



# Panel Discussion | **[Marketing Automation]** Streamlining & Automating Marketing Processes for Efficiency & Growth in B2B Companies



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**What are the core challenges you are seeing driving the marketing automation in your B2B organisation?**

① Start presenting to display the poll results on this slide.

## Question 1

**How are B2B businesses effectively balancing personalisation with automation to create compelling and engaging client experiences?**

## Question 2

**How are we embracing the responsible use of AI in our automation efforts and what impact is it having on operational efficiency, decision making and ways of working?**

### Question 3

**To what extent do data silos obstruct the adoption of marketing automation, and what innovative strategies have we employed to overcome these barriers?**

## Question 4

**Is the traditional marketing funnel now redundant, requiring a shift to an integrated sales and marketing funnel driven by marketing automation to unify revenue operations?**

Q&A