



Search Summit: Tactical Best Practices In SEO & SEM

MARCH 3RD

7:20	Networking Breakfast & Registration
7:55	Welcome Remarks & Benchmarking Study
8:00	Chairperson's Opening Remarks Rahmon Coupe, CEO, YourAmigo
8:15	Keynote: How Inefficient Is Your Ad Spend Jack Kiefer, CEO, BabyAge
8:45	Keynote: Scaling Enterprise SEO Initiatives Through Sustainable SEO Strategies Ash Buckles, SEO Manager, IHG
9:15	Kick-Off of Interactive Roundtables
9:55	Morning Coffee & Refreshments
10:20	Panel Discussion: Managing And Executing A Successful PLA Campaign: Efficiently Managing Your Resources And Budget Tom Novellino, CEO, Metaverse, Brian Fricano, CEO, Sustainable Supply, Ian MacDonald, Head of eCommerce, Silver Star Brands (Formerly Miles Kimball), Jeff Allums, Senior Business Analyst, Channel Intelligence By Google
10:55	Panel Discussion: Focusing On Your Content Marketing Strategy To Increase Natural Rankings Amy Labroo, Sr. Director of eCommerce, Wyndham Vacation Rentals, Wyndham Hotel Group (Best In Class Award Finalist), Justin Schoen, Natural Search Program Manager, REI, Mark Bietz, Head of Marketing, Waterfilters.net, Riversand Executive
11:30	Interactive Roundtables
12:30	Networking Lunch For All Attendees
1:30	Panel Discussion: Mapping Out The Evolving Paid Search Landscape Cheryl Degrasse, Sr. Director of Digital Media, American Eagle Outfitters, Obie Poasa, SEM Manager, Columbia Sportswear, Nathan Woodward, Manager of Circulation and Marketing, National Geographic Society, Marc Weisinger, Director of Marketing, Elite SEM
2:05	10 Actionable Steps Bedroomfurnishediscounts.Com Took To Boost Sales And Profitability In The Competitive Online Furniture Market Sara Shikhman, President, Bedroomfurnishediscounts.Com
2:35	Continuation Of Interactive Roundtables
3:15	Afternoon Coffee & Refreshments
3:45	Converting PPC Traffic: How One Search Campaign Produced A 302% Increase In Profit Jon Powell, Sr Manager Research and Strategy, MECLABS
4:15	eTail Best-In-Class Award Finalists Presentations Amy Labroo, Sr. Director of eCommerce, Wyndham Vacation Rentals, Wyndham Hotel Group, Soren Mills, CMO, Newegg, John Tighe, VP, Direct to Consumer, Journeys, Jayne Lloyd, Head of Multichannel Development, UK, Simply Be, Dave Jennings, Head of E-commerce and SEO, Simply Be
5:10	Conclusion Of Search Summit

5.30	Retailer-Only Networking: Meet With Retail Peers From Similar Companies, Hosted By eTail Speakers Big Box Retailers Roundtable: Online Revenues Exceeding 100 Million Hosted By: Ian MacDonald, Head of eCommerce, Silver Star Brands (Formerly Miles Kimball) Small to Midsize Retailers Roundtable: Online Revenues Below 25 Million Hosted By: Alaa Hassan, VP, iNetvideo <i>Enjoy Complimentary Wine While You Network</i>	Free Yoga For All Attendees: Unwind & Relax With a Free Outdoor Yoga Class Prior To The Welcome Reception
6:15	Conclusion Of Retailer-To-Retailer Peer Networking Workshops	Conclusion Of Free Yoga Class
6:15	eTail Official Welcome Reception For All Attendees Hosted By Certona	
7:00	Registration Closed	

Get Your Search Challenges Solved By Expert Roundtable Moderators From:

Table 1: Google Sees 500 Million New Searches Everyday – What Does This Mean For Your Business? Moderator: Bryan Carr, Vice President, YourAmigo Retail Moderator: Drew Metherd, Senior Product Manager, Morningstar
Table 2: Optimizing Paid Search Campaigns Based On Customer Lifetime Value Moderator: Udayan Bose, CEO, Netelixir Retail Moderator: Limin Zhao, Global Paid Search Manager, Lenovo
Table 3: How Shopping Campaigns Are Changing The Game For Product-Centric Marketing Moderator: Jeff Allums, Senior Business Analyst, Channel Intelligence By Google
Table 4: Turn Browsers Into Buyers: Ecommerce Search And Merchandising Best Practices Moderator: Michael Moore, Retail Technology Expert, SDL
Table 5: Common Pitfalls Of SEO Within Large eCommerce Organizations Moderator: Jason Campbell, VP Professional Services, SearchDex Retail Moderator: Lori Caldwell, Director of Marketing, CheapCaribbean.com
Table 6: Going Beyond Search – Other Viable Online Marketing Campaigns For Direct Marketers Moderator: Marc Weisinger, Director of Marketing, Elite SEM
Table 7: Solving Search Marketers' Biggest Pain Points Through Competitive Intelligence Moderator: Amy Rux, Director of Sales, AdGoroo

Email Optimization, Retention And Segmentation Summit:

