



Fireside Chat | **[B2B Marketing Metrics]**

Measuring Success and Defining B2B Marketing KPIs

The Trip.com logo, featuring the text "Trip.com" in blue and orange.

YAOGUANG HAN

Senior Manager,
Growth Marketing
Trip.com

The Martech Evangelist logo, featuring the text "MARTech" in a large, bold font and "EVANGELIST" in a smaller, bold font below it.

CHRISTOPHER BURGESS

B2B Marketing Strategy
Tech Startup Fractional Chief
Marketing Officer

Question 1

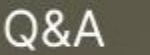
How do you align marketing metrics with business growth and revenue goals? Any success stories?



Q&A



Can you share an example of a marketing metric that didn't work as expected and how you adapted?



How is MarTech, AI and automation changing the way B2B marketing KPIs are tracked and optimised?

