5 MARCH 2025 | INTERCONTINENTAL HOTEL BERLIN | #THEMARTECHSUMMIT

Panel Discussion [Marketing Automation] Harnessing the Power for Scalable Growth & Operational Efficiency



THE MARTECH

SUMMIT

SÉBASTIEN HENROTAY

Head of Marketing Technology (DACH) Danone





SIVA SAHOO

Product Manager, Marketing Technology **Dow Chemical**





PHILIPP ECKERT

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MARIGOLD

GEORGIA GKOLFINOPOULOU

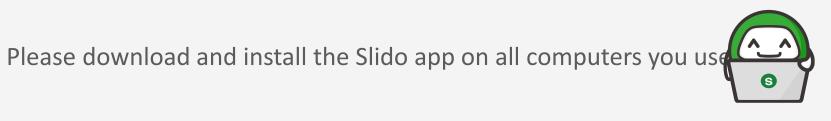
Marketing Strategist Marigold [Moderator]





Which challenge here is the biggest pain for you in **Marketing Automation?**

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







Leveraging Marketing Automation to Improve Efficiencies

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Scaling Automation Across CRM & Tech Stack

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Data Integration & Personalisation for Automation

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Balancing Automation & Personalisation

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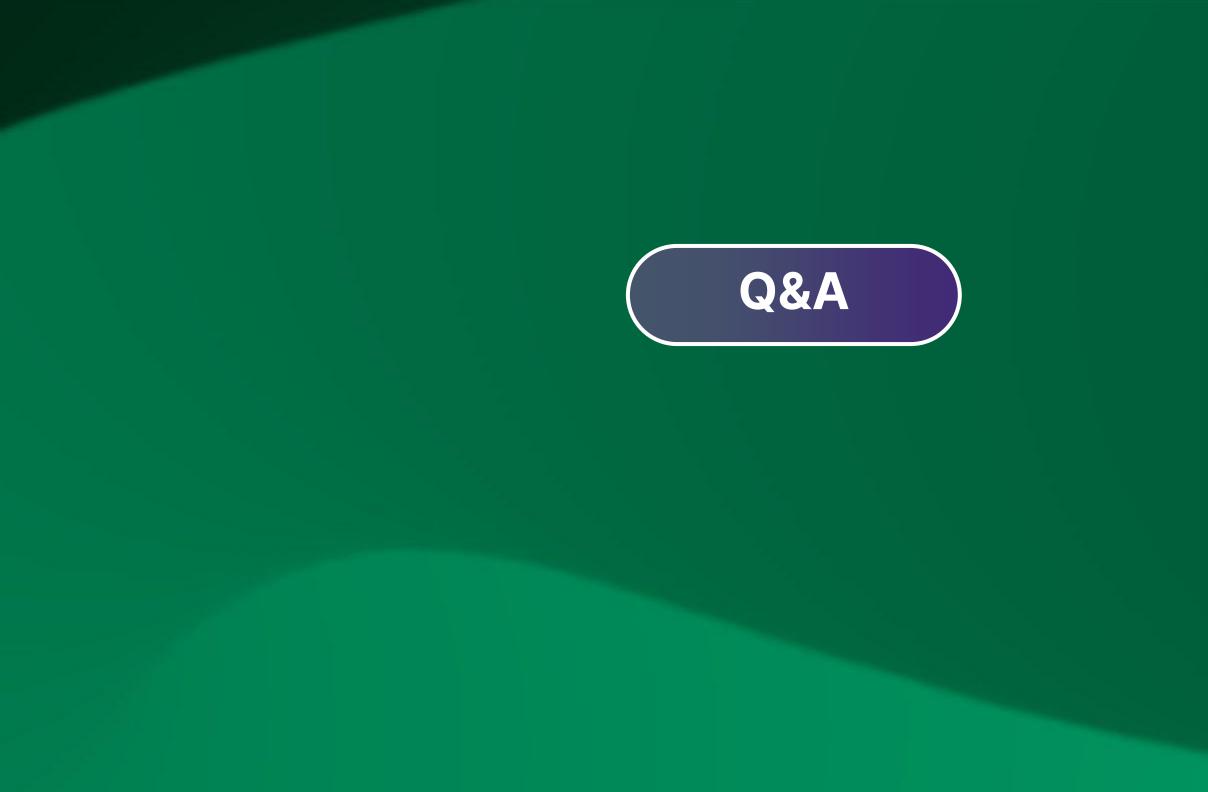


AI in Marketing Automation

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