

# THE MARTECH SUMMIT



#themarktechsummit

The MarTech Summit Hong Kong

6 July 2023



**200+ MarTech Attendees**

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TWILIO Segment

FPT Software

qualtrics.XM

Ekimetrics.

adzymic

gettyimages

IAS SCIENCE

As marketers, our objective is to deliver customers a memorable omnichannel experience - at scale



## 30 Brilliant Speakers

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**8+ Networking Hours**

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**10+ Amazing Discussions**

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What is the most effective channel when you engage with your customer

Email



our Own App

App

7%

5%



**[Conversational Marketing]** How to Build Conversations across Multiple Channels and Funnels that Keep You Closer to Your Customers

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Segment

Software

qualtrics

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IAS  
MEDIA AGENCY

THE ONES YOU LIKED IN OUR SURVEY ARE ON SALE.



- GREAT.

ZERO PARTY DATA

I HEAR YOU HAVE A NEW GYM MEMBERSHIP. NEED ANY SHOES?



- WAIT, WHAT?

THE ONES YOU LIKED IN OUR SURVEY ARE ON SALE.



- UM, OK.

THIRD PARTY DATA

WOULDN'T HAVE A WORKOUT TODAY. NEED ANY NEW SHOES.

TOM  
FRY

**[Cookieless]** Cookies and Cream Without the Cookies is Just...Vanilla: The Missing Ingredient for Individualisation in a Cookieless World

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# Fireside Chat | [Gamification] Interactive Contents & Gamification in Marketing: Winning Your Customers Over by Letting them Win



Lenzi

MARK LEUNG

Head of Digital

Marketing

Group



DFS

MARK SAGE

Loyalty & Member

**[Gamification]** Interactive Contents & Gamification in  
Marketing: Winning Your Customers Over by Letting  
them Win

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## Panel Discussion | [Data Literacy] How to Enable Teams to Read, Communicate and Harness Data for Marketing Efficiency



[MODERATOR] JOIE PENG

Chief Digital Officer, APAC  
BCW



LEO LAI

Director, APAC  
Manulife



MAGDA KO

Chief Marketing Officer  
Pacific  
Invesco



DUSTIN

Head of Data  
Hang Seng



ON24

Vertical

similarweb

Convertlab

sleekflow

OneSignal

SITECORE

<epam>

**[Data Literacy]** How to Enable Teams to Read, Communicate and Harness Data for Marketing Efficiency

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# PRIVACY MATURITY IS A JOURNEY



**[Privacy Readiness]** The APAC Privacy Imperative –  
Uncovering Opportunities for Growth Through Privacy  
Readiness

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Does your company have plans to build a metaverse application or is it in your marketing plan?

No plan to do



71%

Already in our plan

plan to do  
7%

Join at  
[lido.com](https://lido.com)  
#martech



# [Metaverse] How to Create Immersive Experience with Metaverse into Real-Life Marketing for Enhanced Customer Experience

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## Private Executive Luncheon - Driving Brand Agility & Growth in a Shifting Consumer Landscape

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**[Integrated Marketing]** Drive Business Growth through Integrated Marketing Cloud (IMC)

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Panel Discussion | [Social Marketing] How to Connect Shifting Customer Values and Behaviour to Your Business Beyond Profiting the Brand

1. Understanding the role demand generation and lead generation plays in establishing your brand



**[Social Marketing]** How to Connect Shifting Customer Values and Behaviour to Your Business Beyond Profiting the Brand

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# Fireside Chat | [E-Commerce] Leverage Data and Insights in E-Commerce for Brands to Effectively Grow Revenue

## 1. Stories of brands building e-commerce & online marketplace ecosystem



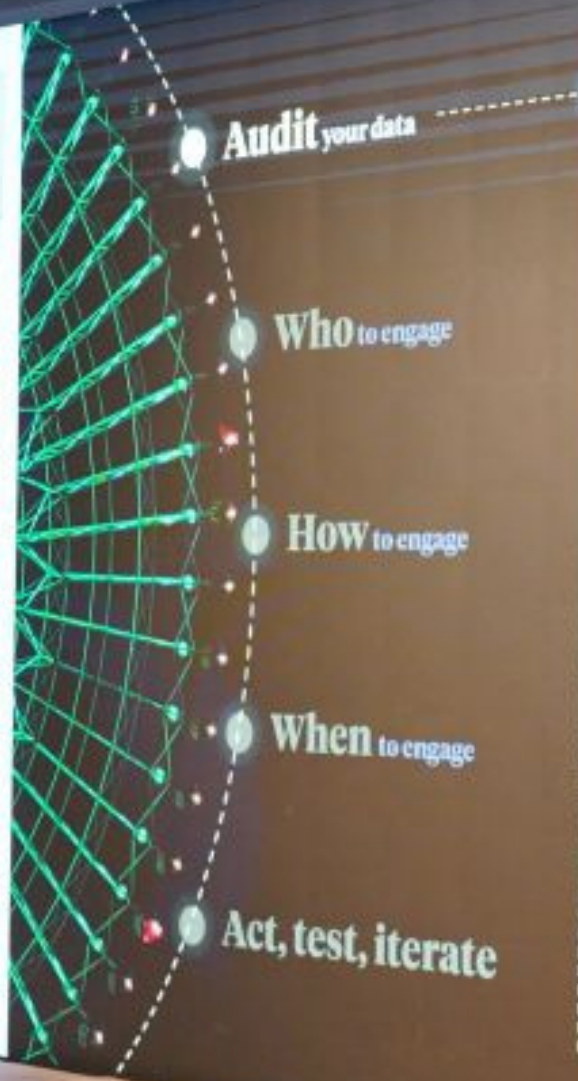
**[E-Commerce]** Leverage Data and Insights in E-Commerce for Brands to Effectively Grow Revenue

