

Transforming Retail. Together.

The Event For eCommerce & Multi-Channel Retail Innovators



Feb. 17-20, 2015

JW Marriott Palm Desert Resort & Spa
Palm Springs, CA

Lead Sponsors:





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Palm Springs, CA

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Why Everyone's Raving About eTail

eTail is a one stop shop for ecommerce and multi-channel executives; an event where you can learn, get inspired, find solutions for your business and build lasting relationships... all in a beautiful venue surrounded by palm trees.

- **5 Star Content:** With a mixture of high impact presentations and engagement-driven interactive panels and roundtables, we pride ourselves on the quality of actionable content we provide you. Our speakers focus on what they did, how they executed, and detailed results. You'll hear real-life examples of what works (and what doesn't) from those who have been through the trenches. ***Our mission is to give you the strategies to grow your bottom line, faster.***
- **A Focus On Leading Retailers:** We bring you case study presentations from the top, fastest growing and most innovative retail brands. You'll end up with pages of notes from those who are leading the way in retail. Over 85% of our program content is from retailers.
- **Disruption & Innovation Focus:** We want you to leave inspired. You'll see an agenda packed with innovators and technologies that are shaping the future of retail experiences. Hear from brands like Nasty Gal, Chegg, and many others throughout the course of the conference.
- **Let Us Give You The Technology To Succeed:** Connect with leading technology solutions will help increase your bottom line. Our 'Solutions Zone' is your one-stop-shop of ecommerce technology. Get the ROI you need.
- **Unbelievable Customer Service:** Where other conferences outsource staff, we ensure that the people you deal with are consistent (from emails to face to face at the event). The eTail staff have an average of 8 years conference experience. We create the event, and we deliver it for you!



Leave Inspired

We have new inspirational guest speakers covering the convergence of physical and digital shopping experiences, retail "disruptors" giving you their growth secrets – you're in good company at eTail.

- **Dynamic Guest Speakers:** Don't miss our guest speaker on the morning of February 19th, David R. Bell, Wharton Professor and author of "Location Is (Still) Everything". Learn about the Surprising Influence of the Real World on How We Search, Shop, and Sell in a Virtual One. Pick up a free signed copy of David's new book on February 19th! And hear from Forrester Principal Analyst Peter Sheldon who solves the integration challenges between eCommerce and back-office technologies across channels and touchpoints.
- **Hear From Retail Leaders Who Are Shaking Things Up:** With keynote speakers such as the Chief Digital Officer at CVS Health, and the CIO of Dell – learn how traditional retailers are executing successful multi-channel and digital strategies, despite the Amazons of the world.



Build Lasting Relationships

Expand your community through fun and interactive networking every day. From Target to Walmart, from HSN to CVS Health, or from Sony to Zappos... eTail is where the entire retail community comes to connect.

- **Retailer Only Networking:** On February 17th, you'll mix it up with executives from similar sized organizations in our retailer networking workshops. Or if the answer to a specific challenge eludes you, visit the Retailer Roundtables in the Solution Zone all day on February 18th and 19th. We'll cover areas such as mobile, testing, and conversion optimization – meet other retailers and get the answers that will help you make rapid changes.
- **Women In (R)eTail Cocktail Hour:** If you're a female eCommerce executive, join the Women In (R)eTail cocktail hour on February 18th, where you'll meet other dynamic females who are balancing work, family and the changing eCommerce landscape.
- **Our Famous Think Tanks:** To serve as a nice wrap-up to the conference, we have our famous Retailer-Only Think Tanks in the afternoon of February 19th, hosted by a variety of retail executives, to help brainstorm and solve your most pressing issues.

...And Have Fun Doing it!

During the conference you can get involved in competitions to win cash, the latest tech prizes, or a grand prize to an “exotic locale”. And in the evenings our receptions are infamous for fun, laughter and all around good times! Competitions, surprise guest entertainers, occasionally some armadillo racing... yep, it all goes down at eTail.

- **Awesome Prizes & Give-Aways:** Head into the Solutions Zone to check out super cool technologies like Oculus Rift, or play a few X Box games to win cash in your pocket. We'll have other amazing prizes like Google glasses, Apple watches, and you can win an all-expense paid vacation! There will be more surprises – watch this space!
- **Infamous Evenings- Where the Fun Really Starts:** Every night we'll have mixologists on tap for our legendary evening receptions. Taste some wine, have great food, perhaps see a breakdancing act or two! These are the perfect moments to get involved in some informal networking, fun and laughter.





