THE MARTECH SUMMIT 26 June 2024 | Jakarta
Hotel Mulia Senayan Jakarta

Shaping the Next Wave of Digital Dynamics

Panel Discussion | [Revenue Generation] Relate Marketing & Sales to Customer Journey: How "Smarketing" Go Hand-in-Hand to Support Greater Sales, Profit & Cost-Effectiveness

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Are you comfortable with having a sales KPI?

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Question 1

How do you see your customers and their decision journey

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Question 2

What do you do to connect between marketing & sales, and how do you bring growth to your marketing action, and what is your definition of growth

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Question 3

What the biggest challenge in becoming the business growth engine

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Question 4

How do you measure revenue generation performance

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You are the Moderator!

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Roundtable Discussion

– How to measure revenue generation performance (e.g. lead generation, conversion) in your organisation?
– How to identify common ground for marketing & sales to improve communication & collaboration efficiency?

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Please submit your table's key takeaways

– How to measure revenue generation performance (e.g. lead generation, conversion) in your organisation?

– How to identify common ground for marketing & sales to improve communication & collaboration efficiency?

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Key Takeaway

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THE MARTECH SUMMIT

The MarTech Summit Jakarta | 26 June 2024

Exhibition Space Floorplan

Ground Floor, Hotel Mulia Senayan Jakarta

Booth Floorplan at Foyer

1. Braze
2. DoubleVerify
3. Rocketium
4. Digimind
5. Adzymic
6. eClerx Digital
7. VRITIMES
8. Meiro
9. Telin (1030pm)
10. Zoho (1030pm)
12. Emplifi
13. Kazee

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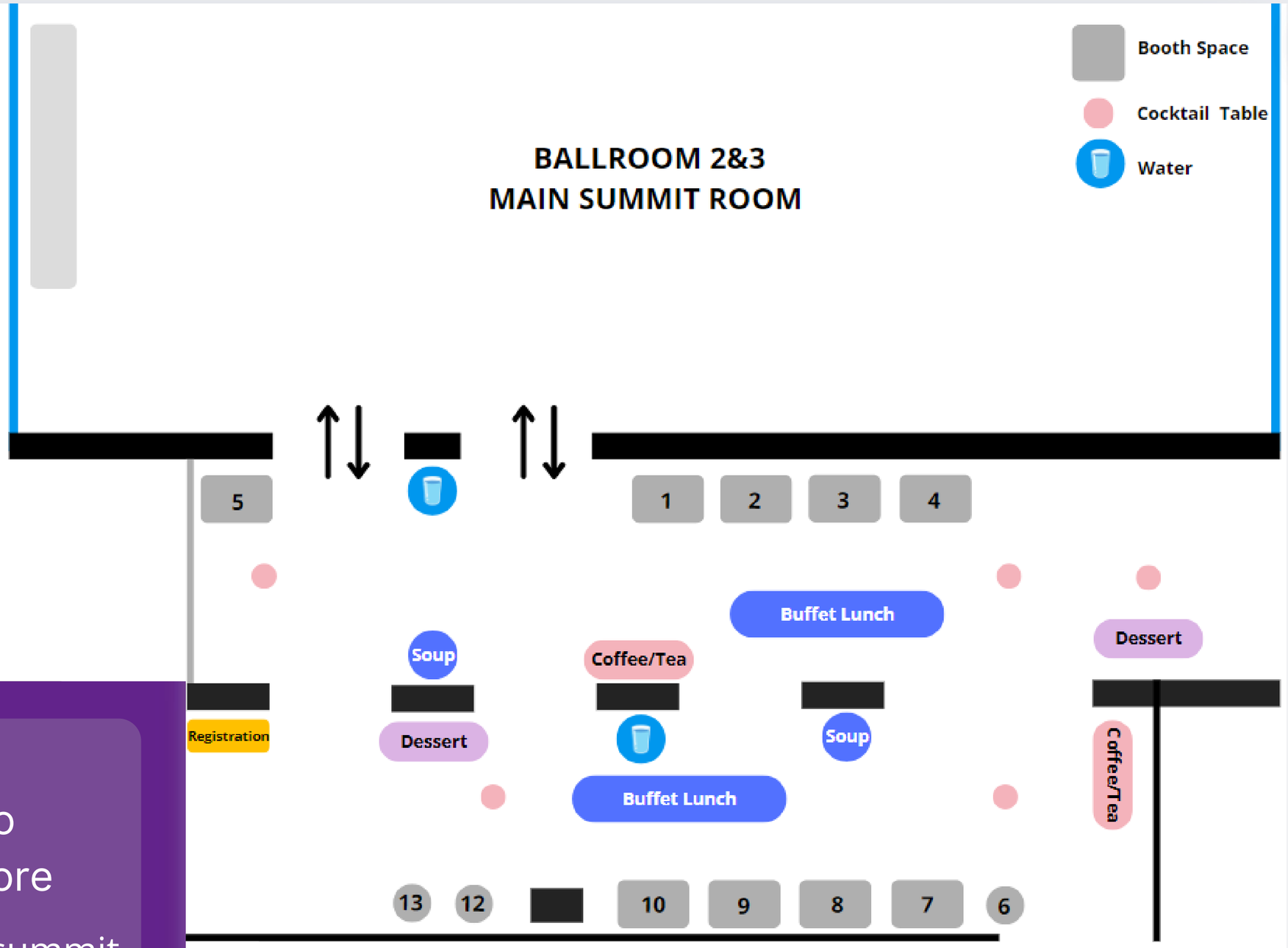
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