

Fireside Chat | [Precision Demand Marketing]

How to Leverage Data from Demand Generation Marketing Strategies to Optimise Revenue



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Have you been struggling with obtaining data, VS data consolidation? For example, you have issues with even gathering data? Secondly, you can gather the data but you have issues with consolidating and understanding it?

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Question 1

Data, Demand Generation & Full-funnel marketing

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Question 2

**Can you share examples on how to use data analysis on 1st party data?
(B2B customers)**

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Question 3

How to manage revenue impact?

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Q & A

to be operated on
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