

Treating Content as Data. The Effectiveness and Efficiency Gains are Endless...

ROUNDTABLE CHAIRS



Paul Stevenson
Customer Marketing
Director
VMO2
[LinkedIn](#)



Andy Rowe
Chief Marketing
Sciences Officer
Rapp
[LinkedIn](#)

ROUNDTABLE SUMMARY

Learn how to turn your content into data and combine it with customer performance data as well as contextual data to use it to drive more **effective** and **efficient** marketing [+50% sales performance and 80% reduction in costs].

Effectiveness through:

- Knowing what content does and doesn't resonate with different customers / prospects down to pixel level comprehension
- Using this knowledge and Gen AI to generate more performant creative per customer / prospect group
- Knowing what content your competitors are sending out and key themes and messages they are pushing for white space analysis
- Being able to use product level embeddings to enhance your recommendation engines and other models
- Driving better attribution comprehension

Efficiency through:

- Automated content tagging
- Automated compliance
- Automated content creation

ROUNDTABLE KEY TAKEAWAYS

1. See how easily you can turn your content into data and the potential this data has when combined with customer and contextual performance data.
2. Understand the quick wins that can be had today and how turning your content into data lays great future fit foundations for the Gen AI space.
3. Understand how to sell this into your business and potential challenges along with solutions to kick start this journey.