

THE MARTECH SUMMIT





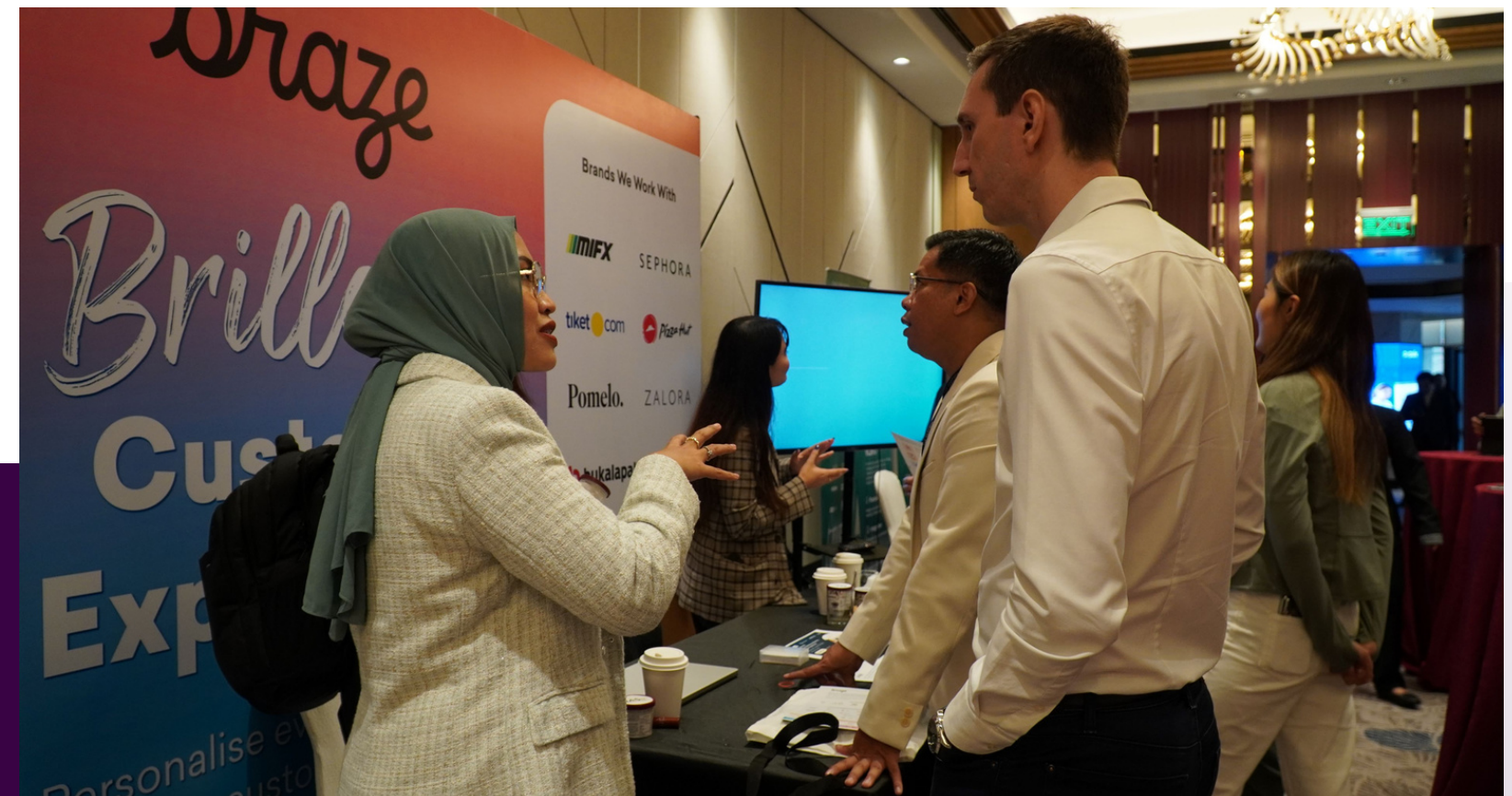
120+ MarTech Attendees

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25+ Brilliant Speakers

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8+ Networking Hours

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10+ Amazing Discussions

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[Location Marketing] Target the Right Customers at the Right Time and Right Place with Location Data

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[Next-Gen Marketing] The Great Assessment: Is Marketing a Cost Or Investment?

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[Partnership] How We Partner with Businesses to Engage with Movie Goers and Create Unique Experience

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[First-Party Data] Build a Trust-Based First-Party Data Asset to Enter the Cookieless Future

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[External Communications]
Good Data Communications, Good Marketing

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[Omnichannel Marketing] How to Embed Customer Centricity into 360 Marketing Campaigns & Omnichannel Experiences

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Private Executive Luncheon - Affiliate 2.0: Next-Gen Partner Marketing with Involve Asia

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[Content Marketing] Building Up User Habits in Different Platforms to Connect your Brand Content to Customers

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[Ad Verification] The Evolution of Ad Verification to Drive Greater Transparency, Accountability, and Effectiveness

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[Social Marketing] Utilising Social Media Platforms to promote Brand Affinity: Partnering with Customers as Brand Influencers

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[Digital Transformation] How Decathlon Innovates in the Sport Industry

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[Personalisation] How Hyper-Personalisation Could Improve Genuine Customer Engagement and How to Achieve it At Scale?

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Departure Networking Drinks

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Stay Tuned!



Upcoming In-person Summits:

- The MarTech Summit **Hong Kong** - 6 July 2023
- The MarTech Summit **Bangkok** - 18 & 19 October 2023
- The MarTech Summit **Roundtable Singapore** - 25 October 2023
- The MarTech Summit **London** - 16 & 17 November 2023