Find Your Inspiration In Palm Springs

The venue we have for you is all about luxury. Visit the enormous spa with every service you can imagine. Or challenge your golf game on 36 spectacular, Ted-Robinson-designed holes. Wake up to snowcapped mountains. Enjoy 80 degree weather in February. At your first palm tree sighting, you'll instantly relax, and remember why Palm Springs is a top vacation destination. We won't blame you for not wanting to leave.

JW Marriott Palm Desert Resort & Spa

74-855 Country Club Drive
Palm Desert, CA 92260
www.desertspringsresort.com

And the best part? Through us you'll get discounted room rates! We have secured a special conference rate of **\$249 a night** plus tax for attendees. eTail attendees that book within the room block also have access to high speed Wi-Fi Internet Access in their room, use of the fitness center, The Greens 18 hole putting course, Lawn Games at the Tennis Center and Golf Bag Storage at the resort.

Call the JW Marriott Desert Springs and identify yourself as an eTail attendee. **Rooms may be sold out but check back with the hotel for any last minute availability. Additional room block information can be found on our website.**



Retailer Speakers Presenting Actionable Take-aways

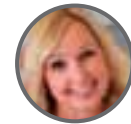
You'll meet and hear from innovative retailers presenting detailed presentations and interactive panels to drive your business - learn from their successes (and pitfalls). Check www.etailwest.com to learn more about the amazing work these speakers have done!



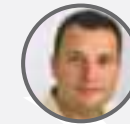
David Weissman
President
Dermstore (subsidiary of Target)



Kavita Baball
SVP Customer Experience and Retention
Shoebuy.com



Catherine Davis
VP of Marketing
Neiman Marcus



Tarik Dekkar
VP eCommerce
Harry and David



Paul J. Walsh
CIO
Dell



David Thomas
CTO
Nastygal



Josh Friedman
VP eCommerce
JC Penney



Molly Baab
VP Product Management
Rue La La



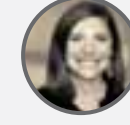
Pattiann McAdams
Former SVP, General Manager Of Direct Business
Bath and Body Works



Mitch Spolan
EVP, Marketing Services
Chegg



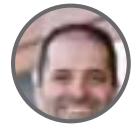
Jennifer DiMotta,
VP eCommerce
The Sports Authority



Dana Bloom
VP and GM
KEEP Collective, (Stella & Dot)



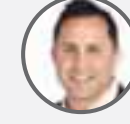
Elissa Margolis
SVP and GM
The Disney Store



Sean Murphy
EVP eCommerce
Custom Ink



Sam Norpel
VP Digital Transformation and Acquisition
Lands' End



Alex Golshan
VP Omni-channel and International eCommerce,
BCBGMAXAZRIAGROUP



Soren Mills
CMO
Newegg



Peter Cobb
EVP and Co-Founder
eBags



Jude Reter
VP Product and Engineering, eCommerce, **Express**



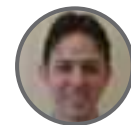
Trevor Legwinski
VP Marketing and eCommerce
Bambeco



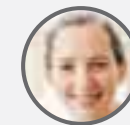
Dave Atchison
SVP Marketing
Zulily



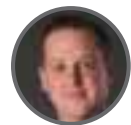
Richard Sexton
President
Carolina Rustica



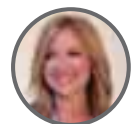
Seth Moore
VP Marketing (Website)
Overstock.com



Stephanie Pertuit
VP Customer Experience
Blinds.com



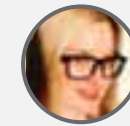
Jason Feldman
President Direct to Consumer
Hanes Brands



Ivka Adam
Co-Founder & CMO
Iconery



Ryan Bonificano
SVP Digital
Alex + Ani



Traci Milholen Inglis
VP of CRM & Research
JustFab, Inc



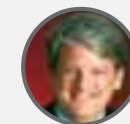
Ryan Ross
SVP Digital Commerce
HSN



David Gudai
CMO
Storkie Express



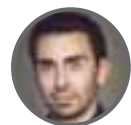
Famous Rhodes
VP eCommerce
AutoNation



Jim Ensign
VP Global Digital Marketing
Papa John's



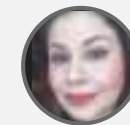
Erik Lautier
EVP/Chief Digital Officer
Bebe



