



Keynote Presentation | **[Marketing Automation]** Streamlining & Automating Marketing Processes for Efficiency & Growth



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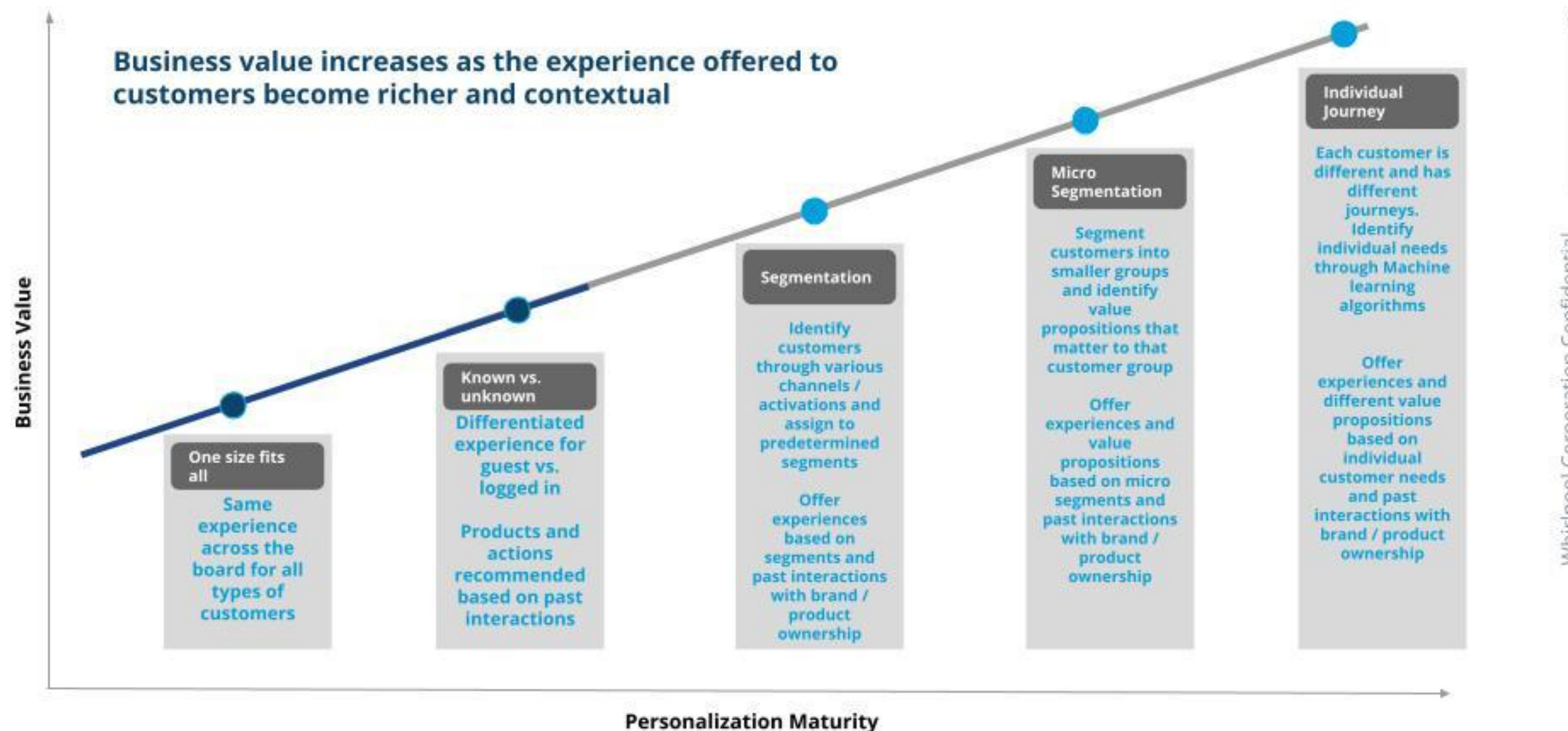
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Where are you in the maturity curve?

Stages of Personalization Maturity





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Question 1

What level are you and why?



Q&A

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Question 2

What capabilities does your organisation currently have in place to support effective marketing automation?



Q&A



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Question 3

What will be your next level marketing automation in 2-3 years time?



Q&A

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