C VISION INTERNATIONAL

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 & CEO
Ubiquitous Preferred Services



Shayna Macklin
CMO
Rainbow Apparel Co



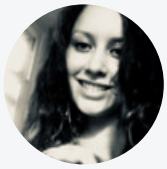
Viktoriya Smith
SVP
Citi



Brett House
Global VP, Marketing Solutions
TransUnion



Paulina Yick
Global Portfolio Marketing Director
Experian



Priscilla Ledesma
Director of Procurement
Braven



Asaf Wolff
CMO
University of the People

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VALUE DRIVEN APPROACH TO ACHIEVING BETTER ROI AND “CONNECTED CUSTOMER EXPERIENCES” – STRATEGIES FOR LEVERAGING DATA, ANALYTICS, AND AI TO MAXIMIZE MARKETING RESULT

March 27, 2024
5:30 PM-9:00 PM

Eastern Time

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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