Brandon Proctor
CEO
Ice.com



Frerk-Malte Feller
VP HP Shopping North America, PPS,
Hewlett Packard



Nizzi Renaud
VP, Marketing and Merchandising
Zazzle.com



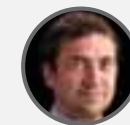
Kevin Ertell
SVP Digital
Sur La Table



Jason Roussos
CMO
Living Direct



Michael Wokosin,
VP Digital Marketing
Redbox



Frederick Lecoq
SVP Marketing & eCommerce
FGL Sports



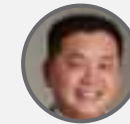
Mark Coffey
SVP Revenue, Partnerships and Brand Acquisition
Rue La La



Jamil Ghani
VP Enterprise Strategy
Target

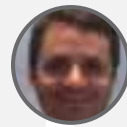


Keith Clark
VP CRM and Customer Insights
Chico's FAS



David Yeom
VP Marketing
The Honest Company

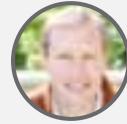
Our Retail Speakers Continued



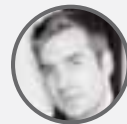
Shilo Jones
VP eCommerce
GolfDiscount.com



Mayur Gupta,
Global Head, Marketing Technology & Innovation
Kimberly-Clark



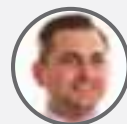
Greg Hintz
GM
Tiny Prints



Charlie Cole
CEO
The Line



Vishaal Melwani
CEO
Combatant Gentlemen



Scott Raio
CTO
Combatant Gentlemen



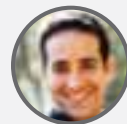
Aki Iida
Head of Mobile
Zappos.com



Mark Geller
Head of Mobile
Hautelook/Nordstromrack.com



Sean Popen
Sr Director, Ecommerce Marketing
Office Depot



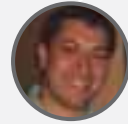
Josh Berg
Sr. Director Product Management
Wayfair



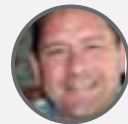
Joe Pflanz
Sr. Director Omni-channel Customer Experience
Luxottica Retail



Jeff McRitchie
VP Marketing
MyBinding.com



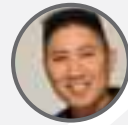
Eric Oria
Senior Director of Marketing
GameStop



Matthew Edstrom
Sr. Director, Head Of Proflowers Marketing
Proflowers (Provide Commerce)



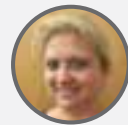
Nathan Decker
Sr. Director eCommerce
evo



Eric Wu
Sr. Director of SEO
Edmunds.com



Gary Penn
Former Global Director eCommerce
True Religion Jeans



Tari Huddleston
Director eCommerce VF Jeanswear
VF Corp.



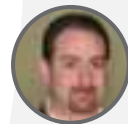
Gary Milner
Director Global Digital Marketing Manager
Lenovo



Howard Blumenthal
Director eCommerce Solutions and BI
Advance Auto Parts



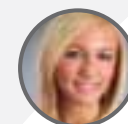
Blake Clark
Director of Product Management & Mobile GM,
Travelocity



Marc Schweid
eCommerce Director of Marketing
Orchard Brands



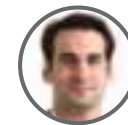
Mark Sorkin
Director Digital Marketing and Analytics
Orchard Brands



Shana Kelly
Digital Marketing Manager
Black Lapel



Brandon Finch
Director eBusiness
Jelly Belly



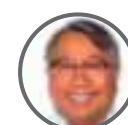
Richard Cohene
Director of Marketing and Business Development
Beyond the Rack



Reid Greenberg
Director, Consumer Engagement & Direct to Consumer
Seventh Generation



Ian McDonald
Head of eCommerce
Silver Star Brands



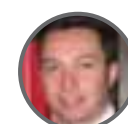
Edward Mabanglo
Principal Digital Analyst
Nordstrom



