

# VIRTUAL MARTECH EXCHANGE

#VirtualMarTech

## APAC & EMEA

Navigating Virtually, Innovating Globally

7 December 2023

LIVE STREAM



Global Virtual MarTech Exchange Summit | 7 December

Panel Discussion | [Digital Engagement] Revitalising Your Growth & Engagement in 2024

**Question 1**

What digital resource are you investing in for more growth and engagement in 2024?



**Jasmine de Guzman**  
Director of International Marketing  
Monsido

**Manmeet Malhi**  
Global Head of Acquisition Marketing  
Cigna Healthcare International Health

**Meenakshi Shunmugham**  
Chief Marketing Officer  
Wio Bank

Ask us anything!

Welcome to the #VirtualMarTech Summit EMEA Track!  
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# 30+ Speakers

#VirtualMarTech

# TOPICS COVERED

## EMEA

Marketing Automation

Marketing Analytics

Email Marketing

Personalisation

Sales Enablement,  
AI Powered

SEO Optimisation

Marketing Mix Modelling

## APAC

Data-Driven Marketing

Marketing Automation

Personalisation

CRM & AI-Powered CRM

## GLOBAL

Digital Engagement

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**Fireside Chat | [Customer Analytics]**  
**Leveraging Work Management Platforms and MarTech Tools: Harness Customer Analytics for Marketing Success**




**PATRICIA MULLES**  
 Director & Global Head of Partnerships  
 She Loves Data




**NEERAJ MISHRA**  
 Digital Lead, Performance Marketing, Business Intelligence & Data Management  
 Vinda Group SEA






**Patricia Mulles**  
 Director and Global Head of Partnerships  
 She Loves Data

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**Neeraj Mishra**  
 Digital Lead - Performance Marketing, Business Intelligence & Data Management  
 Vinda Group SEA

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**Lin Duan**  
 Moderator & Head of Events  
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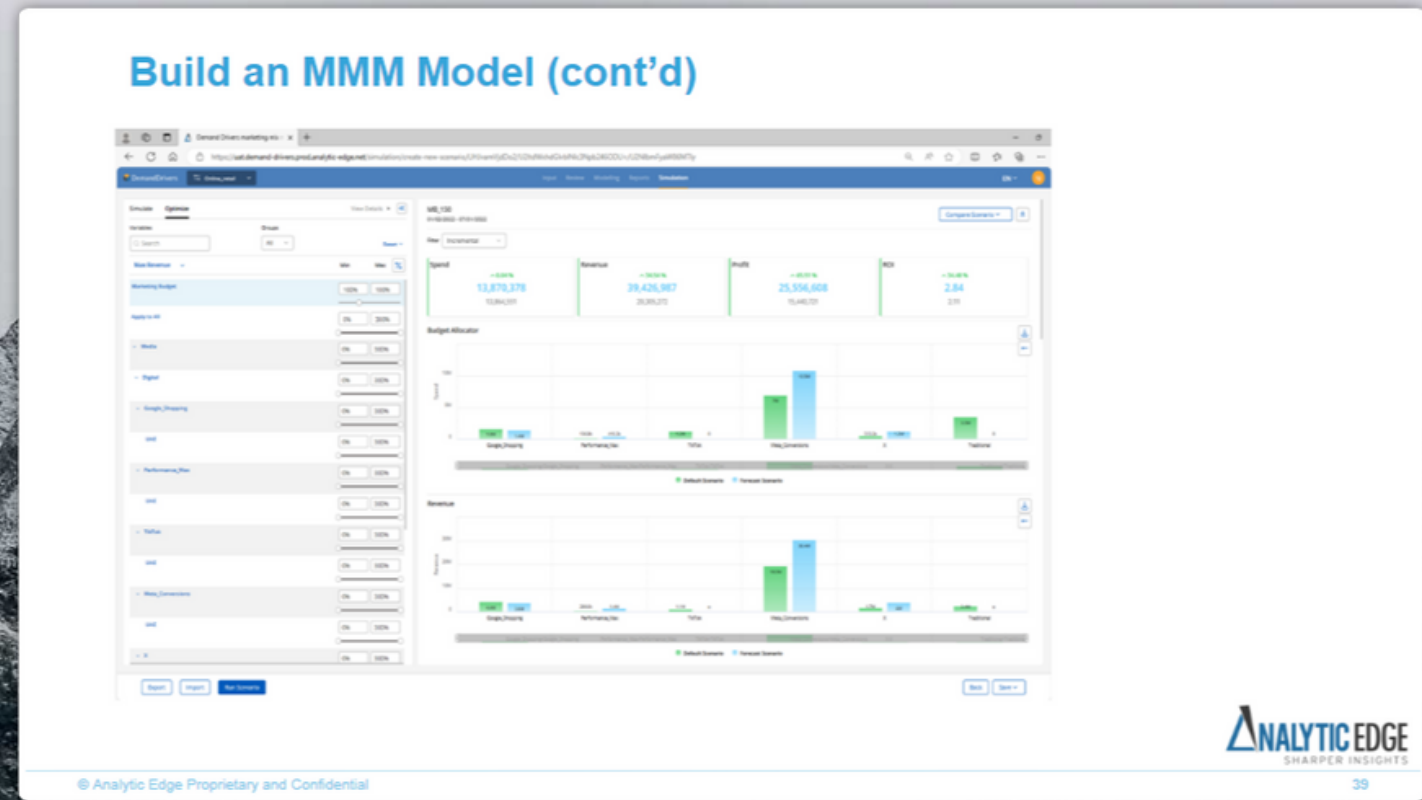
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**[Data-Driven Marketing] Data-Driven Marketing Insights: Leveraging MarTech Tools to Harness Customer Analytics**

