

# RE.CON

2021: Hit the Ground Sprinting with  
Digital and Data

## Marketers of the Future

Speaker



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Moderator



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**What has been the impact of COVID on the role of marketers?**

**How should marketers be influencing internal culture in order to better meet external realities?**

**What are some of the challenges will be in store for marketers  
in 2021?**

# About ADA

ADA is a data and artificial intelligence company that designs and executes integrated digital, analytics and marketing solutions.

Operating across 9 markets in South and Southeast Asia, ADA partners with leading brands to drive their digital & data maturity and achieve their business goals.

## CONTACT US



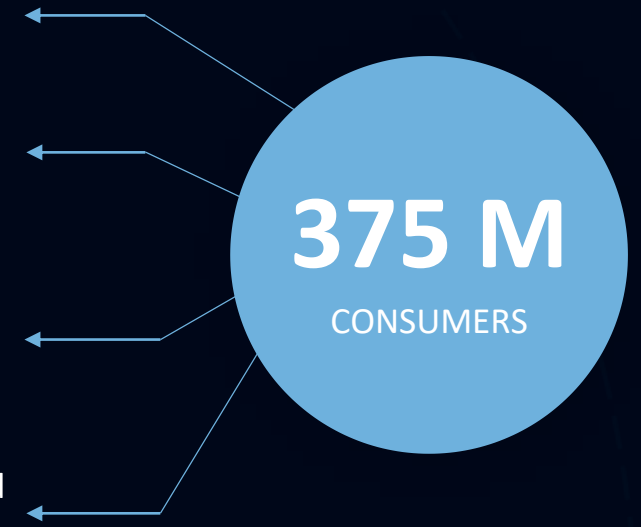
# About Our Data

Their Digital behaviour culled from **400,000 apps**

Their Offline behaviour gathered from **1 million point of interests**

Their Content Consumption Patterns derived from **800 million videos views**

Their Social media use analysed from **150 million sources**



# CONTACT US

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