Ryan McGuire
Director, Contact Management CRM & Analytics
Luxottica Retail



Lisa Archambault
Head of Demand Generation Marketing
Zappos.com



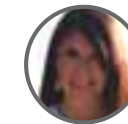
Jarrad Berman
Director Digital Marketing
Intermix



Laura Dansbury
Director, Product Management
Ancestry.com



Edmund Mackey
Sr. Director of Marketing
Direct TV



Cassie Coletti
Director eCommerce
Lacoste



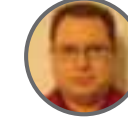
Sarah Tabbush
Director Social and Mobile Marketing
TOMS



Nicholas Gadacz
Director of Search Engine Marketing
Walmart Labs
Walmart.com



Brad Dolian
Mobile Marketing Manager
Cabela's



Bobby Lyons
Director Online Marketing, SEO
Walgreens



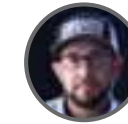
Haley Nemann
Sr. Manager Global eCommerce UX
Crocs



Jason Scoggins
Director Email Strategy
JC Penney



Jonathan Isernhagen
Director, Analytics & Insights
Wyndham Hotel Group



Matt Chwat
Director User Experience
ThinkGeek



Jeff Palumbo
North America eCommerce Optimization Lead
Lenovo

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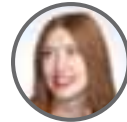
Our Retailer Speakers Continued



Benilda (Bendee) Anzures
Sr. Director, Customer DB Marketing
Beachbody



Hank Grossman
Director Global Digital Marketing
IHG



Kelley Price
Director, Digital Experience & Design
IHG



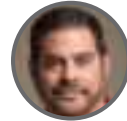
Ryan Dahlstrom
Director eCommerce Operations
Vermont Teddy Bear



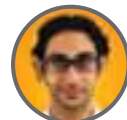
Kacy Cole
Director eCommerce and Digital
Marketing **butterLONDON**



Jeff Hawley
Director Customer Experience Group
Yamaha Corporation of America



Scott Perry
Director eCommerce
Jerome's Furniture



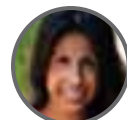
Hafez Adel
Director Marketing
Combatant Gentlemen



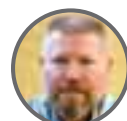
Jeff Klonowski
Senior Manager, Digital Retail, Mobile
REI



Mike Pitone
Sr. Manager, Product Management
and User Experience
Urban Outfitters



Ashley Torres
CMO
Azalea



Mark Chitwood
Agile Product Manager
Autotrader.com



Art Garcia
Global Mobile Marketing Manager
Hewlett-Packard



Sarah Thompson
Manager eCommerce and Digital
Marketing
Seventh Generation



Courtney Maglaras
Site Merchandising Manager
Nastygal



Tamera Ferro
Manager, Brand Content & Community
Engagement
Seventh Generation



Jennifer Heim
Marketing Retention Manager
Silver Star Brands



Marcia Oakes
Sr. Online Marketing Manager
Calendars.com



Ryan Marfone
User Experience Manager Mobile
Blinds.com



Shawn Coombs
Director, Product Management,
Analytics & BI,
The Home Depot



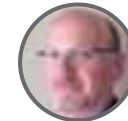
Sada Kshirsagar
Sr. Manager, Product Management and Data Science –
eCommerce
The Home Depot



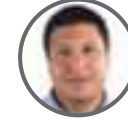
Nitin Bhaskaran
Senior Manager, Online Product
Management
The Home Depot



Estelle Afshar
Data Scientist/Online Product Manager
The Home Depot



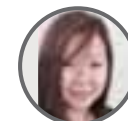
Harvey Bierman
VP eCommerce Technology & Operations
Crocs



Victor Castro
Director eCommerce
Zachy's



Mark Deruyter
Director eCommerce Marketing
Columbia Sportswear



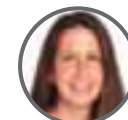
Samantha Lee
Senior Director of eCommerce
& Customer Experience
bebe



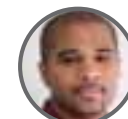
Chris Vitale
VP Digital Operations and eCommerce
Pep Boys



Amanda Kendrick
Director eCommerce,
Pep Boys



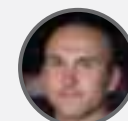
Beth Monda
VP Marketing, Ecommerce
BCBG Max Azria Group, LLC



