



Panel Discussion

Lead Generation

Revolutionising Customer Acquisition and Conversion



Lead Panellist

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Which campaign strategy is your team prioritising to drive lead generation in today's economic climate?

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Question 1

Can you share a recent campaign or initiative where data-driven targeting significantly improved lead quality or conversion rates?



Q&A
A

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Question 2

How do you adapt your lead generation strategies when targeting across markets with different digital behaviours and privacy expectations?



Q&A
A

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Question 3

How do you ensure alignment between marketing and sales when it comes to qualifying and nurturing leads?

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Q&A

Question 4

What metrics do you focus on when evaluating the success of a lead generation system, and how do you move beyond vanity metrics?

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Q&A

Question 5

What have you recently learned or experienced that's changed the way you approach campaign performance or conversion?