THE MARTECH SUMMIT | LONDON

B2C MARKETING

Data-Driven Marketing

Harnessing the Power of High-Quality First-Party Data through Advanced Analytics & Predictive Insights for Smarter Marketing Decisions



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Where do you sit on predictive insight being hype vs genuinely driving growth and opportunity?

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Q&A

Question 1

Are marketers collecting too much data but learning too little from it? What does a genuinely valuable first-party data strategy look like today?

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Q&A

Question 2

How can marketers move beyond understanding past customer behaviour to predicting what customers will do next which should be informed by your hypothesis on what should be achieved and how much should they trust those insights?

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You can do predictive analytics without AI

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Q&A

Question 3

How can brands turn data-driven insights into personalised customer experiences and measurable business outcomes, rather than simply improving clicks and engagement?

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