



# Fireside Chat | [Scalable MarTech] Navigating the MarTech Stack Amidst Chaos



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# slido



**Please use less than 3 words to describe the state of your MarTech stack.**



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## Question 1

**What are some big trends in marketing that you have observed in the past few years and how does it impact the way brands interact with customers?**



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## Question 2

**How are you using technology for marketing advancement in your organisation?**



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**Question 3**

**Share your learning or advice on how to maximise /  
influence the MarTech stack in your organisation?**



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**Q & A**