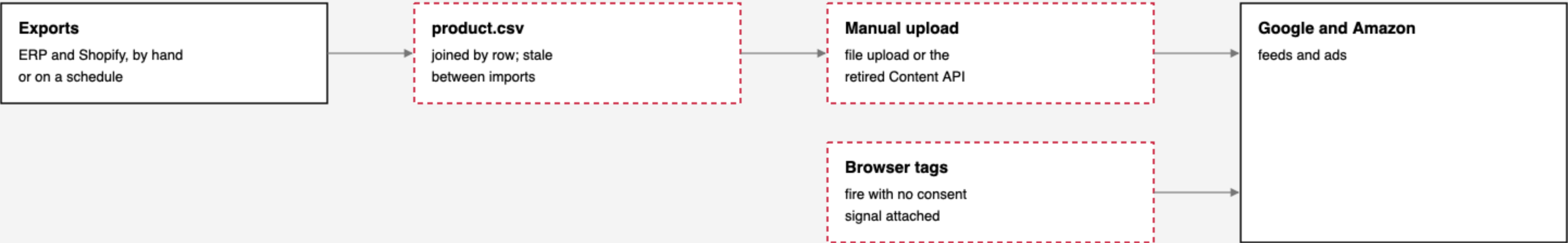


THE PIM KEEPS THE CATALOG; THE CRM ATTACHES CONSENT TO EVERY CONVERSION

before: one snapshot feeds everything and nothing carries consent · after: two paths, joined only offline by a shared key

Red dashed = a gap. Heavy box = the outcome.

BEFORE · A PRODUCT.CSV SNAPSHOT



AFTER · CONNECTED AND CONSENTED