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- 
**Ashwin Sukumaran**  
 Vice President, Client Engagement  
 Analytic Edge  

- 
**Amit Patil**  
 Vice President, Product Management  
 Analytic Edge  

- 
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**[Marketing Mix Modelling] How to Build Your Own MMM Models in Just 20 Minutes!**

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Fireside Chat | [Marketing Automation] How to Apply Marketing Automation to Marketing Strategies for Lead Generation, Nurturing, and Conversion?

**Question 3**

- Beyond lead nurturing, how can marketing automation support the conversion process and assist sales teams in closing deals? What are some success stories of companies that have realised significant growth through these strategies?



**Lalit Mohan Velpula**  
Head of Customer Experience  
Hilti Asia

**Adrian M Odgers**  
Chief Commercial Officer  
The Live Green Co

**Lin Duan**  
Moderator & Head of Events  
The MarTech Summit Team @BEETc.

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**[Marketing Automation] How to Apply Marketing Automation to Marketing Strategies for Lead Generation, Nurturing, and Conversion?**

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Panel Discussion | [Personalisation] Next-Level Customer Relationship Management: Personalisation in the Digital Era

**Question 1**

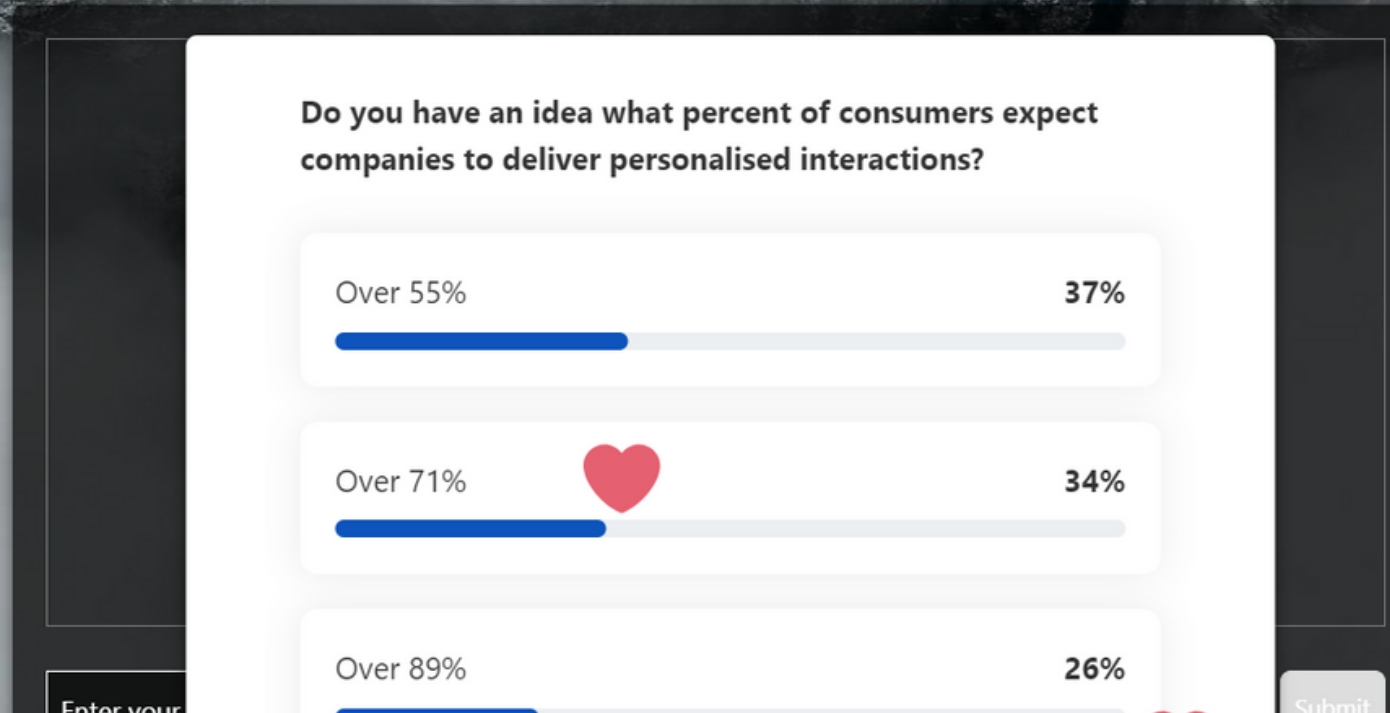
- How can businesses effectively leverage customer data to deliver personalised experiences that resonate with individual preferences and behaviors?



