



Fireside Chat | [GenAI & LLMs]

Smarter, Faster Marketing Operations with GenAI



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Question 1

Set the context: GenAI Adoption Stage Discussion



Q&A



PLENARY



HCLSoftware

Adobe

TikTok

Brandwatch

ON24

TEALIUM

SITECORE

emplifi

LEXIPHORIA

90 Seconds

dynamic yield
by



Onclusive

kaltura

TheCODECO



EngageLab®
GPTBots.ai



Omnichat

KOCHAVA★

Kinsta

ahrefs

WorldFirst

Question 2

Driving Growth with GenAI



Q&A



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Question 3

GenAI Impact on Advertising



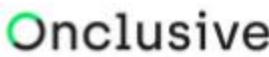
Q&A



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Question 4

Forecast of GenAI and Related Tech



Q&A



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