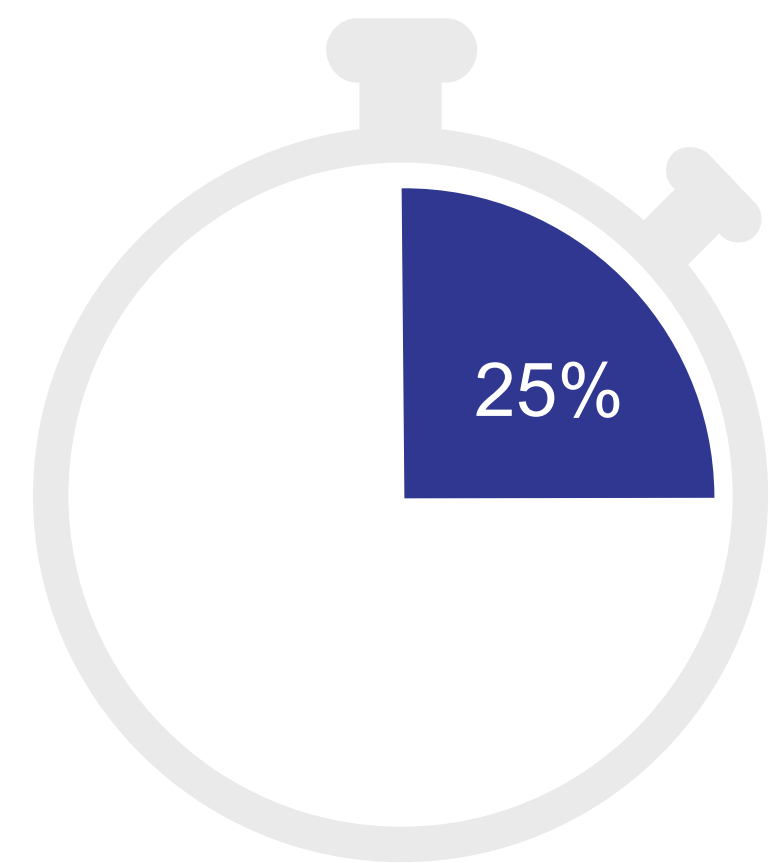


Inspiratiesessie Marketing Automation

Utrecht 25 juni 2019



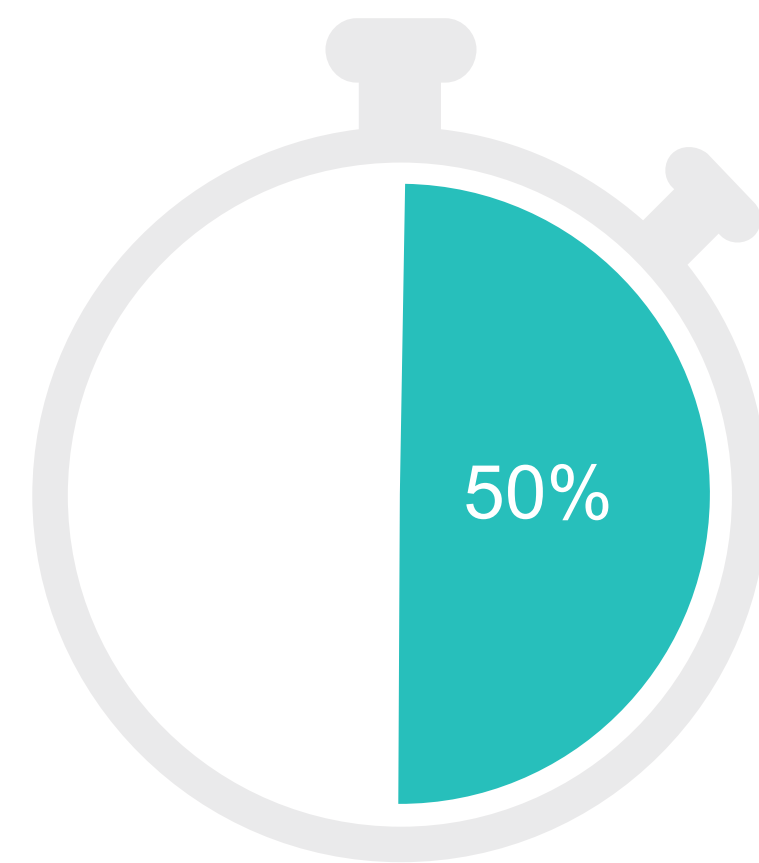
Agenda inspiratiesessie Marketing Automation



