



Panel Discussion | [Marketing Analytics Performance] Translating Metrics into Measurable Success



maya

BILAL SAEED

Head of Consumer Lifecycle
Management
Maya



FrieslandCampina
nurturing by nature

JOE BRILLANTES

Country Lead, Data &
Analytics
FrieslandCampina



SEOIL

JEROME EVANGELISTA

Vice President for Enterprise
Marketing & Pricing
SEOIL Philippines



Nidec

CHARMAINE ANGELA PALAD

Director, Commercial, Nidec
Drives, Control Techniques
Nidec



Which of the following best describes your organization's marketing challenges?

Sponsored by:



THE MARTECH
SUMMIT
MANILA

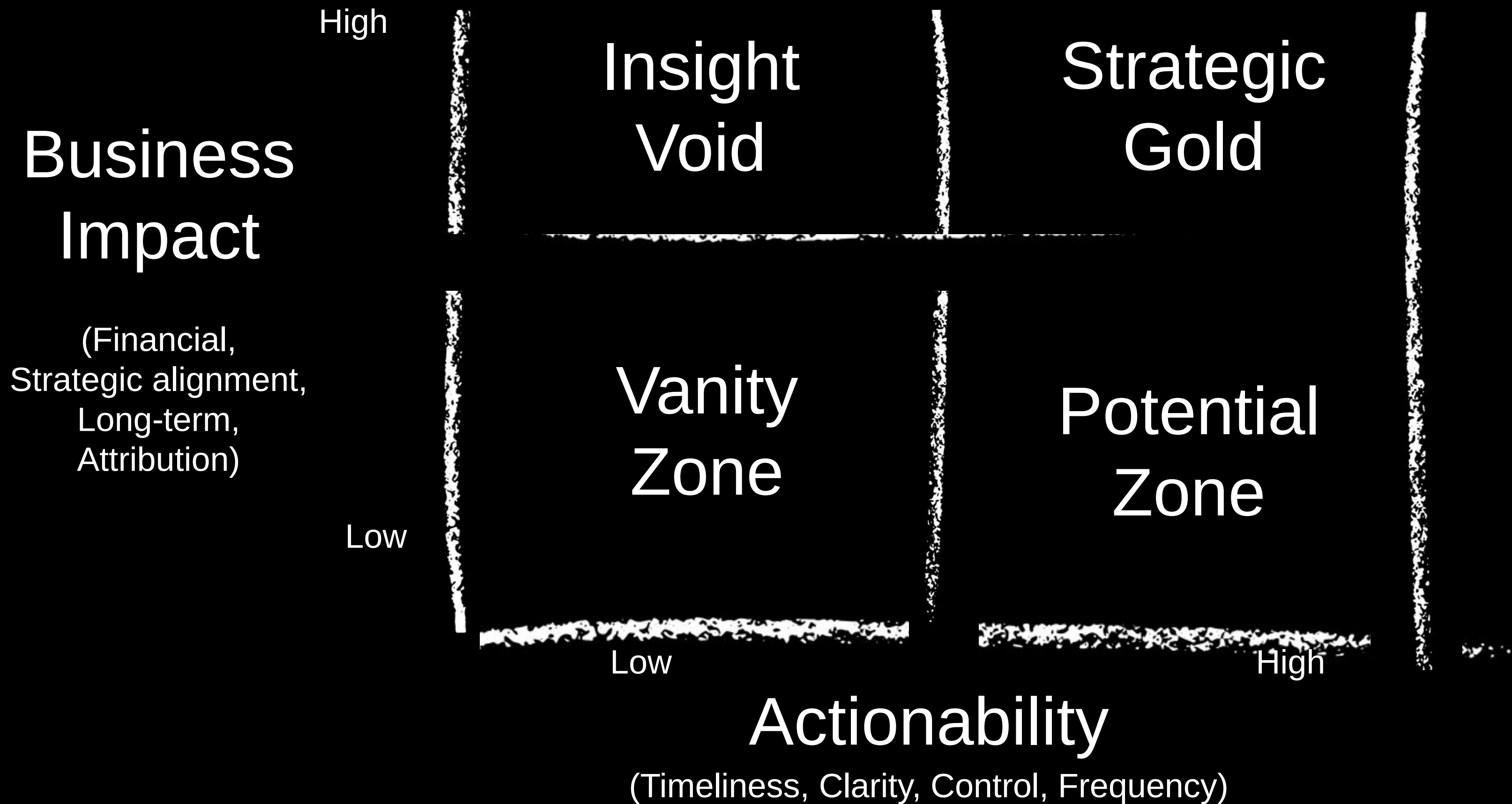
Panel Discussion | **[Marketing Analytics Performance]** Transforming Marketing from Automation to Intelligence Across the Funnel

Question 1

How do we know if we're over-investing in marketing, and what data helps us decide?



Q&A



Sponsored by:



Globe BUSINESS



Rakuten Viber
for business



THE MARTECH
SUMMIT
MANILA

Panel Discussion | **[Marketing Analytics Performance]** Transforming Marketing from Automation to Intelligence Across the Funnel

Question 2

How do we build a marketing culture that avoids wasted investment and aligns with business goals?



Q&A

Sponsored by:



Globe BUSINESS



Rakuten Viber
for business



THE MARTECH
SUMMIT
MANILA

Panel Discussion | **[Marketing Analytics Performance]** Transforming Marketing
from Automation to Intelligence Across the Funnel

Question 3

**What are the internal barriers to using analytics well, and
how have you overcome them?**



Q&A

#TheMarTechSummit