THE MARTECH SUMMIT | LONDON

B2B MARKETING

B2B Marketing Automation

Building a Smarter, More Connected Marketing Engine



Alexia Barra

Director, Marketing
Capital Group



Daisy Zhang

Digital Growth Manager
Radware



Lead Panelist

Patrick Walcher

MarTech Program Manager (CEO Function)
Schaeffler

Do not edit
How to change the design



In one word, What does real business value from marketing automation look like for your organisation?

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

slido

[B2B Marketing Automation] Building a Smarter, More Connected Marketing Engine

Q&A

Question 1

Rearview Mirror:

Can you share an example of a marketing automation initiative that delivered measurable business value?

B2B MARKETING STAGE

THE MARTECH SUMMIT LONDON

[B2B Marketing Automation] Building a Smarter, More Connected Marketing Engine

Q&A

Question 2

What AI initiatives are you currently implementing in your organization?

B2B MARKETING STAGE

THE MARTECH SUMMIT LONDON

[B2B Marketing Automation] Building a Smarter, More Connected Marketing Engine

Q&A

Question 3

How do you see your approach to marketing automation evolving over the next 6-12 months?

B2B MARKETING STAGE

THE MARTECH SUMMIT LONDON