

CommercelQ



Sai Koppala, CMO

Strategic marketing leader with a track record and passion for scaling B2B SaaS companies. In most markets, the choices facing buyers are numerous and the foundation to GTM success is effective positioning and messaging. A “full stack” marketer with a spike in product marketing, and who has built high performance marketing teams across demand generation, BDR, creative, PR and product marketing functions.



CommercelQ's AI-powered digital commerce platform is revolutionizing the way brands sell online. Our unified ecommerce management solutions empower brands to make smarter, faster decisions through insights that optimize the digital shelf, increase retail media ROI and fuel incremental sales across the world's largest marketplaces. With a global network of more than 900 retailers, our end-to-end platform helps 2,200+ of the world's leading brands transform data into business decisions for profitable growth.

DEPARTMENT BREAKDOWN

WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Brand Awareness within buyer community and pipeline development

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Hub spot, Salesforce, Outreach 6sense.

HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

20+

WHO DO YOU REPORT TO?

CMO

WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

\$20 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Transform ABM by integrating advanced AI tools throughout the entire ABM lifecycle. Improved personalized content & campaigns to tailor high-value target accounts.

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

ABM and Referral solutions.

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

6 months

WHAT IS YOUR BUDGET FOR THIS PROJECT?

\$2 to \$5 million

What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance below.

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

Moving to mobile first engagement	C
Transforming Customer Experience To Get More Value Out Of Every Customer Relationship	B
Personalization 2.0 - Leveraging GenAI to hyper personalize messaging	D
Deep, Accurate And Actionable Customer Insights To Enrich Your Database	A
Getting Customer Experience Right: Personalized Omni Channel Journeys	D
Leveraging a CDP to increase LTV	A
Artificial and Predictive Intelligence That Powers Cross-Channel Digital Marketing Campaigns	B
Content Creation utilizing GenAI	C
Gathering Real-Time Customer Data To Deliver Smarter Interactions And Create More Profitable Customers	A
Omnichannel Digital Media Buying	B
Immersive Video Content	C
The Digital Performance Triangle: How Search, Social, And Programmatic Accelerate Sales	C
AI-Powered 1:1 Marketing At Scale	B
Performance Marketing: Paid Search, Display And Social Advertising, Integrated Digital Media	C
Creating Phygital Environments	C
Intelligent Navigation Powered By Customer Behavior	B
Omni-Channel Digital Experiences And Personalized Communications	C