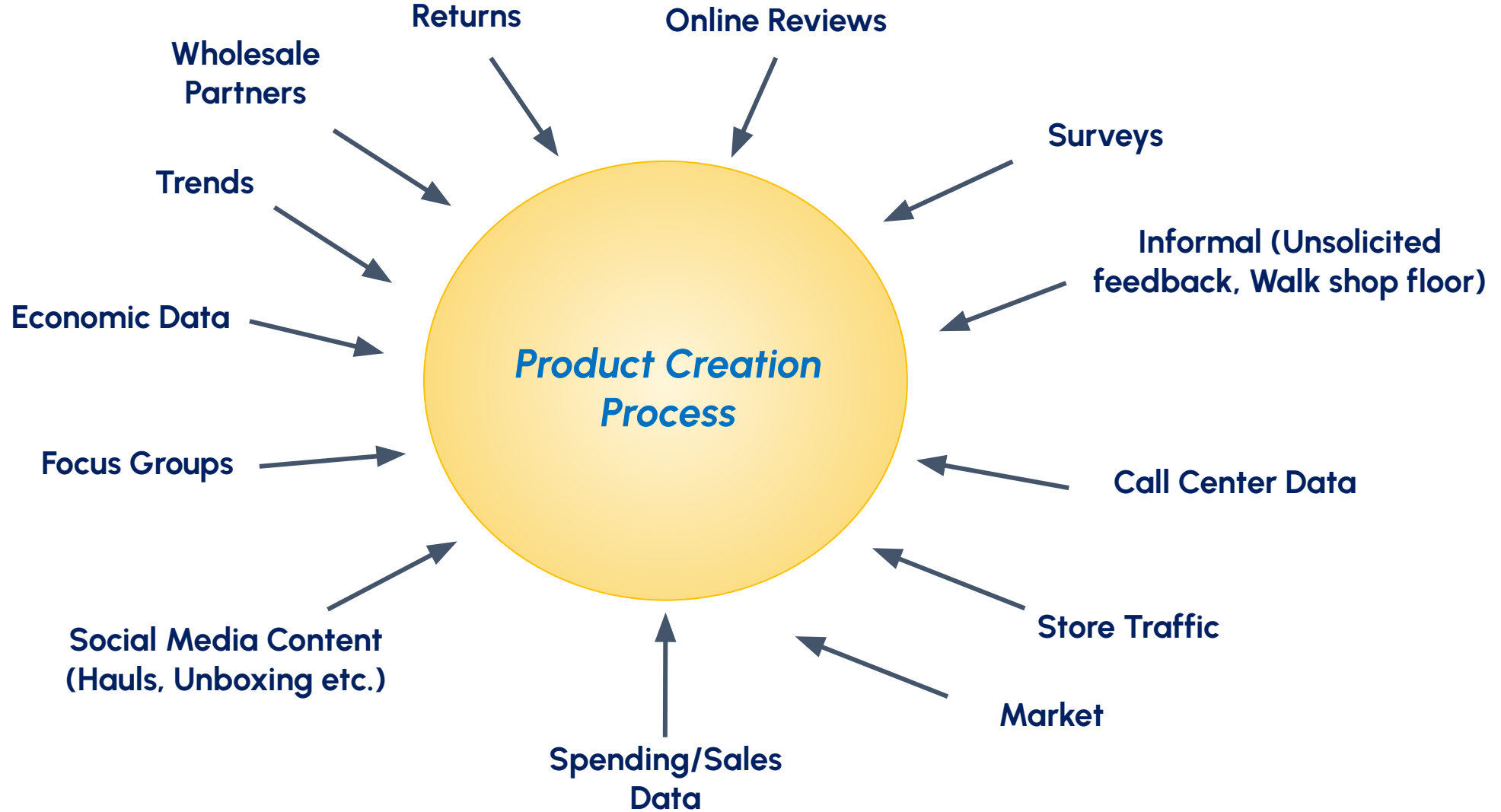
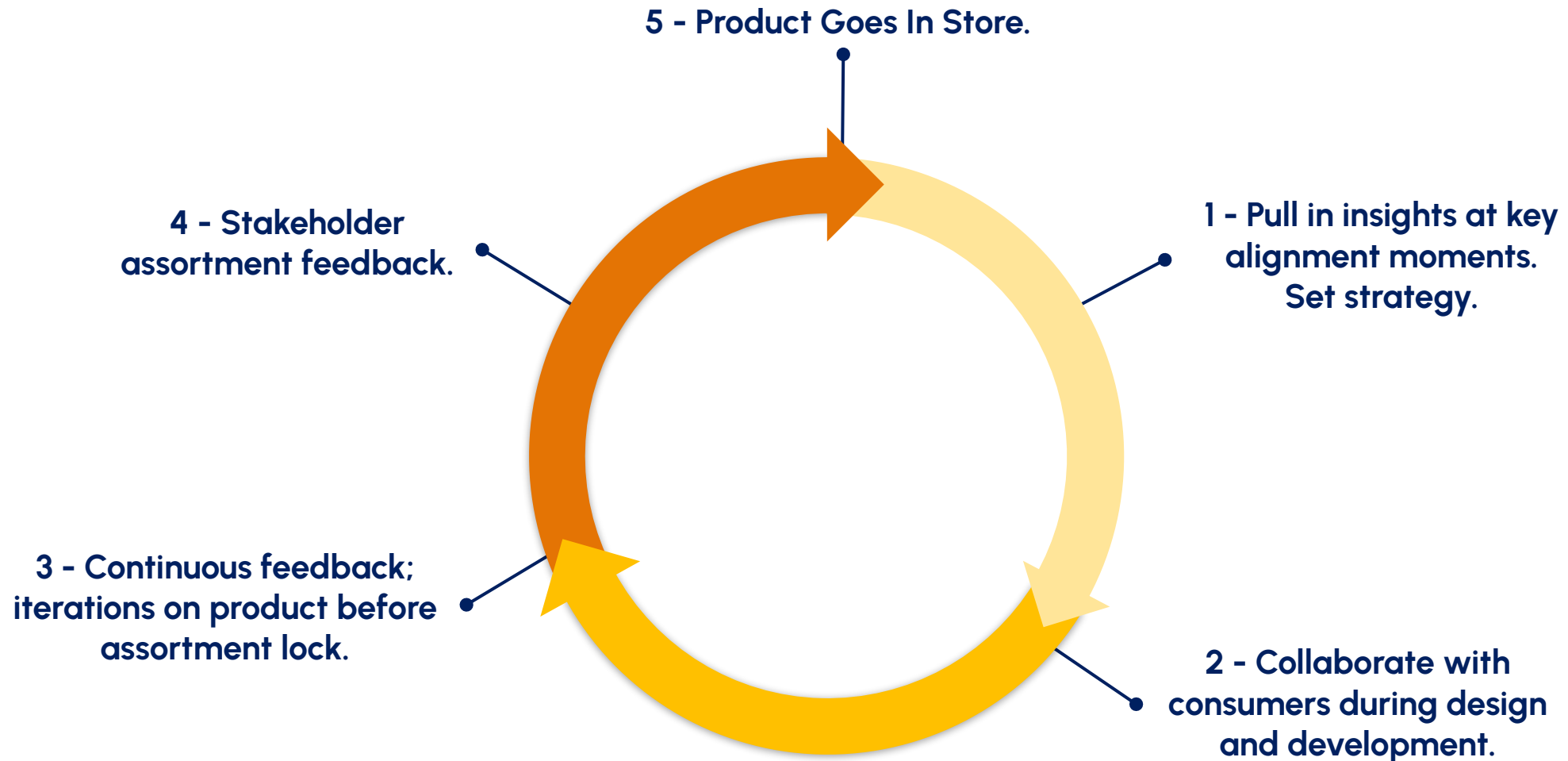


# Customer Data Informs Product Creation



# Closing the Customer Feedback Loop for Product Creation



*\* Stakeholders include brand ambassadors, regional merchants and sales teams.*