

## Asante Marketing Technology Unpacked Series:

**Topic:** The Future of MarTech, AI, Data Engineering and Customer Experience

### Dear Niels Berglund

We are thrilled to have you as our guest speaker for the upcoming webinar. Your expertise and insights will offer valuable perspectives on how real stories build credibility, humanize the brand, and influence buying decisions far more than traditional advertising. This webinar explores how the future belongs to brands that can merge technology with human insight transforming data into meaningful action and automating processes without losing authenticity.

This session explores how next-generation tools and strategies are reshaping the entire customer journey. From predictive analytics and customer data platforms to AI-driven personalization and real-time automation, we look at how organizations can create seamless experiences that drive growth, loyalty, and competitive advantage.

### Conversation Guide

#### Segment 1: Opening Questions

- To successfully achieve "hyper-personalization," we talk a lot about Marketing technology [MarTech] and AI, but where does the Data Engineer fit in? Why is that foundation the most critical piece of the

puzzle?

- In your experience, what are the top three most common issues you find in a company's data architecture that immediately bottleneck their AI and personalization efforts?
  - Once a company has clean and unified data, how does AI transform that into personalisation the end-user can *actually* experience?
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## **Segment 2: AI's Growing Role in Marketing**

- Once we have clean, unified data, how does AI and Machine Learning transform that historical data into predictive insights that MarTech can actually use?
  - Many companies are hesitant about using AI ethically. What are the key governance and fairness checks that Data Science teams must implement when building models that influence customer decisions?
  - When integrating third-party tools (like payment gateways or ad platforms), what are the critical technical considerations to ensure a secure, private, and seamless handoff of customer data that doesn't feel disjointed?
  - What are the most exciting AI applications transforming marketing right now?
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## **Segment 3: Data Engineering's Critical Role**

- Many organisations struggle not with data collection, but with data quality. What role does data engineering play in fixing this?

- What does a strong data foundation look like for companies wanting to deliver advanced personalization?
  - How should businesses think about integrating data from multiple platforms into one coherent customer view?
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#### **Segment 4: Strategy, Ethics & Business Impact**

- With all this technology, how can businesses avoid becoming overly dependent on tools and losing strategic direction?
- What ethical or privacy concerns should companies prioritise as AI becomes more embedded in CX?
- What skills will future marketing and CX teams need to thrive in a tech-driven environment?

#### **Segment 5: Future Outlook**

- What will customer experience look like in the next 3–5 years as predictive AI and real-time data become the norm?
  - If a company wants to start enhancing their customer experience using technology today, what is the single smartest first step?
  - What advice would you give to teams looking to unify their MarTech, AI, and data strategies?
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