**Citra Ramadhani**  
Head of Marketing Tech & Consumer Data  
Nestlé Indonesia

**Brajendra Yadav**  
Vice President, Omnichannel Strategy & Digital Innovation,  
Strategy & Business Development  
Esprit

**Anjali Kalia**  
Assistant Vice President, Digital Marketing  
IHH Healthcare



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**[Personalisation] Next-Level Customer Relationship Management: Personalisation in the Digital Era**

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**Fireside Chat | [CRM]**  
**AI-Powered CRM: Revolutionising Customer Engagement and Retention**

**Staffbase**  
**erajaya**

**DAVID CYRUS**  
Head of APAC Marketing  
Staffbase

**FARID ARKAN**  
Performance Marketing Lead  
PT Erajaya Swasembada Tbk.



**Farid Arkan**  
Performance Marketing Lead  
Erajaya

**David Cyrus**  
Head of APAC Marketing  
Staffbase

**Lin Duan**  
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Poll Question  
**in your experience, which specific aspect of the customer journey has benefited the most from AI?**

- A Initial engagement
- B Ongoing communication
- C Post-purchase support
- D Overall experience personalisation

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Chief Marketing Officer  
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# Global Panel Discussion | [Digital Engagement] Revitalising Your Growth & Engagement in 2024

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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?



