THE MARTECH SUMMIT | LONDON

B2B MARKETING

Demand Generation

Building a Smarter Growth Engine to Bridge the Gap Between Data and Demand



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In one word, What’s the biggest thing holding back your demand gen engine?

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Q&A

Question 1

How do you drive demand and innovate in highly regulated environments where budget, resources, governance, and organisational resistance all compete for attention?

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Q&A



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Q&A

Question 2

What strategies build a high-performing demand gen engine while tackling common challenges?

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Q&A

Question 3

Which data points and intent signals matter most in identifying where prospects are in their buying journey, and how do you turn those insights into actionable strategies that move them through the funnel? Ultimately, how do you define and measure success?

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