Data Journey Webinar Series

Nov 3 | The Future of Experience & Marketing Measurement

MMA | Accenture Interactive

3 Data Journey Webinars

Nov 3 – The Future of Experience and Marketing Measurement

Upcoming

- **Key Things to Know about Data Regulation**
- **The Data Driven Executive**

Today's Agenda

Introduction to the event by MMA President and COO

Lou Paskalis
President and COO
at MMA Global

Data, Identity, Measurement, Brand Safety, Organizational Design, all essential disciplines in the new marketing Paradigm

They are all essential building blocks of experience delivery

Today we will explore the essence of why getting measurement right is essential to enabling marketers to invest in experience design and delivery in a way that recognizes both short term *and long term* revenue growth and customer development

Moderator & Panelists

Ankit Mehta
Personalization,
Data & Analytics,
North America Lead
Accenture Interactive

Jakub Sroczynski
Principal Director,
Marketing Science Lead
North America
Accenture Interactive

Ruiyao Li
Marketing Science
Partner
Meta

Tyler Postle
Director of Data
Science
Lull

Asking Questions, Sharing Insights

SUBMIT QUESTIONS VIA THE Q&A BOX

Q&A

Send us your questions and insights, using this Q&A box.

Submit

MMA

Today's moderator and panelists

Moderator

Panelists

Ankit Mehta

Personalization,
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Accenture Interactive

Jakub Sroczynski

Principal Director, Marketing
Science Lead
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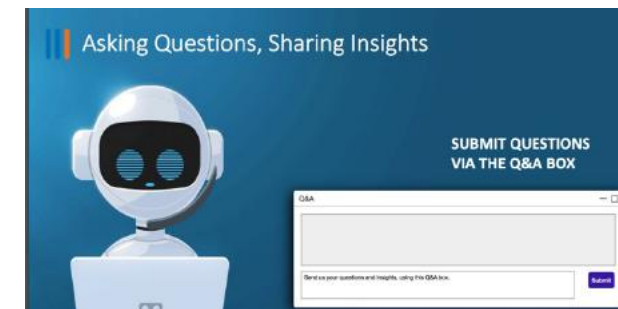**Ruiyao Li**

Marketing Science
Partner
Meta

∞ Meta

Tyler Postle

Director of Data Science
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via Q&A Box

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More Data Journey Webinars

- Key Things to Know about Data Regulation
- The Data Driven Executive

For questions and more information contact

Lou Paskalis

loupaskalis@mmaglobal.com

Poll questions

What are your blockers to evolving your measurement approach?

- o   Not the right MarTech Tools
- o   Unsure of the best measurement methodology
- o   Resources, skills & budget
- o   Privacy concerns
- o   Other