12 & 13 November 2024 THE MARTECH SUMMI **Cohvene 155 Bishopsgate London** DAY2

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



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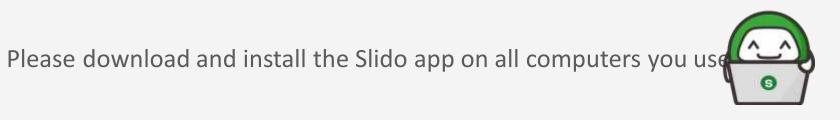
Senior Product Marketing Director Kantar [Moderator]

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

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







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





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?





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





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?



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