Tactical Sessions and Roundtables Focusing On Your Email Challenges

MARCH 3RD



8:00	Networking Breakfast & Registration
8:35	Welcome Remarks & Benchmarking Study
8:40	Chairperson's Opening Remarks Andrew Pearson, VP Marketing, Windsor Circle
8:55	Keynote Panel Discussion and Micro-Session: Is There Is An Email Renaissance Upon Us? Loren Simon, Sr. Director of Online Marketing, Walmart.com, Ruth Schwertscharf, Marketing Manager, Gap/Athleta, Andrew J. Brawley, Email & Mobile Marketing Manager, Papa Murphy's, Patrick Briggs, Director Consumer Marketing, Zazzle
9:30	Reviewing Activation Strategies: Segmenting Effectively And Creating A Unique Strategy For Each Group Chris Vander Meulen, UX Designer, Mybinding.com
10:00	Panel Discussion: Evaluating The Pros and Cons of Hyper-segmentation: Staying Connected To Your Customer Base Victor Castro, Director of eCommerce, Zachys, Patrick Briggs, Director Consumer Marketing, Zazzle, Famous Rhodes, VP eCommerce, Autonation, Loren Simon, Sr. Director of Online Marketing, Walmart.com
10:35	Interactive Roundtables
11:15	Morning Coffee & Refreshments
11:45	Panel Discussion: Examining Multiple Reactivation Strategies: Turning Inactives To Actives Nathan Woodward, Manager of Circulation and Marketing, National Geographic Society, Daniel Moure, CMO, Pureformulas.com, Cassie Coletti, Director of eCommerce, Lacoste USA
12:20	Revolutionizing Email To Increase Conversion On Mobile Devices Alaa Hassan, VP, iNetvideo
12:50	Interactive Roundtables
1:30	Lunch & Networking
2:30	Panel Discussion: Setting Up And Executing Automated Email Campaigns Mandy Parisi, Email Manager, Webroot, Chris Vander Meulen, UX Designer, Mybinding.com, Jamie Braxton, Marketing Manager, US-Mattress.com
3:05	eTail Best-In-Class Award Finalists Presentations Marc Schweid, Director of Digital Marketing, Lane Bryant, Brenton Downey, Senior Marketing Manager, Email, Bloomingdale's
3:35	Interactive Roundtables
4:55	Afternoon Coffee & Refreshments/Conclusion Of Email Optimization, Retention And Segmentation Summit

5.30	Retailer-Only Networking: Meet With Retail Peers From Similar Companies, Hosted By eTail Speakers Big Box Retailers Roundtable: Online Revenues Exceeding 100 Million Hosted By: Ian MacDonald, Head of eCommerce, Silver Star Brands (Formerly Miles Kimball) Small to Midsize Retailers Roundtable: Online Revenues Below 25 Million Hosted By: Alaa Hassan, VP, iNetvideo <i>Enjoy Complimentary Wine While You Network</i>	Free Yoga For All Attendees: Unwind & Relax With a Free Outdoor Yoga Class Prior To The Welcome Reception
6:15	Conclusion Of Retailer-To-Retailer Peer Networking Workshops	Conclusion Of Free Yoga Class
6:15	eTail Official Welcome Reception For All Attendees Hosted By Certona	
7:00	Registration Closed	

Get Your Email Challenges Solved By Expert Roundtable Moderators From:

Table 1:	Mobile-Ready Email Design & Time-Saving Templates Moderator: Matthew Caldwell, VP Creative, Yesmail
Table 2:	Attainable Innovation...5 Steps Toward Behavioral Marketing Excellence Moderator: Angel Morales, Co-Founder and Chief Innovation Officer, Smarter Remarketer Retail Moderator: Aaron Buchanan, Email Marketing Manager, Finish Line
Table 3:	Power To The People: Putting The Customer In The Driver's Seat Moderator: Jonathan Lagasse, Sr. Director, Client Services, Experian Marketing Services Retail Moderator: Todd Jones, Manager of eCommerce Marketing & Design, Bass Pro Shops
Table 4:	The Next Generation Of Email Moderator: Alan Washington, VP New Products and Strategic Business Development, Communication Logistics Retail Moderator: Maureen Ruth, President, Herrschners
Table 5:	Omnichannel Remarketing Best Practices to Maximize ROI Moderator: Lindsay Moore, Director of Business Development, SeeWhy
Table 6:	The Customer You Keep Is One You Don't Have To Acquire: Data-Driven Retention Marketing Automation Moderator: Brad McGinity, VP Sales, Windsor Circle Retail Moderator: Josh Pennington, Magento Developer, Working Person
Table 7:	Moderator: Alex Lustberg, CMO, Lyris
Table 8:	Increase Your Email Circulation And Drive More Sales With Purchase-Based Personalization Moderator: Heather Blank, Head of Digital Solutions, Retail, Datalogix Retail Moderator: Jennifer Downes, Director, Direct Response Marketing, Lenovo

Web Design/UX/The On-site Experience Summit:

Focusing On Conversion & Design

MARCH 3RD



8:30	Networking Breakfast & Registration	5:30	Retailer-Only Networking: Meet With Retail Peers From Similar Companies, Hosted By eTail Speakers	Free Yoga For All Attendees: Unwind & Relax With a Free Outdoor Yoga Class Prior To The Welcome Reception
9:10	Welcome Remarks & Benchmarking Study			
9:20	Chairperson's Opening Remarks			
9:35	Keynote: Is Responsive Web Design Right For You? It Was For Us! Rick Medeiros, Executive Director, Global User Experience, Design and Operations, Lenovo		Big Box Retailers Roundtable: Online Revenues Exceeding 100 Million Hosted By: Ian MacDonald, Head of eCommerce, Silver Star Brands (Formerly Miles Kimball)	
10:05	Keynote: How Dell Delivers Personalized, Customer Experiences Leveraging Digital Communication Channels Jennifer Statham, Executive Director Global Marketing Technology & Agency Strategy, Dell		Small to Midsize Retailers Roundtable: Online Revenues Below 25 Million Hosted By: Alaa Hassan, VP, iNetvideo <i>Enjoy Complimentary Wine While You Network</i>	
10:20	Keynote: Check-Out Is Critical: Best Practices Around Completing And Expediting The Sale Prat Vemana, VP eCommerce, Product Management and Customer Experience, Staples			
10:50	Coffee & Refreshments			
11:20	Content Experience For A More Visual Consumer Jennifer Skeen, Sr Director eCommerce and Merchandising, Academy Sports & Outdoors	6:15	Conclusion Of Retailer-To-Retailer Peer Networking Workshops	Conclusion Of Free Yoga Class
11:50	Panel Discussion: Best Practices Around Usability: Your Site May Not Be As User Centric As You Think Stephen Bontempo, VP eCommerce, Vitamin Shoppe , Laura Jajko, VP Marketing, American Frame , Buddy Brewer, VP Product, Soasta , Sarah Thompson, Marketing Manager Digital and eCommerce, Seventh Generation	6:15	eTail Official Welcome Reception For All Attendees Hosted By Certona	
12:25	Lunch & Networking For All Attendees	7:00	Registration Closed	
1:25	Metrics-Driven Merchandising and Searchandizing Brienne Keating Forst, Director of Ecommerce, Plow & Hearth			
1:55	Responsive Design: Thinking About And Visualizing The Evolution Of The Web Richard Sexton, President, Carolina Rustica			
2:25	Afternoon Coffee & Refreshments			
3:15	Conclusion Of Web Design/UX/On-Site Experience Summit			

