

Fireside Chat | [AI in Marketing]

AI's Role in Marketing: Automation, Strategic Focus & Ethical Considerations



MONSURUL AZIZ

Head of Marketing
Strategy & Planning
Nagad



TAVIPAT OPARAD

Head of Strategy &
Business Operations,
Digital Media
True Digital Group



Moderator

**RAYA
CHANTARAMUNGKORN**

Co-Founder & Chief
Marketing Officer
HD

slido

Please download and install the Slido app on all computers you use



**How would you define AI in one to three words?
Do you think AI will replace human?**

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

Fireside Chat | **[AI in Marketing]** AI's Role in Marketing: Automation, Strategic Focus & Ethical Considerations

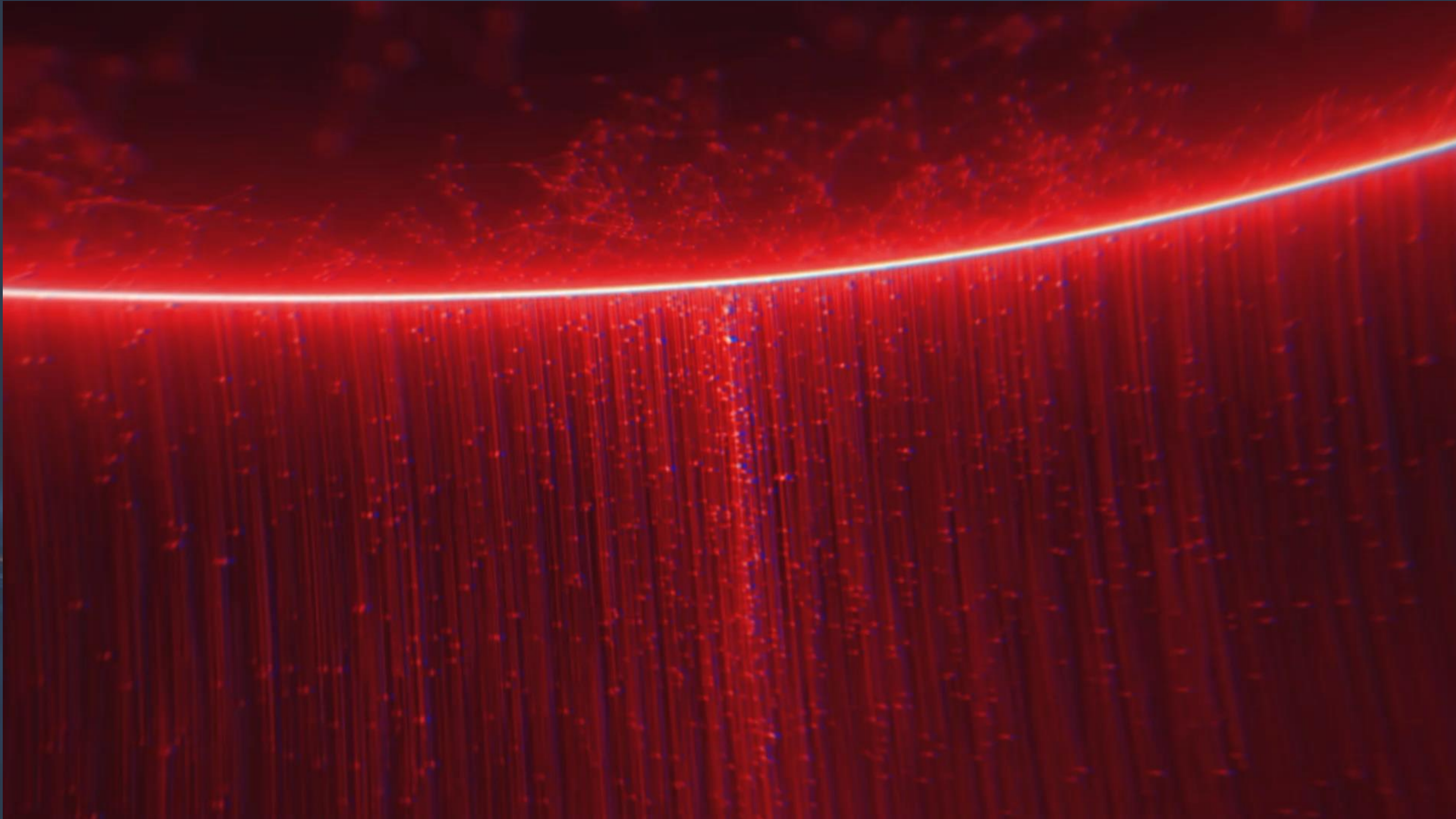
Question 1

How AI is being used in your organisation?



*AI Innovations
in
MarTech*

#TheMarTechSummit



*AI Innovations
in
MarTech*

#TheMarTechSummit

Fireside Chat | **[AI in Marketing]** AI's Role in Marketing: Automation, Strategic Focus & Ethical Considerations

Question 1

How AI is being used in your organisation?



*AI Innovations
in
MarTech*

#TheMarTechSummit

Fireside Chat | **[AI in Marketing]** AI's Role in Marketing: Automation, Strategic Focus & Ethical Considerations

Question 2

Please briefly share some of the tasks you have automated using AI. Among those tasks, what specific tasks have been the most beneficial in leveraging AI? How has that shaped how your team works?



*AI Innovations
in
MarTech*

#TheMarTechSummit

Fireside Chat | **[AI in Marketing]** AI's Role in Marketing: Automation, Strategic Focus & Ethical Considerations

Question 3

How have you used AI to improve decision-making in your marketing strategy? Can you share an example where AI insights directly impacted a business decision? Are there areas where human judgment is still superior?



*AI Innovations
in
MarTech*

#TheMarTechSummit

Fireside Chat | **[AI in Marketing]** AI's Role in Marketing: Automation, Strategic Focus & Ethical Considerations

Question 4

How do you leverage AI to create compelling content across platforms? How have you used AI to localise or personalise your content?



*AI Innovations
in
MarTech*

#TheMarTechSummit

Fireside Chat | **[AI in Marketing]** AI's Role in Marketing: Automation, Strategic Focus & Ethical Considerations

Key Takeaway



*AI Innovations
in
MarTech*

#TheMarTechSummit

Fireside Chat | **[AI in Marketing]** AI's Role in Marketing: Automation, Strategic Focus & Ethical Considerations

Rroundtable Discussion

1. What are the challenges of AI adoption in marketing?
2. What are your solutions / views towards it?



*AI Innovations
in
MarTech*

#TheMarTechSummit

slido

Please download and install the Slido app on all computers you use



- 1. What are the challenges of AI adoption in marketing?**
- 2. What are your solutions / views towards it?**

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