

Fireside Chat | **[Marketing Automation]**

How Marketing Automation Contribute to Creating Seamless and Customer-Centric Experiences Across Various Touchpoints?



ADRIAN GRAY
Head of Marketing Automation
Wolt



FAITHFUL ADIA
Marketing Automation Lead
HelloFresh

Fireside Chat | How Marketing Automation Contribute to Creating Seamless and Customer-Centric Experiences Across Various Touchpoints?

Poll Question

On a scale of 1-5, with 5 being the highest, what's the level of marketing automation at your organisation?

- 1
- 2
- 3
- 4
- 5

Fireside Chat | How Marketing Automation Contribute to Creating Seamless and Customer-Centric Experiences Across Various Touchpoints?

Question 1

Why is marketing automation important?

Fireside Chat | How Marketing Automation Contribute to Creating Seamless and Customer-Centric Experiences Across Various Touchpoints?

Question 2

How do you leverage marketing automation? What role does data-driven segmentation and targeting play in tailoring marketing messages through automation?

Fireside Chat | How Marketing Automation Contribute to Creating Seamless and Customer-Centric Experiences Across Various Touchpoints?

Question 3

How can marketing automation strategies drive customer retention, reduce churn, and enhance overall customer lifetime value?

Fireside Chat | How Marketing Automation Contribute to Creating Seamless and Customer-Centric Experiences Across Various Touchpoints?

Key Takeaways