TechTalk Events Deliver MarTech Leaders

Improving customer experience across all channels and mediums

The future of modern marketing is data-fueled and thus reliant upon technology to deliver the decisions that help improve marketing return on investment, grow customer satisfaction and boost the value of the company. Marketers are focusing on MarTech to improve the customer experience across channels and mediums.

It is now an imperative to understand the data and technology stack firsthand and how it relates to the customer experience in order to gain the highest audience engagement for companies of all sizes. The right technology can provide marketers with the ability to understand their customers better and provide a contextually more meaningful experience.

Leading companies with revenues of more than $5 million a year reported significantly higher adoption rates of marketing tech such as AI, marketing automation, workflow and data analytics. Business leaders need to make sure their organization is gathering as much information about their customers, brand strength, marketing performance and employee satisfaction as possible.

The opportunities for innovators on the cutting edge of MarTech is unprecedented and TechTalk Summits has access to this high value target audience.

At TechTalk events you'll meet face to face with marketing professionals and leaders looking to implement these technologies:

- Omnichannel digital platforms
- Marketing Performance Management
- Content Marketing and Engagement
- Event Management and Tracking
- Predictive Analytics and Sales Intelligence Tools
- Data Science, Visualization, and Marketing Analytics
- Media Intelligence and Social Media Monitoring
- Conversational Marketing—Chatbots, Voice Assistants, Contact Center Automation

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