toluna* GutCheck MetrixLab

Who's influencing who? How does digital transformation affect the media and insights marriage?

Moderated by:

Featured Panelists:

Stefan Sellberg
Group SVP, Media Practice Lead

MetrixLab, a Toluna company

Melissa Prathoummachith
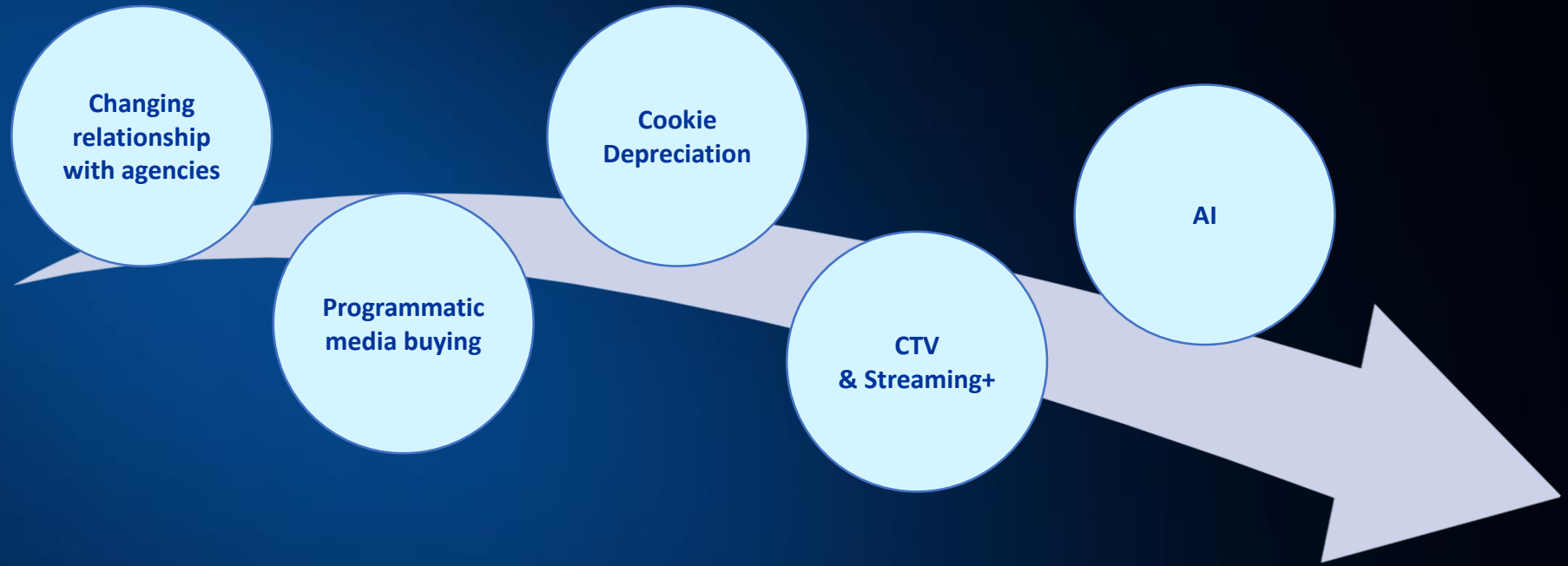Sr. Manager – Insights Lead

Discover Financial

James Rosen
Sr. Manager - Insights & Analytics

Reckitt

Renee Daulong
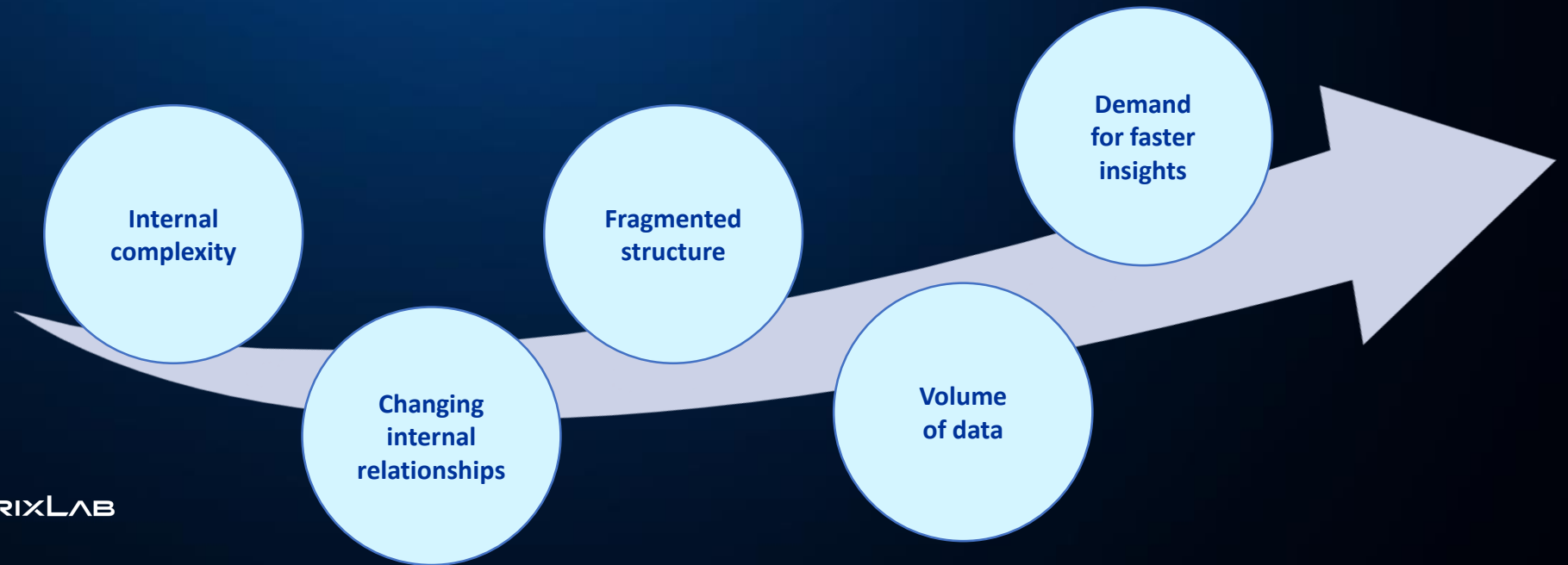Head of Brand Research

Dell Technologies

Questions:

1. Up-to-the-minute perspectives on how leading brands are leveraging technology to evolve their media, measurement and insight practices to stay apace with or ahead of the fast-moving media landscape.

2. How do constraints and opportunities affect the relationship of media and insights teams?

3. How might this relationship and organization evolve in the future to maximize brand value and media-buying ROI?

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Questions:

4. What excites you about AI and the opportunities it presents to enhance your day-to-day?

5. What "scares" you and/or how are you managing your constituencies and stakeholders expectations?

Thank you for joining us!

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