



Panel Discussion | **[Digital Transformation]** Articulating a Pragmatic Vision to Digital Marketing Transformation amid the AI Revolution



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Netflix took 3.5 years to reach its first 1 million users.

👉 But how long did it take ChatGPT to hit that same milestone?



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Question 1

How is marketing transforming within your industry?



Q&A
A

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Question 2

What primary considerations do leaders consider when contemplating investments in artificial intelligence (AI) technologies?



Q&A

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Question 3



Q&A

What hurdles do you encounter when attempting to demonstrate the effectiveness and impact of your marketing expenditures and initiatives?

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Question 4

What is your top practical tip?



Q&A

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In-Summit Roundtable



Q&A

What hurdles do you encounter when attempting to demonstrate the effectiveness and impact of your marketing expenditures and initiatives?

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