**Adrian Gray**

Head of Marketing Automation  
Wolt



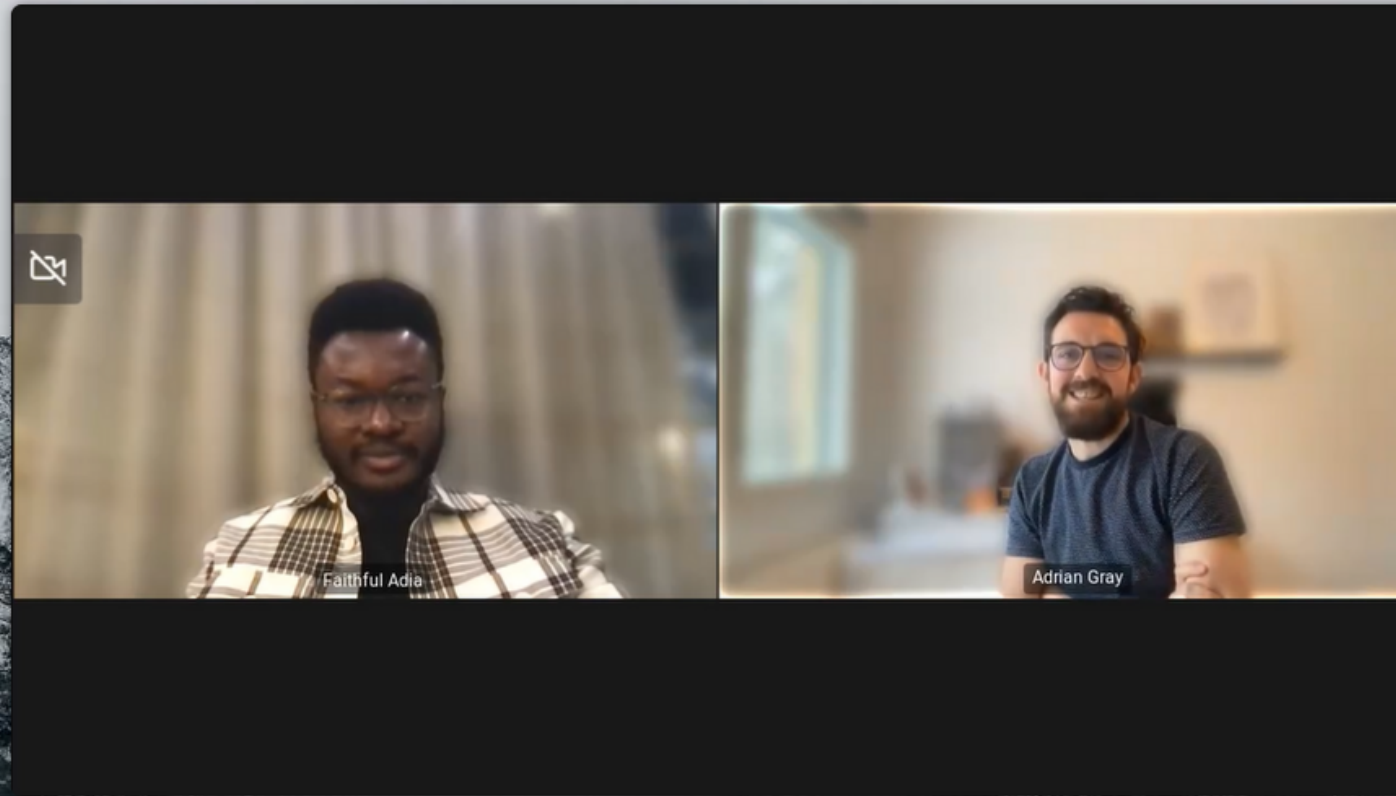
**Faithful Adia**

Marketing Automation Lead  
HelloFresh



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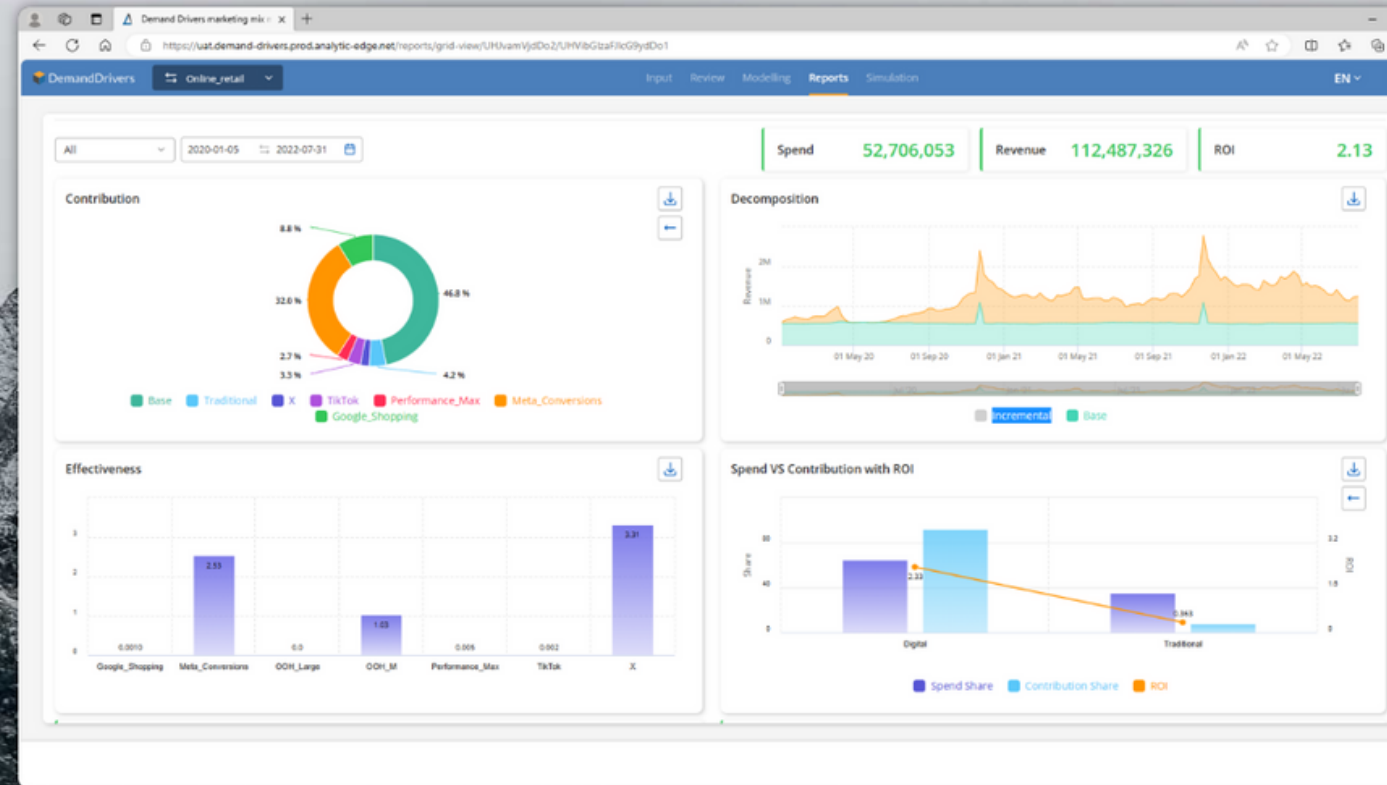
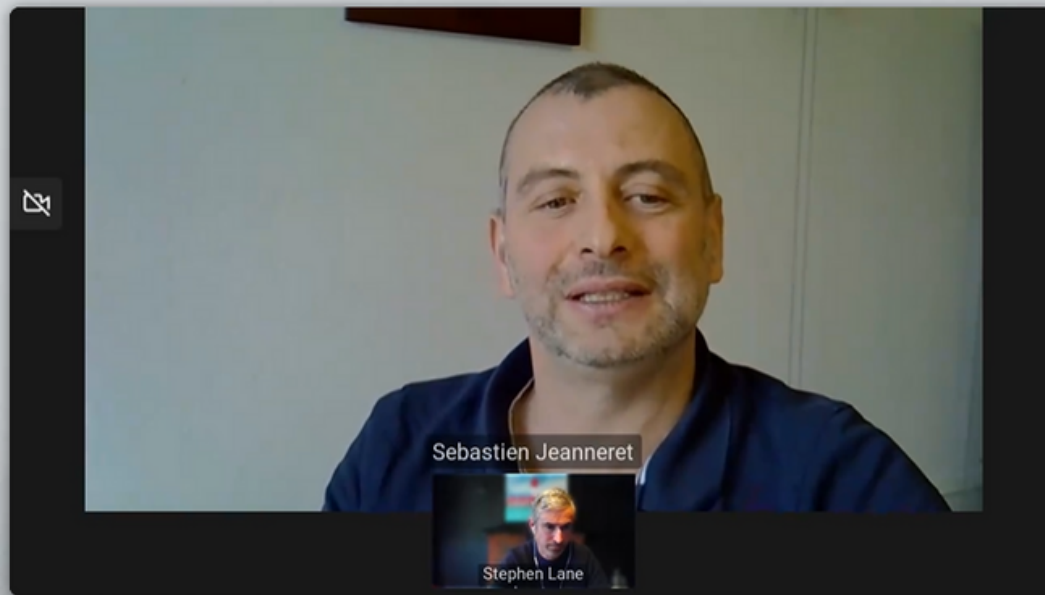
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**Stephen Lane**  
Managing Director  
Analytic Edge



