

AGENDA

Value Driven Approach to Achieving Better ROI and “Connected Customer Experiences” – Strategies for Leveraging Data, Analytics, and AI to Maximize Marketing Result

CMO Dinner

SPEAKERS



Akshita Gupta
Head of Marketing
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Shayna Macklin
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Rainbow Apparel Co



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Brett House
Global VP, Marketing
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VALUE DRIVEN APPROACH TO ACHIEVING
BETTER ROI AND “CONNECTED CUSTOMER
EXPERIENCES” – STRATEGIES FOR
LEVERAGING DATA, ANALYTICS, AND AI TO



March 27, 2024

5:30 PM-9:00 PM

Eastern Time

MAXIMIZE MARKETING RESULT

In today's highly digitized world, customers engage with companies across many platforms, have hundreds of touchpoints, navigate complex buying journeys, and frequently change brand loyalties. Building a direct and ongoing brand relationship through data-driven programs is key to successful digital engagements - and thereby drive growth, profitability, ROI, and business value. So, how can CMOs through their digital transformation strategies harness the power of data, analytics, and AI to develop personalized connections and maximize their marketing strategies. This session delves into innovative strategies, best practices, and real-world examples, providing a platform for CMOs to share insights on utilizing data-driven approaches for enhanced marketing effectiveness and ROI.

TOGETHER WITH