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# Identify what data you have today, where it is & the gaps

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- Segment
  - Qualtrics
  - Ekimetrics
  - Zymic
  - gettyimages
  - IAS



Establish useable data for analytics today & the data improvement roadmap for tomorrow



Prioritise use cases based on feasibility vs. value:

- What is a priority today
- What is possible in future
- What doesn't bring value



- ON24
- Vertical
- similarweb
- Convertlab
- sleekflow
- OneSignal
- SITECORE
- <epam>

**[Customer Data]** Putting Your Customer First: The Secret to Success In The Age of Data

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**[Performance Marketing]** What You Really Need to Measure:  
Setting Key Marketing Metrics for Greater Revenue

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Panel Discussion | [Digital Transformation] How to Deal with Today's Customers with Yesterday's Technology

2. How to gain trust and buy-in from all stakeholders, open their minds to the possibilities of new technologies



**[Digital Transformation]** How to Deal with Today's Customers with Yesterday's Technology

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## Breakout Roundtable - Digital Experience Led Growth: Navigating the Future of Marketing

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**Breakout Roundtable** - Explosive Growth Expected for Hong Kong? Market Analysis of Hong Kong's Retail, FSI and Travel Industry 2023

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## Private Executive Dinner - Attention Grabbers: How Brands Drive Better Outcomes with Attention-Focused Strategies

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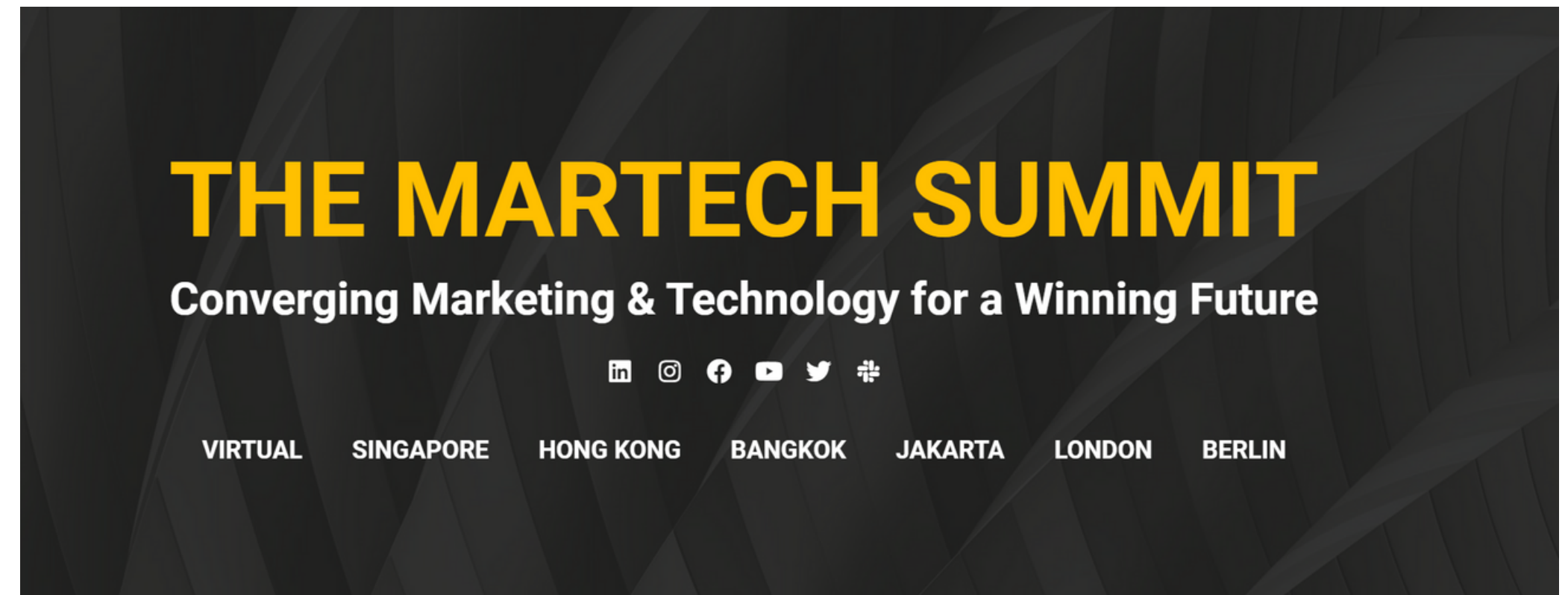


**A Big Thank You from The MarTech Summit Team!**

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# Stay Tuned!



## Upcoming In-person Summits:

- The MarTech Summit **Bangkok** - 18 & 19 October 2023
- The MarTech Summit **Roundtable Singapore** - 25 October 2023
- The MarTech Summit **London** - 16 & 17 November 2023

## Upcoming Virtual Summit:

- The Virtual MarTech Summit **Vietnam** - 19 September 2023