

Global Virtual MarTech Exchange Summit APAC Track

Chairperson Opening Remarks



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Fireside Chat | **[Customer Analytics]**

Leveraging Work Management Platforms and MarTech Tools: Harness Customer Analytics for Marketing Success



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Poll Question

How crucial do you perceive data-driven insights facilitated by AI in shaping consumer behaviour analysis for marketing strategies?

Option 1: Extremely crucial for refining targeted marketing efforts.

Option 2: Very important in understanding consumer preferences and trends.

Option 3: Moderately valuable for optimizing marketing strategies.

Option 4: Slightly impactful in influencing marketing decisions.

Option 5: Not significant in shaping consumer behaviour analysis

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Question 1

- **How to use / integrate various MarTech tools? How crucial are they in maintaining agility and productivity? What are the challenges and how to address them?**

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Question 2

- **What's in your MarTech stack? Name your top 5 essentials and what each does for you. How to integrate different tools into a single dashboard or report?**

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Question 3

- **How does your company leverage AI to automate marketing tasks, analyse data patterns?**
- **How to provide intelligent recommendations to streamline marketing efforts and maximise efficiency?**

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Question 4

- **How is your company able to keep up with developments to ensure that your AI-assisted marketing deployments are done so ethically and in compliance with general global and local policies?**

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Key Takeaways