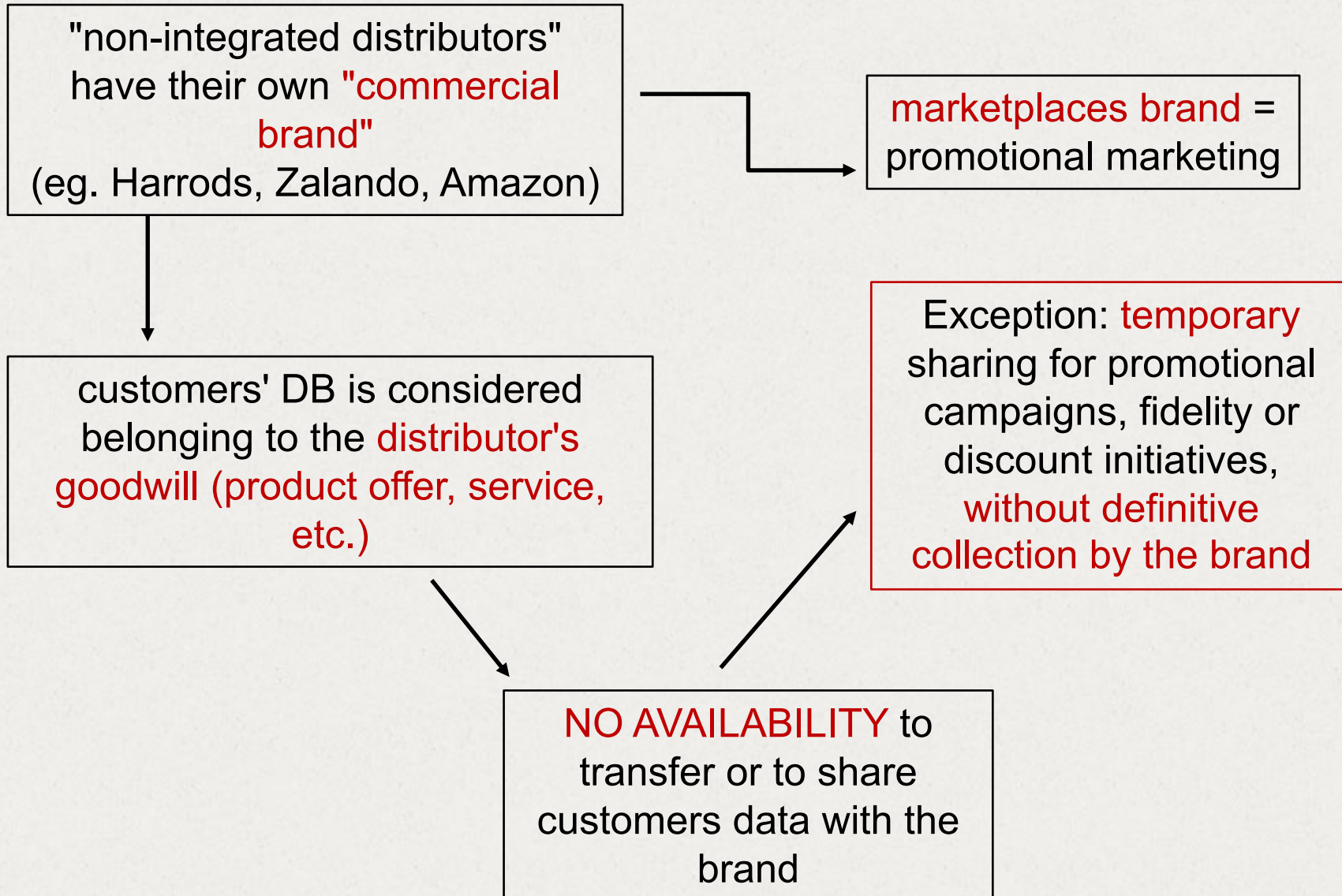
Massimiliano Camellini
General Counsel
Max Mara Fashion Group

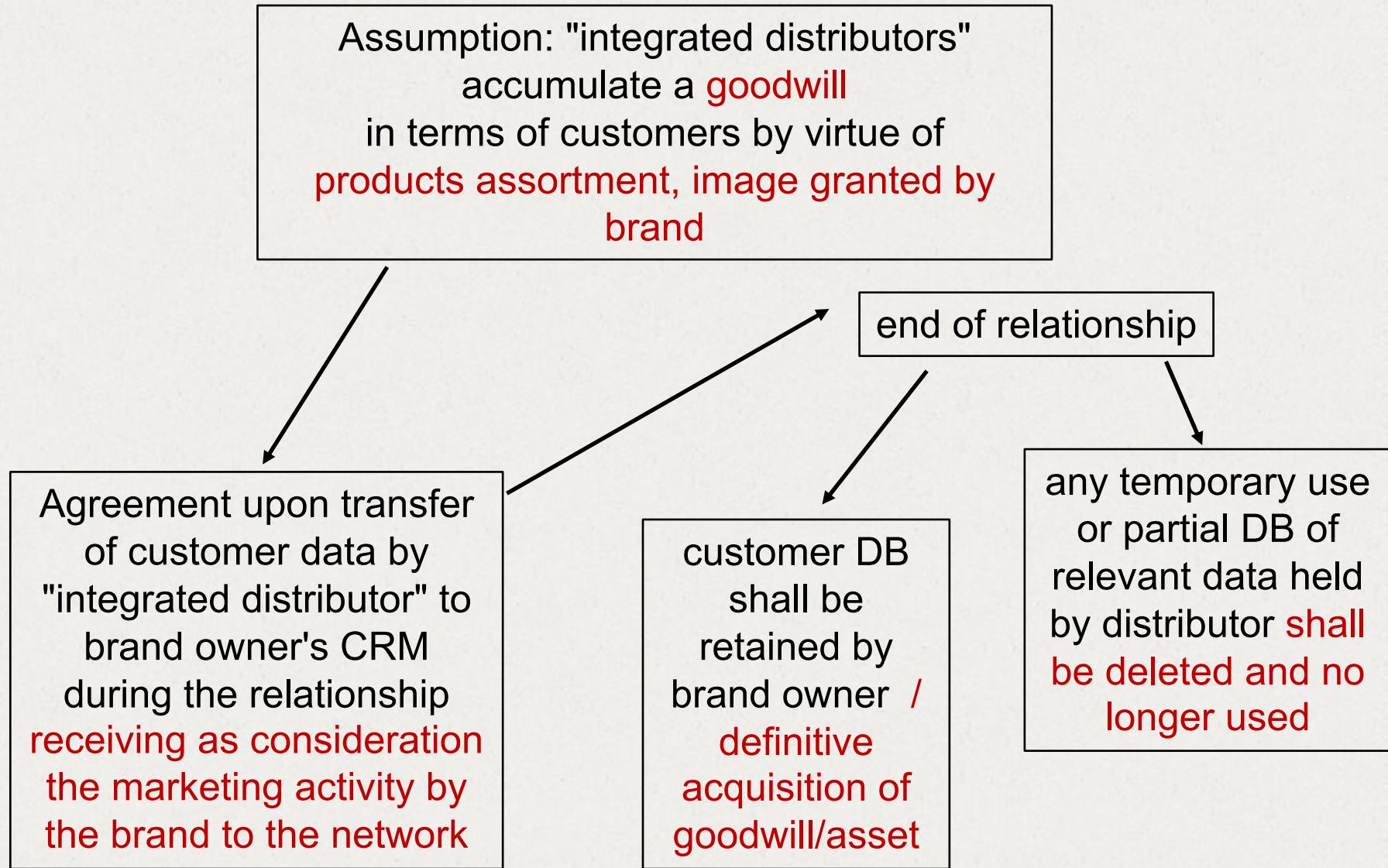
Collection of customers data is strategic for CRM activity

