B2B DAY 2 | THE MARTECH SUMMIT | 12 & 13 November 2024
Convene 155 Bishopsgate London

Panel Discussion | [Demand Generation] Utilising Data Insights from Demand Generation Strategies

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Who thinks their data insights are perfect?

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Question 1

Data inefficiencies: How do you address and optimise data inefficiencies, particularly when comparing the challenges of starting from scratch versus working within a legacy organisation?

Question 2

What are the key steps and strategies to building a high-performing demand generation engine, and how do you overcome the common marketing challenges along the way?

Question 3

What are the most valuable data points marketers should focus on to drive effective demand generation strategies?

Q&A