

How Innovative Marketers Build Continuous Growth Engines With Smarter Optimization

Claritas-hosted panel featuring:
Regions Bank, Suncoast Credit Union, & Vystar Credit Union

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Your Host



Don Sklenka

SVP, AI Optimization
Claritas

Session Themes



Marketing Strategy



Segmentation



Personalization



Artificial Intelligence

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Panelists



Katherine Eddleman

SVP, Paid Media
Regions Bank



Harrison Aquino

VP, Marketing
Suncoast Credit Union



Jonathon Hanson

SVP, Marketing
Vystar Credit Union



Mary Gustafson

VP, Product Marketing
Vystar Credit Union

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Innovating in Financial Services

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Behavioral data and segmentation

Balancing compliance, personalization, & brand

Building your marketing organization

Optimizing spend across channels

Attribution models

What's most
surprising about AI?

Action Item #1

Activate dynamic, behavioral audience segmentation.

Action Item #2

Build connected,
automated, audience-led
marketing ecosystems.

Action Item #3

Deploy adaptive, GenAI creative aligned to consumer journeys.

Action Item #4

Implement always-on
AI optimization loops.

Action Item #5

Optimize media
allocation in real-time.

Thank You!



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Visit Claritas at booth #B501

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Questions?

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