**Sebastien Jeanneret**  
Chief Marketing Officer  
Analytic Edge



**Catherine Collinge**  
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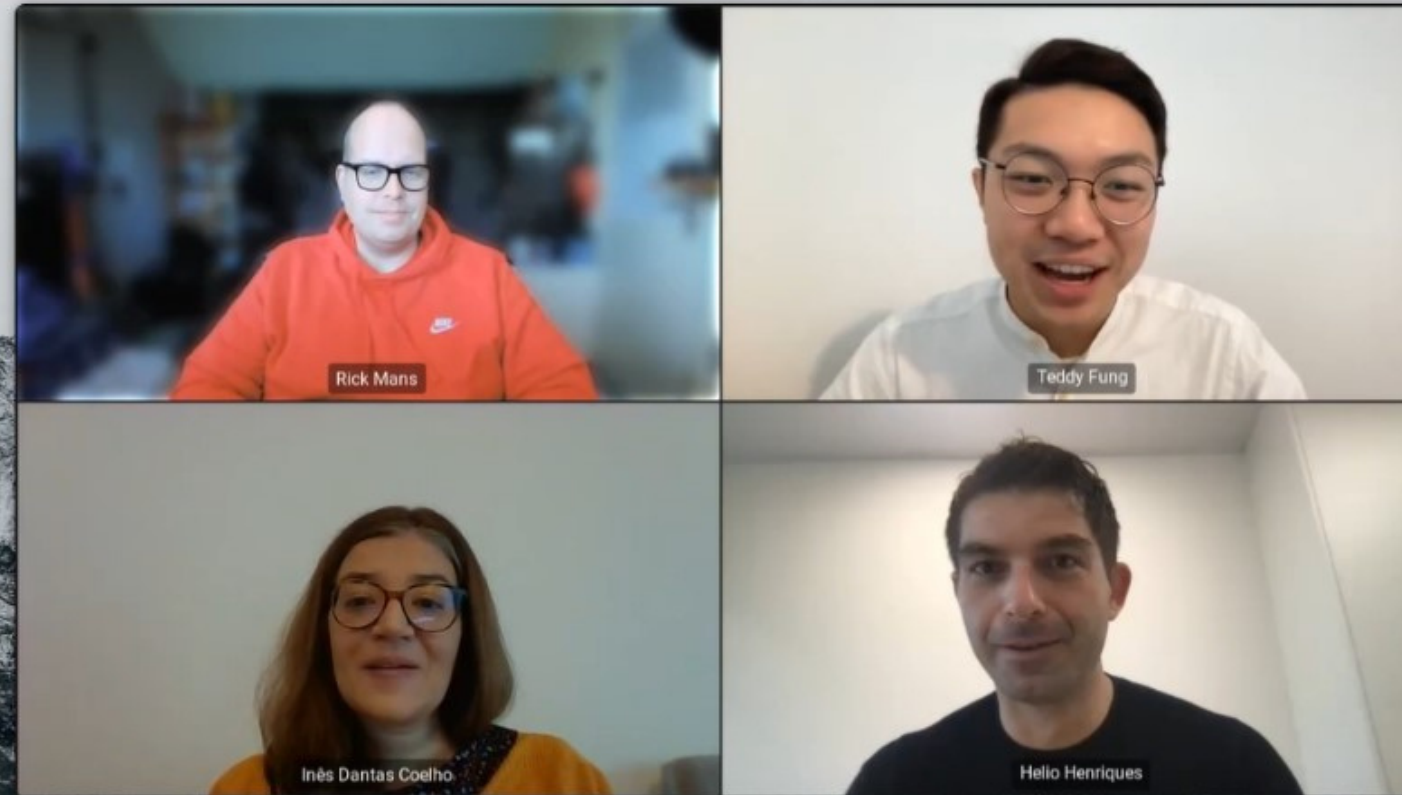
**Fireside Chat | [Marketing Analytics]**  
**How to Use Predictive Analytics to Anticipate Customer Behaviour for Strategic Engagement?**


  


**RICK MANS**  
Sub Chapter Lead Customer Experience & Solution Delivery Roche


**INÊS DANTAS COELHO**  
Head of Digital B2C Channel CTT - Correios de Portugal

**HÉLIO HENRIQUES**  
Digital Director, ALDI Portugal [Moderator]



 **Rick Mans**  
Sub Chapter Lead, Customer Experience & Solution Delivery EMEA-LATAM Roche

 **Inês Dantas Coelho**  
Head of Digital B2C Channel CTT - Correios de Portugal

 **Hélio Henriques**  
Digital Director ALDI Portugal








Have you been using Predictive Analytics in your Marketing / Digital Strategies?

