

## ADQURA PERFORMANCE MARKETING WORKSHOP



Adqura is a professional services organization operating in Europe, North America and Asia. We specialize in helping organizations move the needle on their customer engagement metrics by using Pega technology to personalize customer interactions at scale.

Your one-day Performance Marketing Workshop is designed to inform and inspire retail executives to maximize the value of omni-channel customer engagement.

## WHO SHOULD ATTEND?

The workshop is ideal for:

- Mid-senior level marketers and customer experience leads
- Channel managers
- Leaders of the analysis, data, technology and marketing operations teams that support the delivery of customer engagement initiatives
- Executives responsible for retaining and growing customer lifetime value



## WHAT WILL WE DO?



In your workshop, we will:

- Illustrate the underlying principles of data-driven Performance Marketing
- Share how the principles have generated value for our clients in the US and Europe
- Discuss how these principles can drive value for your customers and your business
- Demonstrate how customer engagement can be centrally controlled by an AI-driven always-on brain

## HOW DO WE GET STARTED?

Please register your interest if you'd like Adqura to facilitate a free, on-site Performance Marketing Workshop. Once we receive your details we will contact you to discuss the suitability of the workshop to your business, the required attendees and workshop logistics.

