Panel Discussion | [Data-Driven Marketing] The ROI of Insights: How Data-Driven Insights Translate into Measurable returns and Help Enhance Brand Equity

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Poll Question

Is sourcing data of high integrity (accuracy, completeness) an issue for you and/or your clients?

>Option 1:
>Option 2: No

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Question 1

- **MarTech: Which tools are you using to get the most value out of data? (Did you implement new tools last year, are you planning to implement any new tools this year? How do you make decisions of choosing the right tool landscape?)**

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Question 2

- **Services: What services have you implemented in recent years to get the most value from the data? (Which of these services are implemented internally, which externally - agency or freelancer?)**

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Question 3

- **Hands on: Can you share a real example of getting value out of data, which had a great impact to your organisation?**

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Key Takeaways

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Q&A