Panel Discussion [Data Insights] The ROI of Insights: How Data-Driven Insights Translate into Measurable **Returns and Help Grow Brand**



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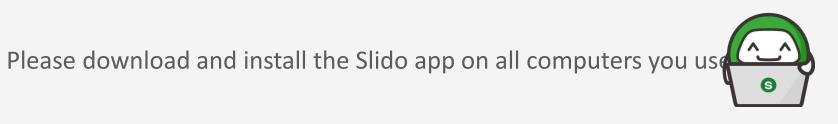
Assistant Vice President Performance Marketing **UOB** [Moderator]

slido



Which area do you believe sees the most significant improvement from implementing data-driven insights?

(i) Start presenting to display the poll results on this slide.



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How are data-driven insights shaping your company's competitive landscape and strategies?





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What are the internal and external challenges in implementing data-driven strategies, and how can they be overcome?





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How do data-driven insights help in creating and executing effective marketing and business strategies?





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Q & A





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