Tablet & Mobile Summit:

Mobile and Tablet Commerce, Marketing and Design Best Practices

MARCH 3RD



8:05	Networking Breakfast & Registration	2:00	Panel Discussion: Is Responsive The Wave Of the Future? Jason Miller, Former VP Technology, MAG Retail & Media (Motorcycle Superstore), Joshua Bright, Product Manager Mobile, Travelocity , Aaron Shimoff, Manager Mobile Strategy, Vistaprint
8:35	Welcome Remarks & Benchmarking Study	2:40	Afternoon Coffee & Refreshments
8:50	Chairperson's Opening Remarks Bob Moul, CEO, Artisan Mobile	3:15	Mobile Best-In-Class Award Finalist Presentations Steve Weiskircher, CIO, Thinkgeek.com , Justin Olson, Director, Mobile and eCommerce, 1-800-CONTACTS , Erica Dudash, Director of Marketing, Mobile & Email, American Eagle Outfitters , Rafiq Ghaswala, Senior Marketing Manager, Mobile, American Eagle Outfitters
8:55	Keynote Panel Discussion: Increasing Mobile Conversion Through An Emphasis On Usability And Design Keith Baltus, Global Ecommerce Mobile Product Manager, Crocs , Haley Nemann, Sr. User Experience Architect, Crocs , Keith Swiderski, Director, Mobile and Emerging Channels Strategy & Development, Wyndham Hotel Group , Jason Ross, Founder/CEO, Jackthreads , Arish Ali, Co-Founder and President, Skava	4:00	Conclusion Of Tablet & Mobile Summit
9:40	Keynote: Have It All: High Definition Imagery Plus High-Speed User Experiences Peter Blum, VP Product Management, Instart Logic	5:30	Retailer-Only Networking: Meet With Retail Peers From Similar Companies, Hosted By eTail Speakers Big Box Retailers Roundtable: Online Revenues Exceeding 100 Million Hosted By: Ian MacDonald, Head of eCommerce, Silver Star Brands (Formerly Miles Kimball) Small to Midsize Retailers Roundtable: Online Revenues Below 25 Million Hosted By: Alaa Hassan, VP, iNetvideo <i>Enjoy Complimentary Wine While You Network</i>
9:55	Pre-Lunch Coffee & Refreshments		Free Yoga For All Attendees: Unwind & Relax With a Free Outdoor Yoga Class Prior To The Welcome Reception
10:35	Keynote: Responsive Design For Enterprise Websites Rob Roy, GVP, Time Warner Cable		
11:05	Keynote: Everyone Is On Mobile. Except The Marketers. What's The Holdup? Adam Foroughi, CEO and Co-Founder, AppLovin		
11:20	A 360 Degree View Of Mobile Richard Cohene, Director of Marketing, Beyond The Rack (Best In Class Award Finalist)		
11:50	Drawbridge Executive Presentation Eric Rosenblum, COO, Drawbridge		
12:05	Lunch & Networking For Attendees		
1:05	Panel Discussion And Micro-Session: App And Site Experiences That Deliver Conversions Arash Hadipanah, Director of Mobile Product, Rue La La , Marcus Shelksohn, Senior Product Manager of Mobile, StubHub , Kyle Fuhrer, Mobile Manager, Alaska Airlines , Sean Spector, Former SVP Business Development and Content, Co-Founder, Gamefly , Hans Horn, Director of Mobile & Emerging Channels, Choice Hotels , Anne Berger, Sr. Director eCommerce, Shutterfly , Carla Bourque, CEO, Smartify	6:15	Conclusion Of Retailer-To-Retailer Peer Networking Workshops
		6:15	eTail Official Welcome Reception For All Attendees Hosted By Certona
		7:00	Registration Closed

Day 1: Main Conference:

