

#### 12 & 13 November 2024 Convene 155 Bishopsgate London



# Panel Discussion | [MarTech Data Insights] Transforming Data into Tangible Returns for Brand Growth



NAMITA MEDIRATTA

Director CML Beauty EMET

Director, CMI, Beauty, EMETU Unilever



**GABRIELE TOMLINSON** 

Director, Marketing Lane 7



**CHRIS KELLY** 

Head of Marketing John D Wood & Co.



### RAMAN DHALIWAL-JANJUAB

Marketing Specialist Ex Toolstation [Moderator]





What are the key types of data available to you today?

<sup>(</sup>i) Start presenting to display the poll results on this slide.

**Question 1** 

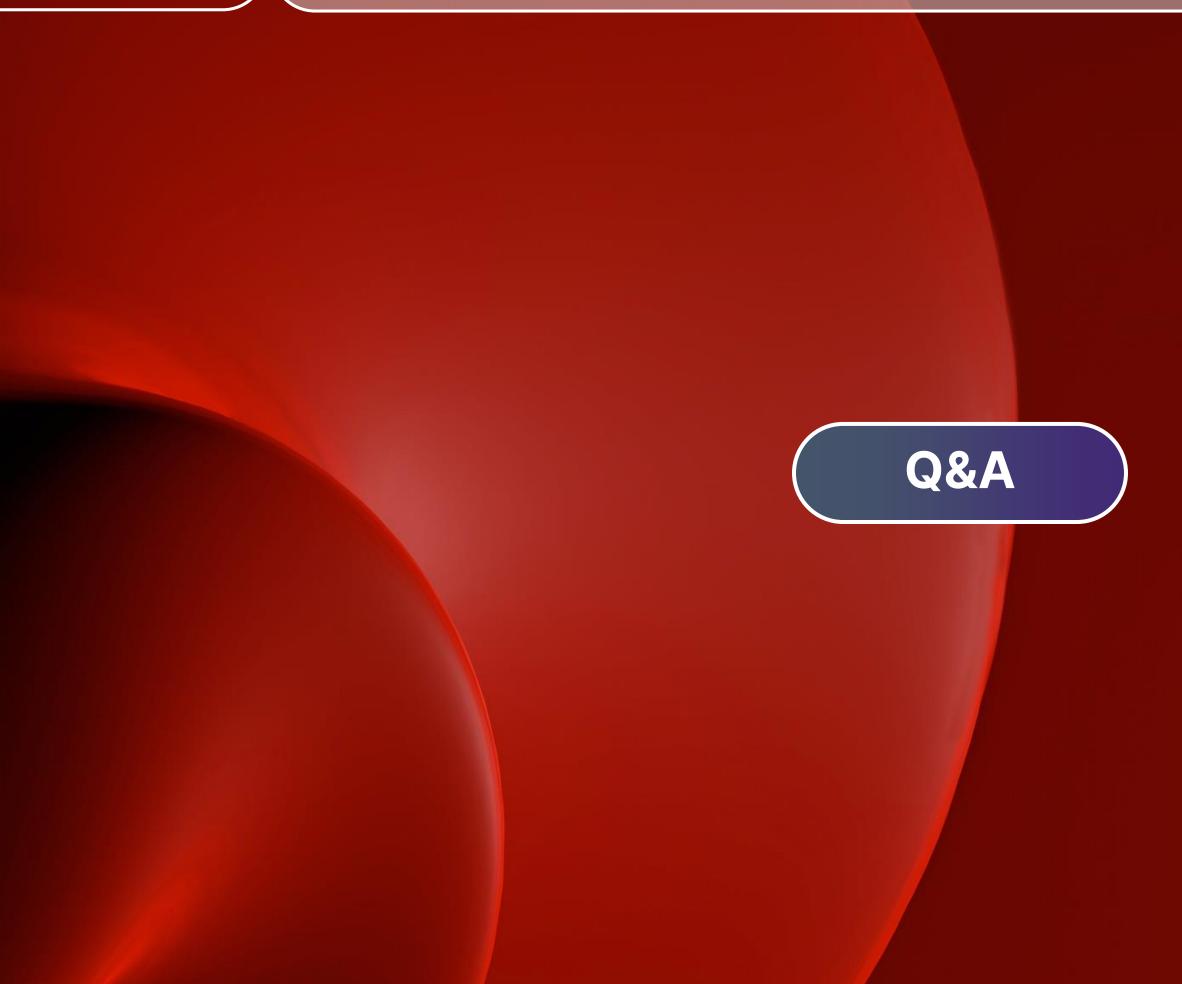
In your role, how do you evaluate the types of data available to you, and what key insights do you find most impactful for driving strategy?

Question 2

How complex is measurement and attribution? How can we confidently measure the impact of an initiative on brand growth in an omnichannel world?

Question 3

What are the pitfalls in leveraging data strategies?

















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## In-summit Roundtable Discussion

[MarTech Data Insights] Transforming Data into

Tangible Returns for Brand Growth















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### QUESTIONS

- 1. With so much data available, how do you decide which metrics truly drive brand growth and which are simply 'nice to know'?
- 2.Are there specific tools or strategies you rely on to prioritise data insights, and how do you align teams on what matters most?
- 3. What's one unexpected or surprising insight you've gained from data that's changed your approach to customer engagement or brand growth?

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