



## Fireside Chat | **[Automated Campaigns]** Streamlining Processes and Enhancing Efficiency with Automated Marketing Solutions



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Lifestyle

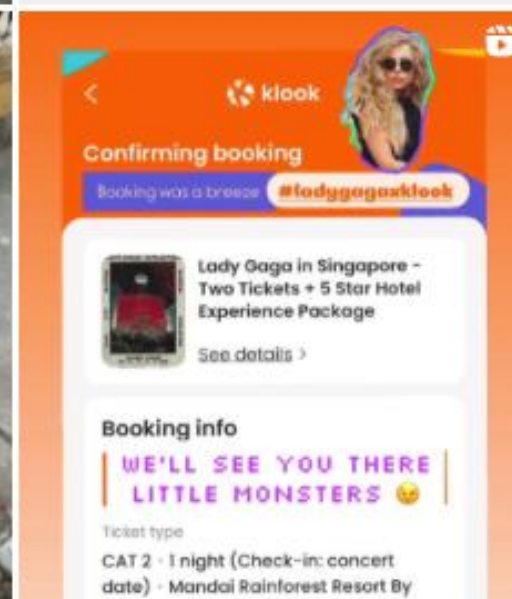
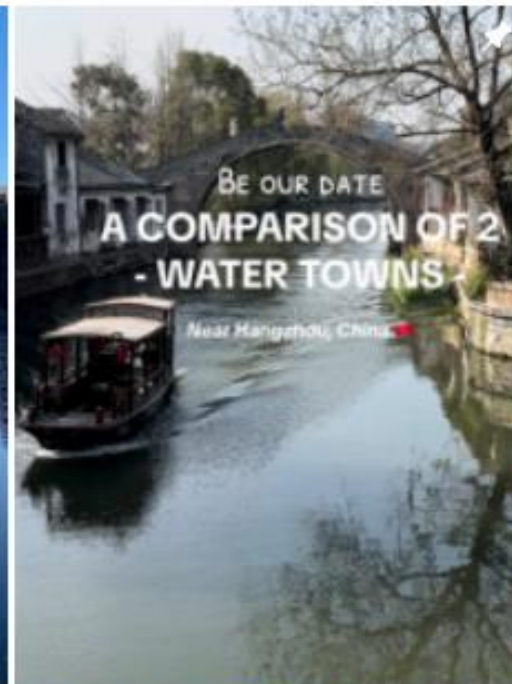
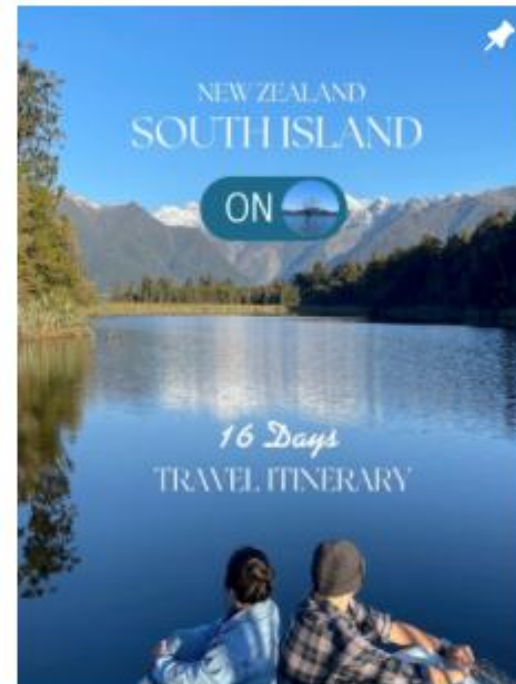


✈️ Crew Life

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## Question 0

Introductory question: Define marketing automation!

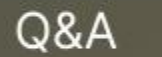


Q&A



PLenary

## How do we use it in our organisation? What are the goals?



## Question 2

What were the key challenges in integrating automation tools with your existing MarTech stack, and how did you overcome them?



Q&A





## Question 5

Looking ahead, how do you see AI further transforming campaign personalisation and customer journey automation?



Q&A



PLENARY