

# Fireside Chat | **[Marketing Automation]** How to Streamline and Optimise Marketing Campaigns through Automation?



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slido



**How many marketing automation tools/platforms are there in the world?**

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

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## Question 1

**What are the key challenges in personalizing marketing campaigns at scale, and how can automation address these challenges?**

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## Question 2

**How can a company decide what's for them amid so many marketing automation tools in the market?**



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### Question 3

**How does automation impact the measurement and tracking of the effectiveness of personalized marketing efforts?**

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## Key Takeaways

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**Q&A**



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