

PLENARY

THE MARTECH
SUMMIT

12 & 13 November 2024
Convene 155 Bishopsgate London



Panel Discussion | **[Full-Funnel Marketing]** Comprehensive Metrics & Strategic Tactics for Maximising ROI



 **Persimmon**
Together, we make your home

BEN DALES

Head of Digital Marketing
Persimmon Homes
[Lead Panelist]




Pearson

RACHEL EXTON

Vice President, Marketing,
English Language Learning
Pearson




yoto

MATTHEW RALPH-SAVAGE

Head of Acquisition
Marketing
Yoto

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**What's your biggest challenge in rolling out FFM
(full-funnel marketing)?**

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Question 1

How can we maximize impact with full-funnel marketing strategies on a lean budget?



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questions!

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Question 2

What essential data points can effectively demonstrate to the C-suite the value of increased marketing investment?



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Question 3

Share your top 3 tips on what the audience should do differently tomorrow to make their full-funnel campaign more effective!



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Q&A



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In-summit Roundtable Discussion

[Full-Funnel Marketing] Comprehensive Metrics and
Strategic Tactics for Maximising ROI

QUESTION

1. What's one metric or KPI that you find particularly challenging to measure or connect across the full funnel, and how have you or your team approached it?

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What's one metric or KPI that you find particularly challenging to measure or connect across the full funnel, and how have you or your team approached it? (Key Takeaways)

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