

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
Analytics
Con Edison



Ibrahim Jackson
Founder
Ubiquitous Preferred
Services



Shayna Macklin
CMO
Rainbow Apparel Co



Viktoriya Smith
SVP, Chief Data
Office, Compliance
Officer
Citibank



Brett House
Global VP, Marketing
Solutions
TransUnion



Paulina Yick
Global Marketing
Portfolio Director
Experian



Priscilla Ledesma
Director Retail Tech
Chanel



Asaf Wolff
CMO
UoPeople

[Click Here to Register](#)

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.

IN PARTNERSHIP WITH



TREASURE
DATA



ARTEFACT