

# Fireside Chat | [Performance Marketing] Holistic Metrics and Tactics in Full-Funnel Marketing ROI

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**slido**



**What is the biggest problem you face when it comes to full-funnel marketing & ROI?**

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## Question 1

**How to define success in full-funnel marketing & ROI in your organisation? What is your philosophy on KPI/OKRs for holistic full-funnel ROI?**

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## Question 2

**What are your tactics / strategies to set-up the measurement & metrics?**

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### Question 3

**What is your best case study on setting up holistic metrics in full-funnel marketing to boost ROI? Advice on how to get it started.**

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Q & A

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