A Yes

B Planning Stage

C Not at all

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**Kerstin Stengel**  
Head of Marketing, CEMEA  
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**[Sales Enablement, AI Powered] What's The Point of All That Content If No One Uses It?**

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VIRTUAL MARTECH EXCHANGE

## Fireside Chat | [Email Marketing] How to Craft Compelling Email Copy that Captures Attention and Drives Action



VITTORIA GAMBIRASI



MATTHEW DAY



ROXANNE NORMAN

Which emailer marketing service do you use?

Others 47%

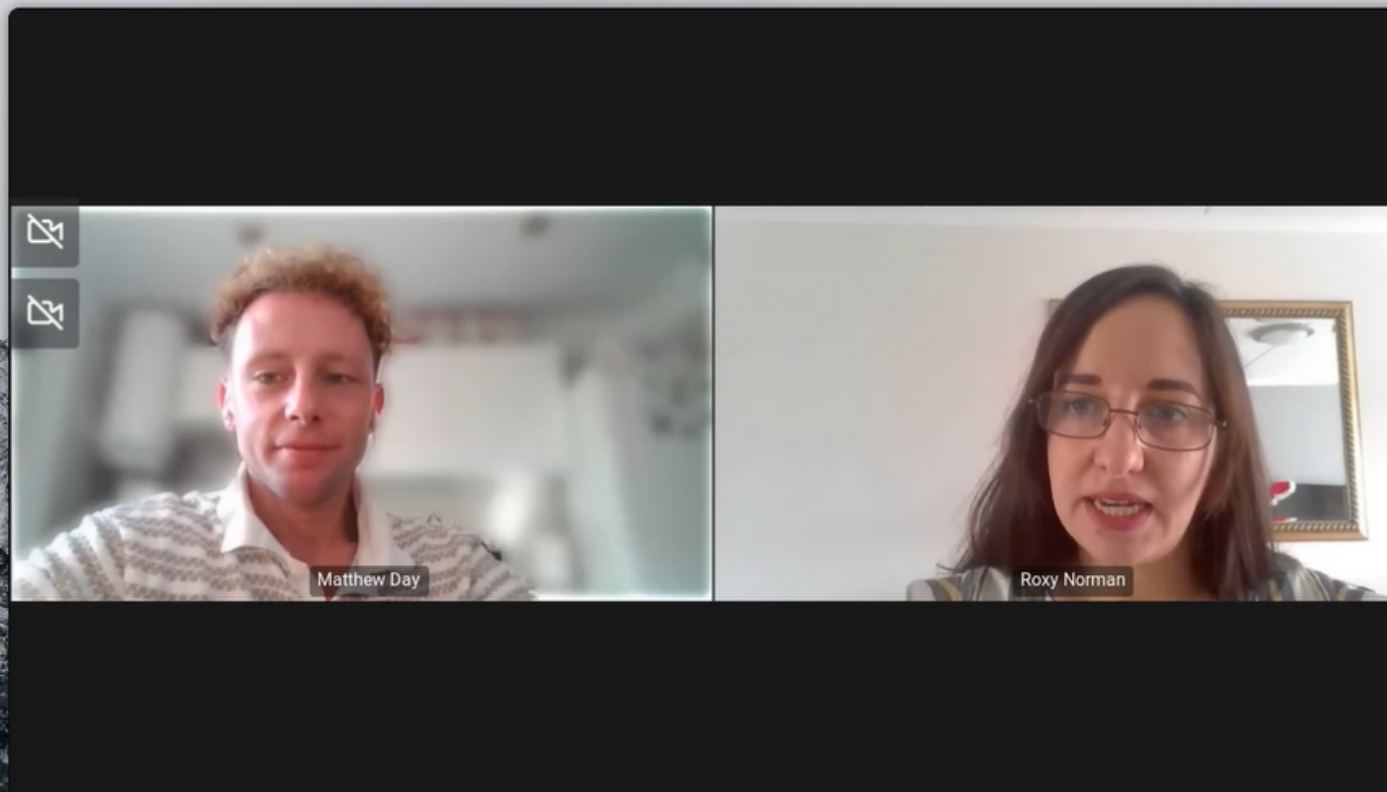
SendinBlue (Brevo) 24%

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MailerLite 0%

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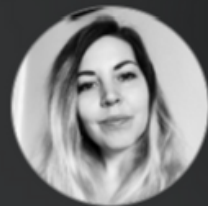


