

Value Driven Approach to Achieving Better ROI and "Connected Customer Experiences" - Strategies for Leveraging Data, Analytics, and Al to Maximize **Marketing Result** 

## **CMO** Dinner

## **SPEAKERS**



Akshita Gupta Head of Marketing Analytics Con Edison



Ibrahim Jackson Founder Ubiquitous Preferred Rainbow Apparel Co Services



Shayna Macklin CMO



Viktoriya Smith SVP, Chief Data Office, Compliance Officer

Citibank



**Brett House** Global VP, Marketing Solutions TransUnion



Global Marketing Portfolio Director Experian



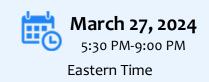
Priscilla Ledesma Director Retail Tech Chanel



Asaf Wolff СМО University of the People

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## 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.

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