



Panel Discussion | **[Marketing Analytics Performance]** Translating Metrics into Measurable Success

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Question 0

Metrics & Success Definition – Why are we measuring marketing effectiveness? How does it lead to success for your company?

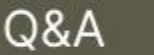


Q&A



»»» PLENARY

How are you leveraging predictive analytics to enhance marketing performance? Any practical examples?



Question 2

How to build a data-driven culture that focuses on continuous optimisation and measurable success?



Q&A



PLENARY

How do you champion marketing measurement within your organisation?