# [Email Marketing] How to Craft Compelling Email Copy that Captures Attention and Drives Action

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Dewey Lovett



**Dewey Lovett**

Senior Enablement Manager  
Conductor



**Teddy Fung**

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## 2. Soft Skills Development

Getting something done relies on soft skills

conductor

### Problem

- Soft skills might be more important than SEO skills and competency
- Digital Leaders typically spend more time identifying the best ways to report on results than they do on technical implementation

### Solution

- Prioritize and invest in continuous soft skills development
- Enterprise organizations typically have multiple SEOs with different areas of focus
- Different team members with different soft skills get SEO initiatives over the line
- New resources like LinkedIn Learning make it easy to provide employees with access

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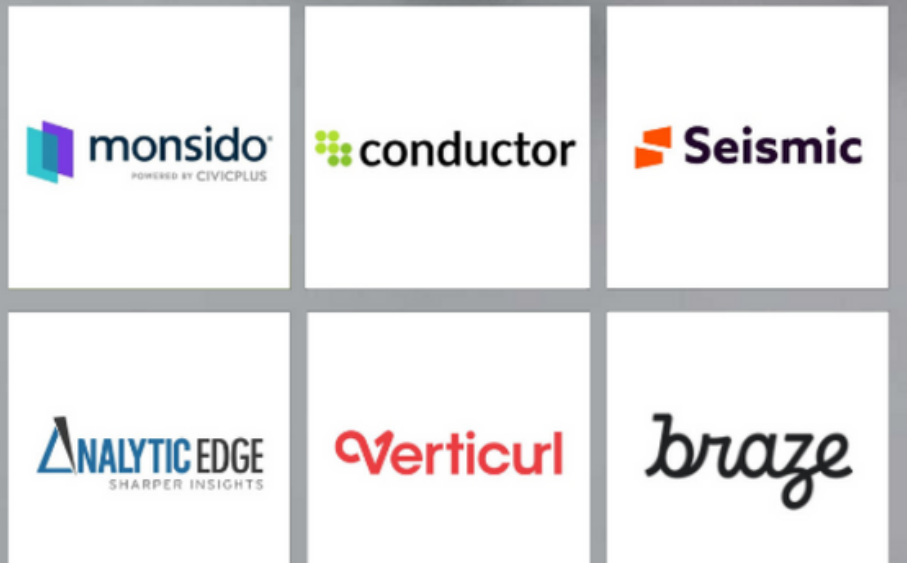
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# [SEO Optimisation] Setup to Scale: Common SEO Challenges and How to Overcome Them

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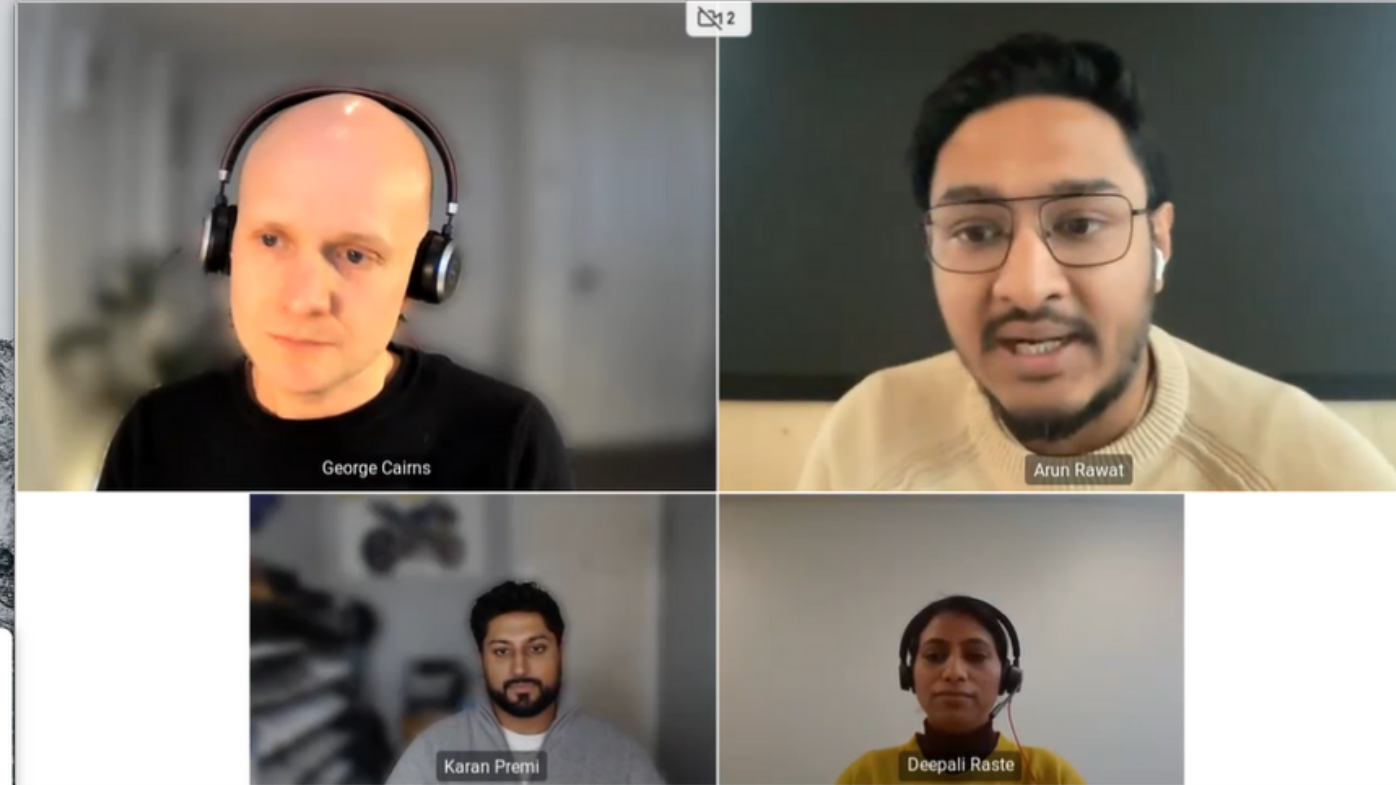
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**VIRTUAL MARTECH EXCHANGE**

