

Panel Discussion | **[B2B Marketing Metrics]** Crafting the Perfect Customer Journey & Maximising Loyalty



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B2B

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In one word which part of the customer journey do you believe has the most potential to improve loyalty?

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

Question 1

How would you describe your current approach to crafting the perfect customer journey & maximising loyalty? Where does your organisation stand in this process?

Question 2

How can B2B marketers start mapping complex customer journeys without getting overwhelmed by data, and what strategies help focus on the most impactful insights?

Question 3

What is the one key metric you prioritise when measuring the success of customer journeys in B2B marketing, & how does this metric drive strategic decisions to enhance loyalty?

Q&A