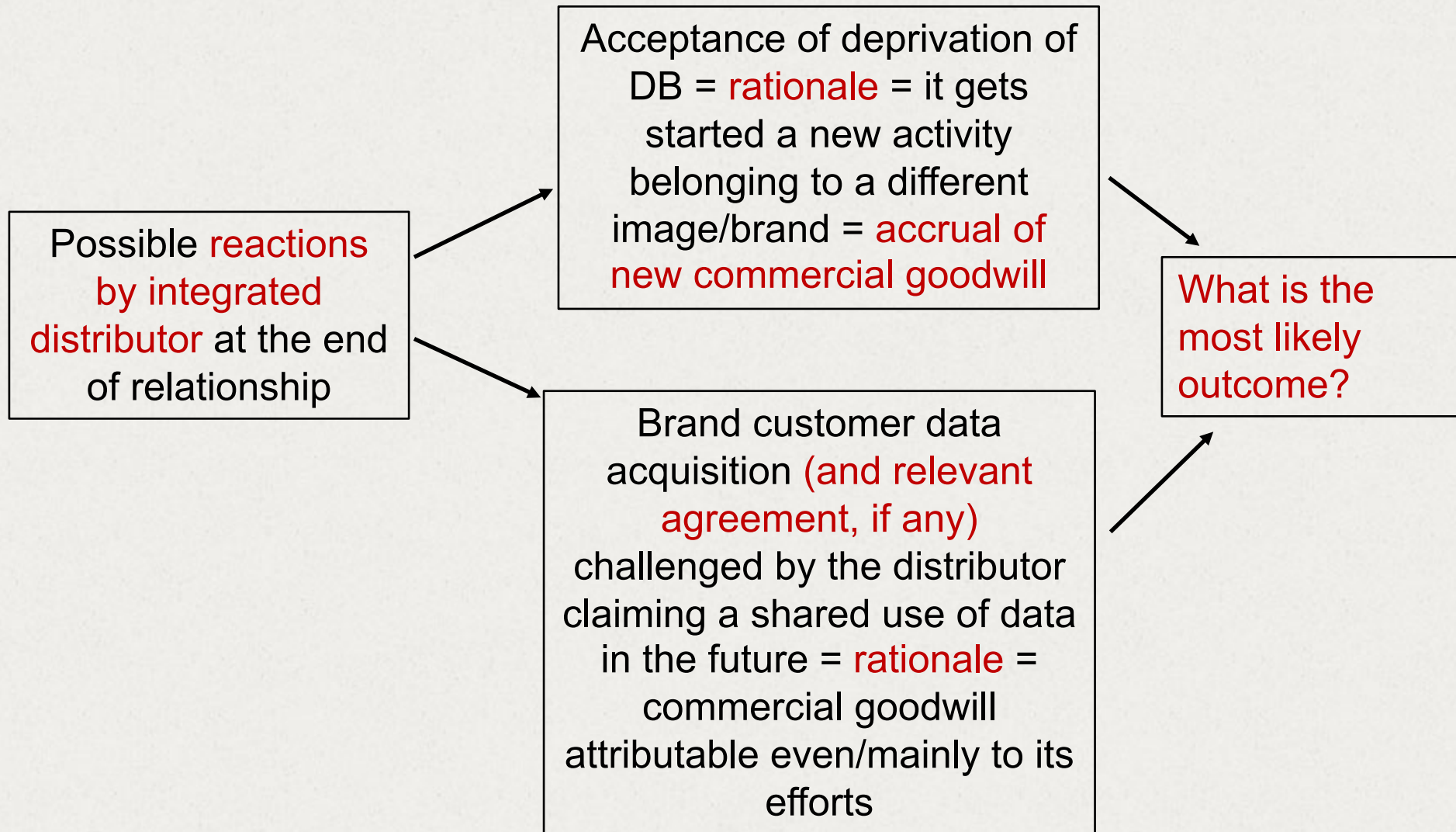
Profiling activity in order to build dashboards for different clusters of customers (for items/categories of product, age, country, culture, etc.)

Marketing strategies addressed to selected categories of customers to enhance the attraction of the brand on the [specific] market.











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Thank you!