

Special session on Tech Stack Marketing Options to the ISA members held on September 18, 2019

The ISA had organized a special session on September 18, 2019 for the members when **Mr. Waheed Bidiwale, Global Vice President – Strategy & Consulting, Verticurl, a WPP Company** delivered a session on the topic of “**Full tech stack marketing options: Players in the market; Pros n Cons; How it can influence at each point of consumer journey**”.

Mr. Bidiwale spoke elaborately with illustrations and details. Following were some of the key elements that were covered in his session.

- The most important objective for the Marketing Technology Strategy to achieve,
- The challenges in path of achieving the Marketing Technology,
- Reasons for managing Customer journeys
- MARTECH STACK components
- MARTECH driving ROI
- Reasonable time frame from implementation to ROI on MARTECH