Panel Discussion | From Segmentation to True Personalisation: Strategies for Delivering Individualised Experiences at Scale with Automation

**Question 1**

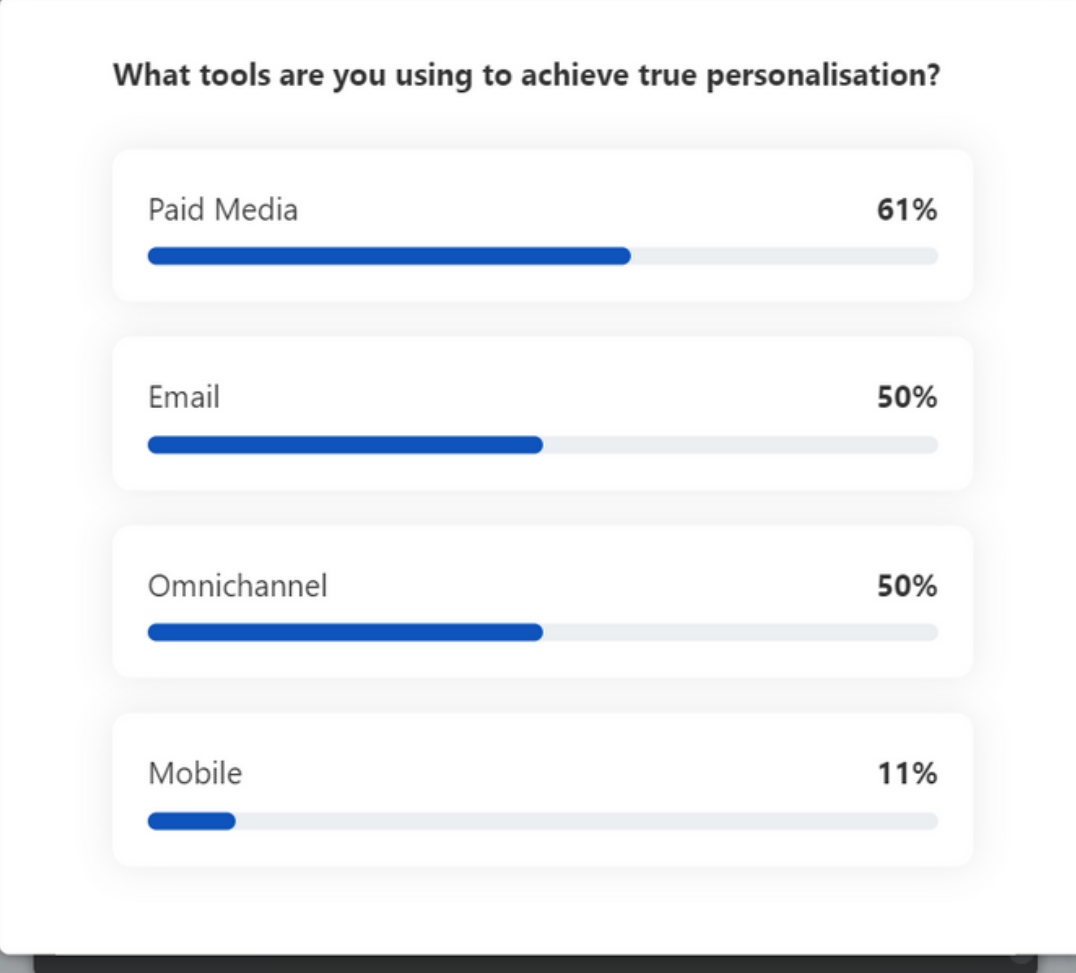
What is a "true personalisation"? Why is it important?



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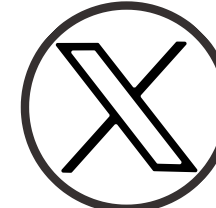
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