Bob Siebeling

Oracle

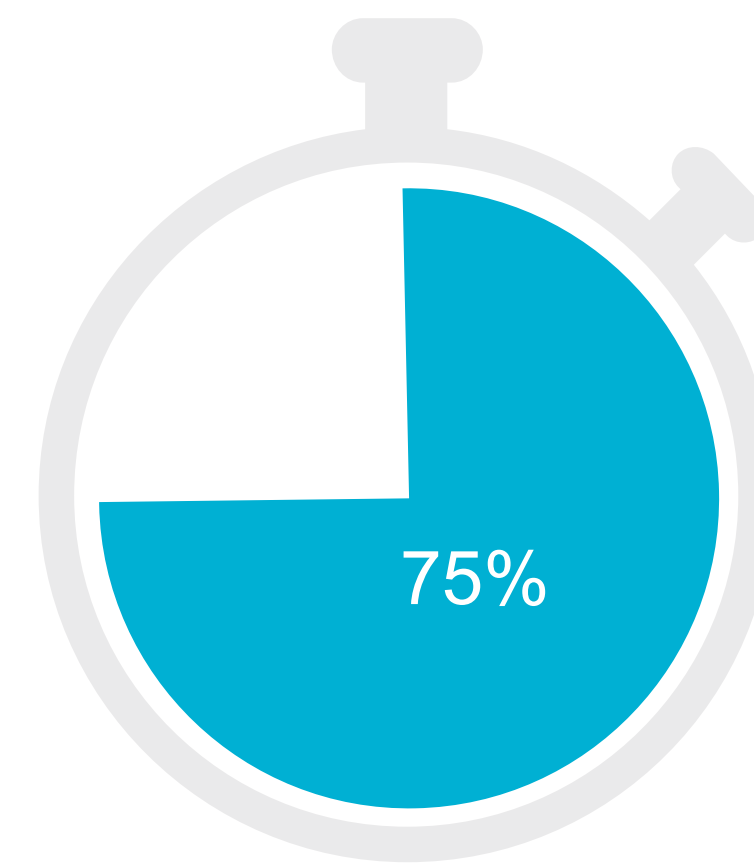
Marketing Automation
gedefinieerd



Coen Wiers

Rabobank

MarTech Maturity stappen
binnen Rabobank

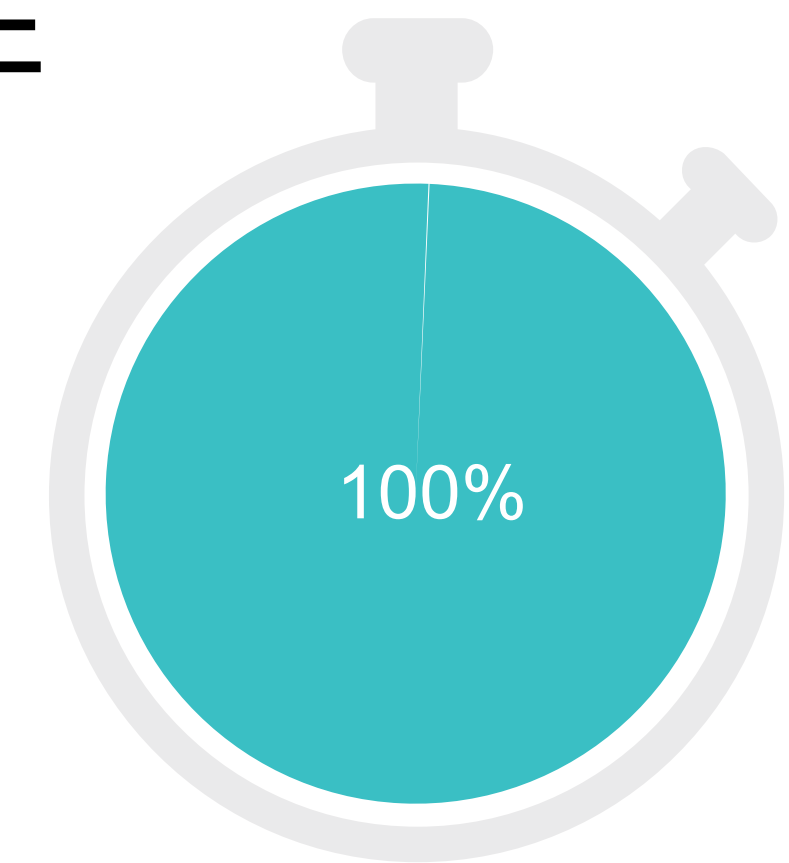
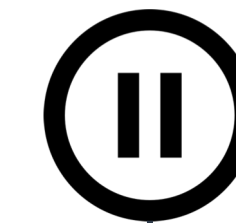


