THE MARTECH SUMMIT | LONDON

B2C MARKETING

MarTech Data Insights

Transforming Data into Tangible Returns for Brand Growth



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Financial Times

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In one word, what's the biggest barrier to turning data into business growth in 2027, in your opinion?

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Q&A

Question 1

What does tangible business growth look like in your organisation?

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Q&A

Question 2

What have been your biggest challenges in turning data into decisions that genuinely drive growth, and what have you learnt along the way?

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Q&A

Question 3

How are you approaching marketing effectiveness today, and how do you connect your investment in brand and performance marketing to measurable business outcomes?

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Q&A

Question 4

Where do you see the greatest opportunity to use data more effectively to drive brand growth? & what would you encourage other marketing leaders to prioritise?

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