



Panel Discussion | **[Automated Campaign Management]** Streamlining Processes and Enhancing Efficiency with Automated Marketing Solutions



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What is your most preferred marketing automation tool?

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

Question 1

Where are you currently with Automated Campaign Management?

Question 2

How is AI transforming your omnichannel marketing strategies and the broader industry?

Question 3

How do you strike a balance between automation and maintaining a personalised touch in your campaigns to keep the human element intact?

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What are the challenges you are currently facing in marketing automation ?

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Question 4

What lessons have you learned from implementing automated campaign management?

Q&A