



Global Panel Discussion | **[Next-Gen Marketing]** Captivating the Next Generation of Consumers in Marketing



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Panel Discussion | **[Predictive Analytics]** How to Use Predictive Analytics to Anticipate Customer Behaviour for Strategic Engagement?

Poll Question (here is just a placeholder) - to be created on ON24

What is the biggest barrier to adopting predictive analytics widely within your business?

- > Accessing organising and cleansing the data sources needed
- > Organisational & governance structures within your business
- > Democratising and making capabilities available to business users
- > Lack of data science resources
- > All of the above



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Question 1

- **What strategies have you found most effective in leveraging social media, influencer marketing, and engaging content to connect with Gen Z and Gen Alpha, and how do these approaches differ across business sectors?**



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Question 2

- **How can brands ensure they balance authenticity, social responsibility, and a digital-first approach to genuinely resonate with younger generations while building lasting loyalty?**



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Question 3

- **How can brands ensure that influencer activations can be full funnel vs awareness builds?**
- **Could you elaborate on any trends and examples that can help?**



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Q & A

VIRTUAL