



# Panel Discussion | **[Mobile App Marketing]** Maximizing App Marketing to Drive Innovation & Business Growth



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# slido



**How complicated and complex is your organization's Marketing Measurement capabilities?**

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



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## Question 1

**What are your strategies around user acquisition and retention?**

**Can you share some insights on how you are navigating UA challenges?**



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## Question 2

**How are you able to deliver unprecedented speed and scale in app marketing?**

**How strategic and critical are Partnerships for consumer marketing?**

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### Question 3

**How are you translating innovation from offline to online, especially in the realm of digital/app marketing? From transport infrastructures to digital experiences, how do you strategize your expansion efforts, and when do you know where to innovate next?**



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## Question 4

**As Marketing leaders, how are you enabling your teams  
to untangle complex measurement realities?**



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## Question 5

**How can Marketers use AI now? And where do you see AI transforming the way we do Marketing in the future?**



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**Question 6**

**If there's any advice you could give to Marketers out there, what would that be?**



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Q & A

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