



Panel Discussion **[MarTech Intersection]** Tailoring Strategies to Regional Nuances for Streamlined Marketing Operations



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How many MarTech tools do you have in your current MarTech stack?

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Question 1

What's the biggest challenge facing Marketing Ops in Europe or specific industries, and how is your marketing organisation structured to address it?

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Do you maintain and engage with the updates of your current martech tools in your stack?

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Question 2

Why do you prioritise local, regional, and vertical requirements for global teams?

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Question 3

How do you manage and maintain your existing MarTech stack?

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Q&A

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