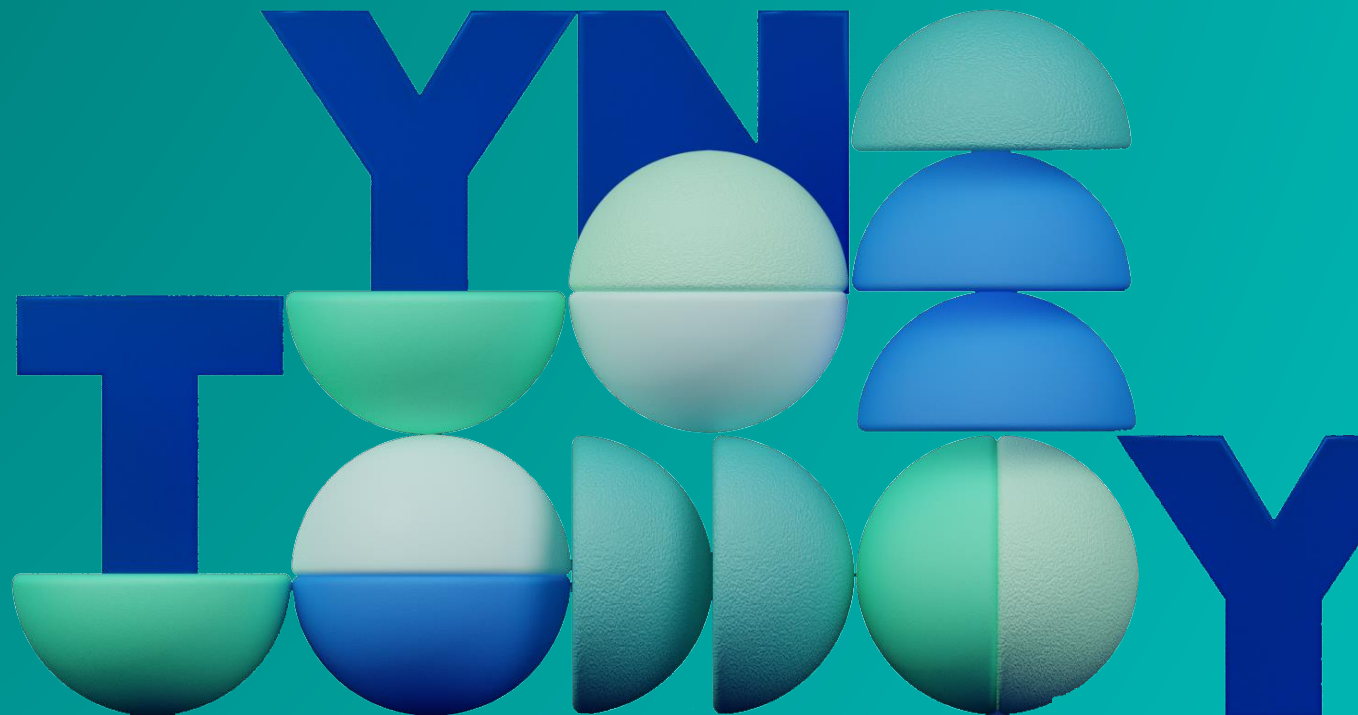


# GROUPM & EFFIE TECH PARTNERSHIP



# MARTECH ON THE RISE

**26%** of total marketing is spent on Martech

**62%** CMO's plan to further increase investment into Martech

There are **>7,000** Martech solutions with DD growth date



# EFFIE TECH ONLINE FORUM

17-19 February 2021

- ✓ Solutions, best cases and practices that respond to businesses challenges
- ✓ Effie TECH Research results and self-assessment tool to measure Martech maturity
- ✓ Custom sessions with C-level with answers to their business challenges.

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