Panel Discussion | [Marketing Automation] Championing End-to-End MarTech Stack from Data Capturing to Marketing Automation

NAWAZ IMAM

Head Of Commercial Strategy
& Operations
Hyphen Group

JAY BOSE

Head of MarTech
AIA

DOREEN CHEE

Digital Engagement Head
A Global Leading Bank

JUNE GOH

Associate Marketing Director,
Ostomy Care
Convatec Global Emerging
Markets

THE MARTECH SUMMIT

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What do you think MarTech is (in one word)?

ⓘ Start presenting to display the poll results on this slide.

Question 1: How do you define the value of personalisation to your organisation?

Question 2: How do we define what success looks like and what should be the KPIs?

Question 3: What would be a challenge foreseeable when implementing MarTech solutions?

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- **Nawaz's Takeaway:** A MarTech solution and implementation is only as good as the business outcomes it is trying to solve for. Make sure that all stakeholder's requirements are effectively mapped out and key success factors are properly understood and agreed on. Given the complexity associated in creating or implementing infrastructure for inherently complex items such as segmentation, the costs and consequences of getting that wrong are huge!

- **Jay's Takeaway:**

- **Doreen's Takeaway:** When considering MarTech stack, it is important to ensure the solution is able to integrate well with backend systems, to be able to target intended segments and audience, to ensure PII is addressed, and it is able to serve the planned business use cases. Communication and clear understanding between Tech and vendor teams are key in successfully driving implementation.

- **June's Takeaway:** It's important to demonstrate the value of what an end-to-end MarTech stack can bring to your organization, how you can turn data into insights throughout the customer journey and how this helps in achieving your business goals.

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Q & A