



Fireside Chat | [Marketing Automation Strategies]

Scaling Efficiency with AI & Data

engie



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When it comes to marketing automation, what is your biggest priority?



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Question 1

How can brands successfully integrate automation without losing the personal touch that customers expect in their interactions?

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Question 2

How should marketers prioritise which technologies to adopt to truly streamline workflows and enhance campaign precision?

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Question 3

How do you see the role of automation evolving in the future of marketing and what should companies be thinking about today to stay ahead?

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Q&A

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