Profitable Growth Strategies In All Channels

MARCH 4TH



7:20	Networking Breakfast & Registration	9:10	Keynote: Innovating Analytics: Gaining A Competitive Advantage In A Customer-Driven World Eric Feinberg, Senior Director of Mobile, Media & Entertainment, Foresee
7:50	Opening Remarks Lori Hawthorne, Events Director, eTail Conference Series	9:45	Keynote Panel Discussion: Forecasting For Growth In Today's Retail Market Jason Roussos, CMO, Living Direct, Sumant Sridharan, President, Cafepress, Daniel Neukomm, CEO, La Jolla Group, George Gallate, CEO, RKG
7:55	Chairperson's Remarks John Kelly, EVP Retail, Shutl	10:15	Keynote: Improving The Quality And Security Of The Omnichannel Digital Experience Mike Afergan, SVP/GM Web Experience, Akamai
8:10	Keynote: Raving Fan Creation: How To Grow And Be Profitable Amongst Margin-Reducing Tactics Of Your Competitors Brad Wolansky, President Consumer Direct/CMO, Yankee Candle Company	10:50	Keynote: The Keys To Omnichannel Success At American Eagle Outfitters David McBride, Senior Director of Omnichannel Analytics, American Eagle Outfitters
8:40	Keynote Panel Discussion: Staying Competitive In A Rapidly Evolving Retail World As A Multi-Channel Organization Vicki Updike, President, Silver Star Brands (formerly Miles Kimball), Lisa Gavales, President Direct & Marketing, Talbots, Mike Ritter, VP Global eCommerce, Petco, Brian Sawyer, Managing Director, Interactive and eCommerce, Build-A-Bear Workshop®, Daniel Toubian, Principal Consultant, Retail, Maxymiser	11:25	Pre-Lunch Networking & Refreshment Break

Concurrent Sessions. Please Choose One

	Track A: Content, Loyalty & Site Optimization	Track B: The Omni-Channel Experience & Campaign Measurement	Track C: Traffic Generation & Conversion Optimization	Track D: The Mobile & Social Experience	Track E: User Experience Optimization	Retailer-Only Networking Track: Roundtables And Boot Camp Sessions
12:20	Chairperson's Opening Remarks Kylee Hall, Director, Product Marketing, eCommera	Chairperson's Opening Remarks Jonathan Ricard, SVP, Sales & Business Development, North America, BrightTag	Chairperson's Opening Remarks Jeff Lunsford, CEO, Tealium	Chairperson's Opening Remarks Jason Baadsgaard, SVP Client Development, Conversant	Chairperson's Opening Remarks Josh McFarland, CEO & Co-Founder, TellApart	Women in (r)eTail Roundtable Hosted By: Shari Rudolph, VP/CMO, Gabriel Brothers, Nizzi Renaud, VP eCommerce, Zazzle.com
12:25	Kick-Off Session: Why Our Content Sucks. And How To Make It Better! Jonathon Colman, Former Principle Experience Architect, REI/Content Strategist, Facebook	Kick-Off Session: Panel Discussion: Migrating From A Multi-Channel To An Omnichannel Philosophy: Assessing Technology, People And Strategy Leah Stigile, VP Global eBusiness, TOMS Shoes, Jason Allen, VP eCommerce, Gamestop, Reid Greenberg, Director Consumer, Creative & Digital, Seventh Generation, Angela Caltagirone, VP Online Marketing, Williams-Sonoma Inc., Alexander Rink, CEO, 360pi	Kick-Off Panel Discussion: Making The eCommerce Experience A Content Experience To Drive Traffic And Conversions Jeff McRitchie, VP Marketing, Mybinding.com, Jason Ross, Founder/CEO, Jackthreads, Jason Stutes, CMO, ShoppersChoice.com, Josh Zapin, Director Global eCommerce Operations, Crocs, Cheryl Donahue, Regional VP, Enterprise Sales, Bazaarvoice	Kick-Off Session: Steps To Enterprise Social: Avoiding Social Ineptitude Gary Penn, Director of eCommerce, Global, True Religion Jeans	Kick-Off Panel Discussion: A Transformation Of Today's Commerce-Oriented Customer Experiences David Weissman, EVP eCommerce & Omnichannel, BCBG MAXAZRIA GROUP, Bethany Wood, Director eCommerce, Benchmark Brands/Footsmart, Eric Larson, Chief Revenue Officer, HelloWorld (Formerly ePrize), Lisa Archambault, Head of Brand/DR Digital Marketing, Zappos.com	
12:55	Executive Presentation Kara Trivunovic, VP Strategic Services, BlueHornet	Omnichannel Retail. It's Here. It's Real. It's Personal. Meyar Sheik, CEO, Certona, Richard Armour, Sr. Director, Multi-channel, Gamestop	Fixing Your Leaky Mid Funnel Jaysen Gillespie, VP Business Intelligence and Analytics, Criteo	Walk And Chew Gum: Responsive Design, Personalization And Site Optimization At The Same Time?! Patrick Collins, SVP Customer Experience Group, Merkle and President, Merkle 5th Finger	Navigating Big Data And Omnichannel Marketing: How To Successfully Lower Acquisition Costs And Improve Performance Mike Lund, VP, Epsilon Online Solutions, Epsilon, Ray Owens, President, Marketing Group	

1:30 | **Lunch & Networking For All Attendees/The eTail Best-In-Class Award Ceremony Hosted By IBM**
Master of Ceremonies: Erik Holt, IBM EMM Product Strategy, IBM

1:30 | **PRIVATE LUNCH Hosted By Kount**
“Avoiding The Crippling Affects Of A Cyber Attack”

PRIVATE LUNCH Hosted By Adroit Digital
“Remarketing: Why It's No Longer Enough To Win Over The Consumer”

