



CETS Hot Topic Call – June 19

Presentation: Using Network Data for Marketing Responses

Discover how tapping into network data, typically not accessible to marketing organizations, can provide insights to generate revenue, reduce churn, and improve customer satisfaction. Learn how service providers of all sizes are converting these insights into amazing results, and which use cases apply best to your business.

Speakers:

Kezia Gollapudi – Director, Cloud Product Marketing – Calix

Terri Koster – Manager, Customer Success – Calix

Kezia Gollapudi has been championing leading edge technologies at global high-tech companies for about 20 years. More recently taking a key role in evangelizing cloud, analytics and networking, she currently leads product marketing for cloud services at Calix.

Terri Koster has over 20 years of experience in high tech marketing. She has spent most of her career working specifically in digital marketing, customer segmentation and analytics. Terri is a practice leader for delivering success to Marketing Cloud customers at Calix and works directly with customers to ensure they achieve successful business outcomes.