



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



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

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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?

Q&A

In-summit Roundtable Discussion

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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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