Concurrent Sessions. Please Choose One

	Track A: Content, Loyalty & Site Optimization	Track B: The Omni-Channel Experience & Campaign Measurement	Track C: Traffic Generation & Conversion Optimization	Track D: The Mobile & Social Experience	Track E: User Experience Optimization
2:35	Panel Discussion: Understanding What Makes Customers Stick: Loyalty Programs That Drive Repeat Purchases Howard Wyner, CEO, Scentiments.com , Andrew J. Brawley, Email & Mobile Marketing Manager, Papa Murphy's , Merrick Rosner, VP Business Development, Poppin , Trevor Legwinski, Interim VP eCommerce, Bambeco , JB Brokaw, President, North America, Sociomantic	Panel Discussion: The Integration Of Digital And In-Store To Create Effective Omni-Channel Experiences Bryan Lively, VP Retail, Moosejaw , Jay Nigrelli, VP eCommerce, Destination XL Group , Kent Zimmerman, VP eCommerce, Shoe Carnival , Famous Rhodes, VP eCommerce, Autonation , Michael Georgoff, Director New Products, RetailMeNot	Panel Discussion: Identifying And Maximizing Traffic Referral Sources Michelle Kohanzo, Managing Director, Land of Nod , Lisa Oda, Director Integrated Marketing, One King's Lane , Ricky Joshi, CMO, Saatva Luxury Mattress , Shannon Doung, Director of eCommerce, The Body Shop	Panel Discussion: The Role Of Mobile Devices Today: A Selling Channel vs. A Marketing Channel Mike Woods, Former Director of Mobile and Emerging Technologies, Edmunds.com , David Young, VP Strategic Initiatives, Travelocity , Gabriella Buerman, Mobile Product Marketing Manager, Rue La La , Eric Feinberg, Senior Director of Mobile, Media and Entertainment, ForeSee	Panel Discussion: Building Seamless And Effective Customer Experiences Across All Customer-Facing Touchpoints Jamey Maki, VP eCommerce, Golfsmith International , James Connell, VP eCommerce and Marketing, Roots Canada , Danielle Quatrochi, VP Digital Experience, The Finish Line , Larry Drebes, CEO and CTO, Janrain
3:10	Attract, Engage And Influence Consumers With Video: How Lenovo Does It Craig Wax, CEO, Invodo	The Last Mile: Ecommerce Takes On The Physical Storefront! Rick Chavie, Chief Solution Officer, Hybris	Rethinking The Retail Experience: Bing Ads Innovation Brittney Thomas, Vertical Manager-Retail, Microsoft	Winning In Mobile – The Experience Secret Raj De Datta, CEO and Co-Founder, Bloomreach , Craig DeMerit, COO, Tilly's	Executive Presentation Dan Franklin, Product Manager, Commerce, Edgecast
3:25	Afternoon Networking & Refreshment Break With A Special Bonus Speaker Panel Hosted By The eTail Blog Jeff McRitchie, VP Marketing, Mybinding.com , Trevor Legwinski, Interim VP eCommerce, Bambeco , Gary Penn, Director of eCommerce, Global, True Religion Jeans				
4:20	Driving Business Strategies At The Intersection Of Marketing & Technology Mayur Gupta, Global Head, Marketing Technology, Kimberly-Clark	How to Engage Today's Omni-Connected Customer Leah Stigile, VP Global eBusiness, TOMS Shoes	User Experience Optimization Best Practices Greg Johnson, Former UX Director, Motorcycle Superstore	Internal Social Advocacy: Unleashing Employees As “The Next New Product” Amy Heiss, Social Media and Community Program Manager, Dell , Amy Fowler-Tennison, Former Global Management of Social Training & Activation, Dell	Panel Discussion: Making Your Web Experience More Relevant And Targeted Using Personalization Tools T.J. Gentle, President/CEO, Smartfurniture.com , Jennie Bell, Executive Director Global Online, Origins and Ojon, Estee Lauder Companies , Garrett Eastham, Founder and CEO, Compare Metrics , Ryan Bonifacino, VP Digital Strategy, Alex + Ani
4:50	Customizing A Customer Listening Program For Your Organization Chauncy Cay Ford, Program Manager, Dell - Digital Tools , Dell	Top Tips For Driving An Innovative Digital Agenda At Any Company Natalie Malaszenko, VP Marketing & Digital Strategy, Omni Hotels & Resorts	The Value Of Simplicity: Gifts For Your eCommerce Business Halley Silver, Director Online Services, King Arthur Flour	The Invisible Connected Traveler Will Pinnell, Director, Mobile Strategy, Sabre Holdings (parent company of Travelocity)	Conclusion of Track D
5:20	Conclusion of Main Day One				
5:45	Buses Leaving For The eTail Wild Wild West BBQ From The JW Hill Country Resort & Spa				
6:00	Registration Closed				
6:15	Commencement Of The eTail Wild Wild West BBQ. Previous RSVP Required				
8:00	End of the eTail Wild Wild West BBQ				

Day 2: Main Conference:

Retail Innovation And Digital Experiences

MARCH 5TH



8:00	Networking Breakfast & Registration	10:20	Keynote: Beyond The Numbers: Embracing Customer Centricity In A Big Data World Kevin Moffitt, VP eCommerce Strategy, Office Depot
8:40	Chairperson's Opening Remarks Robert Cell, CEO, MyBuys	10:50	Keynote: How Men's Wearhouse Drives Revenue Through Personalized Retailing Rama Ramakrishnan, Founder and CEO, CQuotient, Adam Harris, Director Innovation, The Men's Wearhouse
8:55	Keynote Panel Discussion: Innovator's Panel: Framing The Digital Organization Of The Future Judy Hsieh, VP, Product and Digital Marketing, Nastygol.com, Sean Flannagan, VP Product, Wanelo, Andy Fox, CEO, KitsyLane, Manish Chandra, CEO/Founder, Poshmark, Evan Schwartz, CEO, ActionX, Daniel Wallace, CEO and Co-Founder, Nutraclick, Kobie Fuller, Principal, Accel Partners	11:25	Pre-Lunch Networking & Refreshment Break With A Special Bonus Speaker Panel Hosted By The eTail Blog Brandon Proctor, CEO/President, Ice.com, Ryan Bonifacio, VP Digital Strategy, Alex + Ani, Emery Skolfield, Sr Director Digital Marketing & Brand Strategy, Office Depot
9:45	Keynote: Send A Blast, Kill A Hamster Loren McDonald, VP Industry Relations, Silverpop		