Alex Ballering

Brocacef/BENU

De 5 gebieden van
Marketing Automation

PAUZE



Interactive &

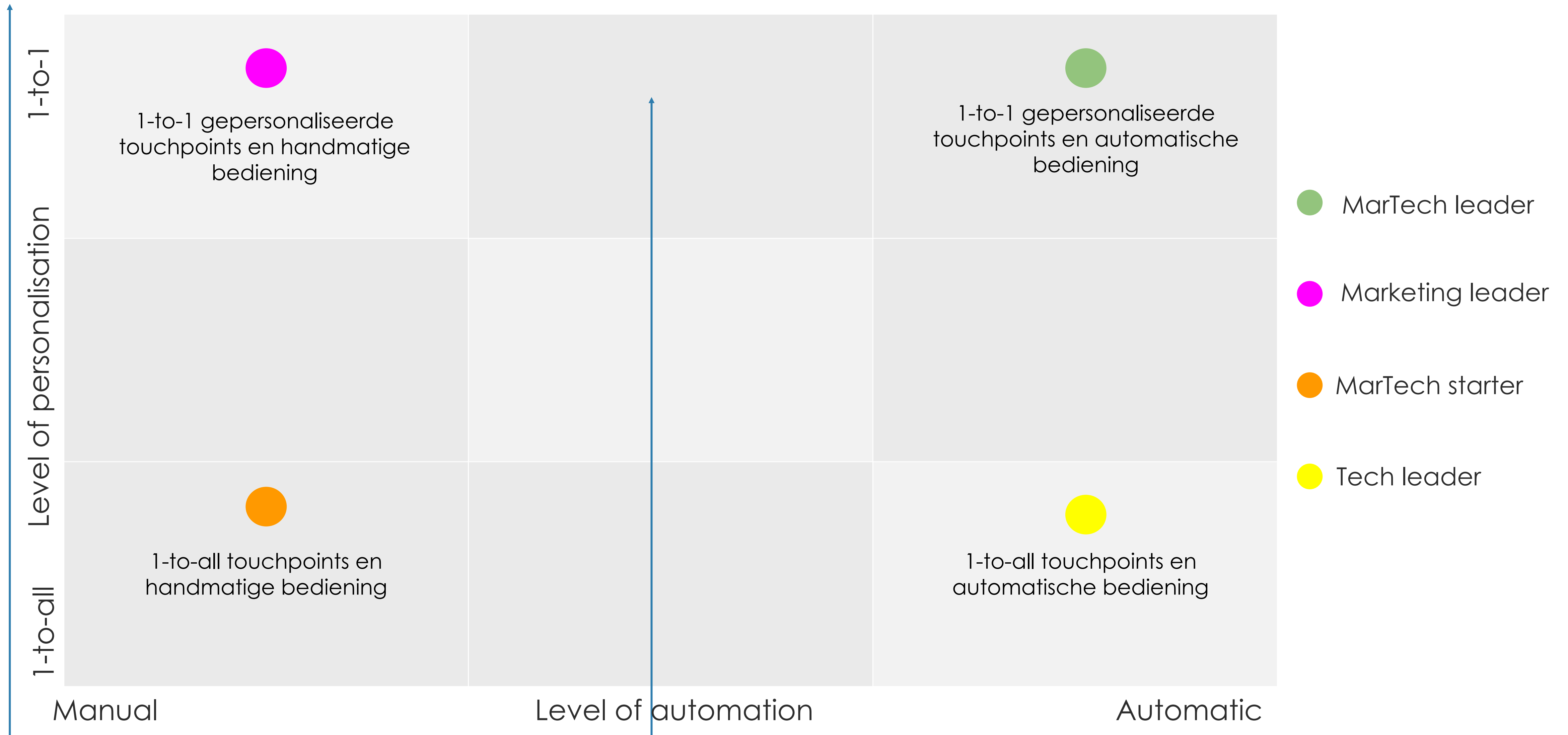
Afsluiting

Q&A en discussie

Wrap-up en delen learnings
en feedback over de middag



Marketing Automation 'Maturity'



Ontwikkeling in 'Maturity' = een beklimming



Inspiratiesessie Marketing Automation



#martech

#k2pvko

#k2oracle

#marketingautomation

