

# Fireside Chat | [Full-Funnel Marketing ROI] Holistic Metrics & Tactics in Full-Funnel Marketing ROI



**blue**<sup>®</sup>  
Live Easy

**KEVIN TSANG**  
Head of Distribution &  
Marketing  
Blue Insurance Hong Kong



  
**gini**

**STEPHANIE JOHNSON**  
Chief Marketing Officer  
gini



slido



**What is Full-Funnel Marketing in your mind?**

# Digital Marketing Attribution

# Customer Data Platforms

# How to upsell / cross-sell efficiently?

# Key Takeaways

# Q&A