Concurrent Sessions. Please Choose One

	Track A: Data & Attribution	Track B: Usability, Analytics & The Customer Journey	Track C: Customer Service, Retention & Engagement	Track D: Optimizing Mobile & Social Experiences	Track E: Customer Experience & E-Commerce Fundamentals	Retailer-Only Networking Track: Roundtables And Boot Camp Sessions
12:15	Chairperson's Opening Remarks Chris Wintermeyer, Chief Advocate, Domo	Chairperson's Opening Remarks Donald Foss, CEO, Blue Triangle Technologies	Chairperson's Opening Remarks James Keller, CEO, Vee24	Chairperson's Opening Remarks Dan Gesser, Worldwide Sales Leader, Xtify, IBM	Chairperson's Opening Remarks Craig Smith, Founder & CEO, Trinity Insight	Small to Midsize Retailer Roundtable Hosted By: Richard Sexton, President, Carolina Rustica
12:20	Panel Discussion: The Web Analytics Behind End-To-End Integrated Marketing Campaigns, Customer Journey Mapping And Campaign Execution Ed Macri, SVP of Marketing & Business Intelligence, Wayfair, Kevin Jemison, Digital Analytics Architect, Hilton Worldwide, David Perez, CMO, Convertro	Kick-Off Session: Using Data To Structure Web Experiences That Enable Your Customers To Buy David Gudai, CMO, Storkie Express	Kick-Off Session: Integrating The Customer Voice Into Your Web Experience Using Customer Service Michelle Kohanzo, Managing Director, Land of Nod	Kick-Off Session: Social Shopping: EQ Over IQ Craig Donato, VP Social, QVC	Kick-Off Panel Discussion: Competing In The Digital World Of Today By Becoming An Agile And Flexible E-Commerce Organization Jared Blank, VP eCommerce, Tommy Hilfiger, Lauren Moler, Web Content Producer, National Instruments, Kathy Hecht, VP Marketing and Business Development, Silver Star Brands (Formerly Miles Kimball), Lee Bissonnette, GM/President, Ecko Digital, Mark Ecko Enterprises, Geoff Galat, VP Worldwide Marketing, IBM Tealeaf, IBM	
12:50	Laying The Groundwork For Programmatic Success Matt Spiegel, AVP, GM Americas, Mediamath	Get Fresh! (Data, That Is) Aaron Cano, VP Marketing Planning, Analysis and Operations, Fresh Direct, Jason Scoggins, VP Marketing, Freshpair Inc. Moderator: Ginger Conlon, Editor-in-Chief, Direct Marketing News	Increasing Sales And Conversion Through Effective Risk Management Eido Gal, CEO, Riskified	What Your Company Needs To Know About Google Enhanced Campaigns And Mobile Advertising Marc Weisinger, Director of Marketing, Elite SEM How To Prevent Fraud From Destroying Your Mobile Ad Spend Jalal Nasir, Founder & CEO, PixaLate	Advancing Personalization Efforts In Your Company Jennifer Statham, Executive Director Global Marketing Technology & Agency Strategy, Dell	

1:25 | **Lunch & Networking For All Attendees**

1:25 | **PRIVATE LUNCH Hosted By Adchemy**
"Lunch & Learn: Benchmark Your Q4 Google PLA Campaigns"

PRIVATE LUNCH Hosted by Conversant
"Maximizing Brand Data To Create A Truly Personal 1:1 Consumer Experience Across Channels"

Concurrent Sessions. Please Choose One

	Track A: Data & Attribution	Track B: Usability, Analytics & The Customer Journey	Track C: Customer Service, Retention & Engagement	Track D: Optimizing Mobile & Social Experiences	Track E: Customer Experience & E-Commerce Fundamentals
2:25	Panel Discussion: Connecting The Data "Dots" In a Multi-Channel World Mohan Namboodiri, VP Customer Analytics, Williams-Sonoma , Neil McKenna, Director, Online Marketing, 1800flowers , Ryan Bonifacio, VP Digital Strategy, Alex + Ani , Austin Bliss, President, FreshAddress	Listening & Learning From Customers To Create Superior Customer Experiences Brian Schultz, eCommerce p2p Product Manager, Crate and Barrel	Panel Discussion: Increasing Lifetime Value Through A Focus On Customer Engagement Colleen Heikka, Director of Brand Marketing, TripAdvisor , Daniel Moure, CMO, Pureformulas.com , Scott Drayer, VP Marketing, Paul Fredrick Menstyle , David Sasson, President and CEO, Overstockart.com , Alon Waks, Director Product Marketing & Head of GTM, LivePerson	Influencer Outreach: Earned Media On Steroids Emery Skolfield, Sr Director Digital Marketing & Brand Strategy, Office Depot	Online Marketplaces: They Are Popping Up Everywhere, What Is Your Approach? Josh Bultz, VP Marketplaces and Strategic Partnerships, Build.com
2:55	Understanding The Customer Pathway And The Incremental Value Of Your Touchpoints Jonathan Isernhagen, Director, Marketing Analysis, Travelocity	Panel Discussion: Putting Usability Front And Center To Maximize Your Testing Program Anne Berger, Sr. Director eCommerce, Shutterfly , Greg Johnson, Former UX Director, Motorcycle Superstore , Jason Merrick, Director of Ecommerce, Peter Glenn Ski and Sport	Panel Discussion: Crafting Effective Retention Strategies Using The Tools At Your Disposal Paul Lazorisak, VP Customer Marketing, Harry and David , Brandon Proctor, CEO/ President, Ice.com , Paul Kendrick, Marketing Director, JD Williams , Pini Yakuel, CEO & Founder, Optimove , Traci Milholen, VP CRM, Justfab.com	Panel Discussion: Keys To Building A Successful Social Strategy: Focus, Measurement And Monetization Jim Bobowski, VP Marketing and Social Media, Citrus Lane , Howard Blumenthal, Director eBusiness Solutions, Advance Auto Parts , Kristin Muhlnher, CEO, newBrandAnalytics	Panel Discussion: The Marketplace Debate: Could Participation Ultimately Hurt Your Brand? Mike O'Hanlon, VP Corporate and Business Development, Wayfair , Richard Sexton, President, Carolina Rustica , Brianne Keating Forst, Director of Ecommerce, Plow & Hearth
3:30	Conclusion of Track A	Executing A Technology Roadmap For Omni-Channel Giri Durbhakula, Former VP Technology & Multi-channel, Petco	How To Beat The Snot Out Of The Big Guys... Dave Ratner, President/ Owner, Dave's Soda & Pet City	Brands + Bloggers: Creating Profitable + Exciting Relationships In The Blogosphere Katie Laird, PR and Social Media Manager, Blinds.com	Interactive Workshop: What US Retailers Can Learn From Foreign Counterparts To Get Ahead Yulia V Smirnova, Former CRO & Online Marketer, Walmart.com
4:00	Afternoon Networking & Refreshment Break				
4:45	Retailer-Only Think Tank Roundtables: Continue The Networking And Have A Glass Of Wine Before The Evening Reception Topic 1: Tactics For Online Marketing Host: Mark Deruyter, Director eCommerce Marketing, Columbia Sportswear Topic 2: M-Commerce Strategies: Responsive Web Design vs. m.websites vs. Mobile Apps Host: Erick Barney, Director of Brand and Creative Marketing, Motorcycle Superstore Topic 3: Social Media Host: Nizzi Renaud, VP Marketing, Zazzle.com Topic 4: Boosting Conversion Rates And Enhancing The User Experience Using Video And Imagery Host: Jason Stutes, Chief Marketing Officer, ShoppersChoice.com Topic 5: CFO Roundtable				
5:30	Conclusion of Retailer-Only Think Tanks				
6:00	The eTail "Taste of Tequila" Cocktail Reception Hosted By Amazon Payments				

