THE MARTECH SUMMIT | LONDON

PLENARY

AI-Powered MarTech

Transforming the Marketing Stack, Integrating AI for Smarter Workflows & Greater Efficiency



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What's the biggest barrier to adopting AI in your marketing stack?

The Slido app must be installed on every computer you're presenting from

slido

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Q&A

Question 1

Take us inside your MarTech stack: what have you built, what's working, what's frustrating you, and where is AI genuinely making a difference?

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Q&A

Question 2

What’s one marketing workflow you’ve seen transformed by AI where the impact was genuinely measurable, and what did you have to change organisationally to make it work?

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Q&A

Question 3

If everyone in this room went back to work tomorrow and wanted to make their MarTech operation materially better in 90 days, what would you tell them to do first?

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