



# Panel Discussion **[Marketing Data & Insights]** Unlocking the Potential of Data for Exceptional Marketing Results



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**What is the challenge you experience most regarding marketing data and insights?**

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

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## Question 1

What was your biggest "aha" moment from overcoming a major MarTech challenge in the past 12 months?

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## Question 2

What are you most excited about in MarTech for 2025 and ahead?

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Q&A

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