Day 3: Main Conference:

Mobile, Tablet & Social Strategies

MARCH 6TH














































7:50	Networking Breakfast	11:40	Keynote: Building A Next-Generation Brand Online Brian Garrett, Co-Founder, President/COO, StyleSaint
8:15	Chairperson's Remarks Al Lalani, Founder and Head of Client Success, Social Annex	12:10	Keynote: Executive Presentation Matt Eichner, Director, DoubleClick Search at Google
8:30	Keynote Panel Discussion: Communicating, Marketing And Selling Effectively To The "Always Connected" Consumer Kathy Doyle Thomas, EVP, Half Price Books, Debbie Johnsen, Director Interactive Marketing, Leading Hotels Of The World, Jennie Bell, Executive Director Global Online, Origins and Ojon, Estee Lauder Companies, Matt Wise, CEO, HelloWorld (Formerly ePrize)	12:45	Keynote: The Intersection Of Commerce And Social Media Nicholas Franchet, Head of eCommerce, Facebook
9:05	Keynote: Executing A Data-Driven Social Strategy Umang Shah, Director Social Strategy, Walmart	1:05	Keynote Panel Discussion: Building Social Communities That Drive Sales Todd Lido, Head of Marketing, Threadless.com, Katie Laird, PR and Social Media Manager, Blinds.com, Dan Slagen, SVP Marketing, Nanigans
9:35	Keynote: Staying Ahead With Your Digital Strategy John Gottschalk, VP Business Development & Strategy, FordDirect	1:35	Lunch & Networking For All Attendees
10:05	Keynote: Social And Mobile Convergence Driving A New Wave Of Customer Experiences And Applications Craig Hanna, EVP North America, eConsultancy		Afternoon Track: Mobile, Tablets & Social Media
10:25	Keynote : Beyond The Shopping Cart-Learn How Major Retailers Are Using Mobile Engagement To Build Lasting Customer Loyalty Minesh Mehta, Vice President, Alert	2:30	5 Secrets To Driving Success With Mobile E-Commerce Vaibhav Mathar, Media Analyst, Ampush
10:40	Pre-Lunch Networking & Refreshment Break	2:45	Innovations In Mobile: Japan Airlines Smart Phone Marketing Strategy Andrew Wang, Head of Mobile, Japan Airlines
11:20	Keynote: Twitter Executive Presentation Chris Riedy, Senior Sales Manager, Twitter	3:15	Best-In-Class Social Media Award Winner Presentations Allison Brownlie, Director of Marketing, Mountain Equipment Co-op
		3:40	Conclusion Of Day 3/Afternoon Networking & Refreshments Served



Company	Booth #	Company	Booth #	Company	Booth #
Nomi	100	TogetherMobile	320	Tealium	604/606
Corra	101	eShopWorld & Asendia	321	MyBuys	608
Trustpilot	102	Sailthru	400	MediaMath	612
newBrandAnalytics	103	ForeSee	401	FreshAddress	614
Movable Ink	104	Edgecast	402/404	Convertro	616
Rackspace	105	Maxymiser	403	Buzztala	617
Skava	106	Invodo	405	Lyris	618
Intershop	107	SLI Systems	406	Optimine	619
Domo	108	Mozu	407	Curalate	620
Listrak	109	Adroit Digital	408	eCommerra	621
Jumio	113	OwnerIQ	409	Whitepages	700
Stirista	115	PM Digital	413	Hybris	701
Search Spring (B7 Interactive)	117	Bronto	412	Livclicker	702
Leggett & Platt	119	SDL	414	OrderGroove	703
U-Pic	121	Social Annex	415	YesMail	704
OpinionLab	200	Poppin	416	Adgooroo	705
BloomReach	201/203	Strands Recommender	417	5th Finger	707/709
MadMobile	202	Crittercism	418	Communication Logistics	713
SearchDex	204	GoECart	419	ZeroLag	715
Responsys	205	SeeWhy	420	BrightTag	716
Broadleaf Commerce	206	Bazaarvoice	421	Offerpop	717
RimmKaufman Group	208	Rakuten	500/502	IBM	718/720
Kount	212	Monetate	501/503	Drawbridge	719
Instart Logic	214	AgilOne	504	wnDirect	721
TellApart	216	Direct Link	505	Branding Brand	800
HelloWorld	217	TurnTo	506	Cloud Engage	801
Nectar Online Media	218	Knotice	507	CrowdSource	802
Koupon Media	219	Smarter Remarketer	508	Shoefitr	803
Canada Post	220	Rocketfuel	509	Moxie	804
EchoVantage	221	YourAmigo	512	Alert (MicroStrategy)	805
Certona	300	Criteo	513	MecLabs	806
Epsilon	301	Pixalate	514	Reflektion	807
AdRoll	302	Riskified	515	Optimove	808
LivePerson	303	Millennial Media	516	Demandware	809
BlueHornet	304	Translations.com	517	Upstream Commerce	812
Shutl	305	Blue Triangle Technologies	518	Splunk	813
CQuotient	313	Trinity Insight	519	Trusteer	814
Akamai Technologies	307/309	CDNetworks	521	Mov-Ology	815
Elite SEM	315	Fifth Gear	520	Fierce Markets	816
Borderfree	316	Silverpop	600	Website Magazine	817
Artisan	317	NetElixir	601	Mobile Marketer	818
Commerce Sciences	318	WisePricer	602		
Kre8 Media	319	Sapient	603/605		

Exhibit Hall Floor Plan

Exhibitors (by Name)

707/ 709  A HERKULE COMPANY	705  ADVERTISING INSIGHT	408  adroit DIGITAL	302  AdRoll	504  AGILEONE	307/ 309  Akamai	805  alert
317  Artisan	421  b: bazaarvoice	201/ 203  bloomreach GET FOUND.	518  BlueTriangle Technologies	304  bluehornet Digital River	316  BORDERFREE Santitas Software	800  build.com BUILDING THE FUTURE OF CONSUMER
716  BRIGHTTAG	206  broadleaf commerce	412  Bronto The Marketing Platform for Commerce	617  Buzztata	220  CANADA POST POSTES CANADA	521  CDNetworks	300  CERTONA Personalize Anytime Anywhere
801  CloudEngage	318  Commerce Sciences	713  CIB COMMERCIAL INVESTMENT BANK	616  convertro	101  C O R R A	313  CQuotient	513  criteoL
418  Criticism	802  CrowdSource	620  CURALATE	809  demandware Your Store. Your Future.	505  DIRECT LINK Part of Postfund	108  DOMO	719  drawbridge
221  EchoVantage Your Analytics Experts	621  eCommera	402/ 404  ec EdgeCast Networks	315  ELITE SEM Performance Search Marketing	301  epsilon	321  eshopworld Taking your business global	816  Fierce Markets
520  FIFTH GEAR	401  FORESEE	614  FreshAddress THE EMAIL ADDRESS EXPERTS	419  goecart	217  HELLOWORLD	701  hybris software THE FUTURE OF COMMERCE	718/ 720  IBM
214  instartlogic	107  INTERSHOP	405  invodo	113  JUMIO	507  Knotice Know more. Do more.	212  Kount	219  K KOUAPON MEDIA
319  Kre8 Direct Response TV for e-commerce	119  Leggett & Platt	109  LISTRAK	702  LIVECLICKER	303  LIVEPERSON	618  lyris	202  mad mobile
403  maxymiser	806  MECLABS	612  MediaMath	516  millennial media	818  Mobile Marketer	501/ 503  monetate	815  MOVology
104  Movable Ink	804  moxie Software	407  MOZU	608  MYBUYS	218  Nectar Online Media	601  NetEluxir Next-Generation Digital	103  new BrandAnalytics
100  NOMI	717  offerpop	200  opinionlab RESEARCH. ACTION. INSIGHT.	619  OPTIMINE FOR THE CLOUD	808  optimove	703  OrderGroove Powering the e-commerce Revolution	409  OwnerIQ
514  picalate	413  pmdigital	416  poppin	105  Rackspace the open cloud company	500/ 502  Rakuten Marketing	807  Reflektion	205  responsys
208  RKG	515  riskified	509  rocketfuel Artificial Intelligence. Real results.	400  SAILTHRU	603/ 605  SapientNitro	414  SDL Cloud Customer Experience Management	204  SEARCHDEX
117  Search Spring (B7 Interactive)	420  SeeWhy Clicks → Customers	803  shoefitr	305  Shuttl About time	600  SILVERPOP	106  skava	406  SLI SYSTEMS Search, Learn & Improve
508  smarter REMARKETER	415  SocialAnnex ONE STOP SOCIAL PLATFORM	813  splunk	417  strends RECOMMEND	115  Stirista	604/ 606  TEALIUM	216  TellApart
320  together	517  translations.com	519  Trinity Insight	814  Trusteer an IBM Company	102  TRUSTPILOT	506  TurnTo	121  UPM REINSURANCE PACKAGE INSURANCE COVERAGE. Since 1993
812  UPSTREAM COMMERCE THE RETAIL INTELLIGENCE COMPANY	817  Website Magazine	700  white pages PRO	602  WisePricer Pricing Perfected.	721  wnDirect	704  yesmail YES TO ENGAGEMENT	512  youramigo Organic Search Solutions
715  ZEROLAG HOSTING EVOLVED						