Jamie Braxton
Marketing Manager
US Mattress



Sam Sarullo
VP eCommerce
Lakeshore Learning

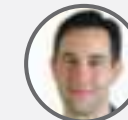


Jean-Michel Boujon
VP eCommerce
Bookrenter.com

Aaron Buchanan
Digital Personalization Manager
Finish Line



Danielle Harvey
Director Customer Insight and
Optimization
Wyndham Worldwide



Ryan Bartley
Director of Mobile
Staples

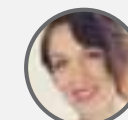


Umair Ahmed
Product Manager, Mobile
Staples

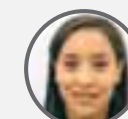


Jason Gowans
Director Data Lab
Nordstrom

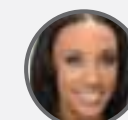
Anthony Long
Global eCommerce Technology
Capability Lead
Kimberly-Clark



Jenecy Keeton
Global Marketing Manager, Social Media
Fossil



Leslie Burtney
VP Marketing
Club W



Charis Marquez
Head of eCommerce and Digital,
Kenmore, Craftsman and DieHard
Sears Holding Corporation



Jeff Lerner
Director Acquisition Marketing
Provide Commerce



“

Once again, you've raised the bar even higher on industry conferences. I've been attending eTail since 2000 - You've put me in touch with all the right people that have helped me grow every business I've touched since then. And somehow you always manage to make it even better every year. Can't wait for the next one!

Rose Hamilton
CMO & EVP
Pet360



“

eTail is never too big to feel like it's just a crowd having information thrown at them, but instead always has a great gathering of minds sharing valuable information - both at the official presentations, and in the social gatherings.

Bill Aicher
Chief Growth Officer
Musicnotes

“

Some of the most fulfilling parts of the eTail experience come from hearing truly unique ideas coming from a variety of industries. I'm able to leverage ideas from world class companies that I don't typically interact with, which helps to broaden my perspective and create better strategies for AutoTrader.com.

Greg Vilines
Sr. Product Manager
Search, AutoTrader.com





David R. Bell
Professor/Author
Wharton School



David Weissman
President
Dermstore.com



Paul J. Walsh
CIO
Dell



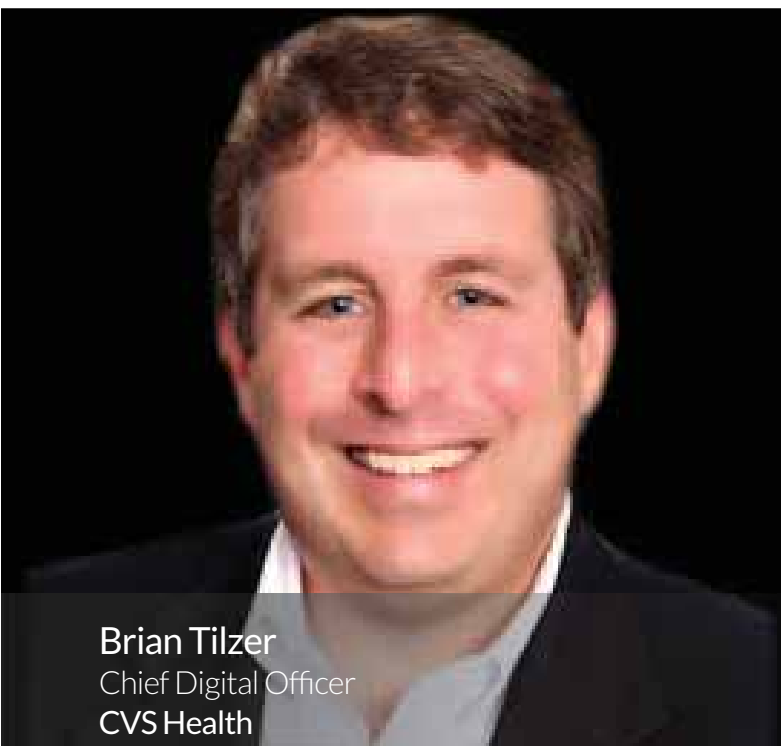
Pattiann McAdams
Former SVP, General Manager Of Direct Business
Bath and Body Works

Be Inspired – Here's a Selection of Your 2015 Keynotes

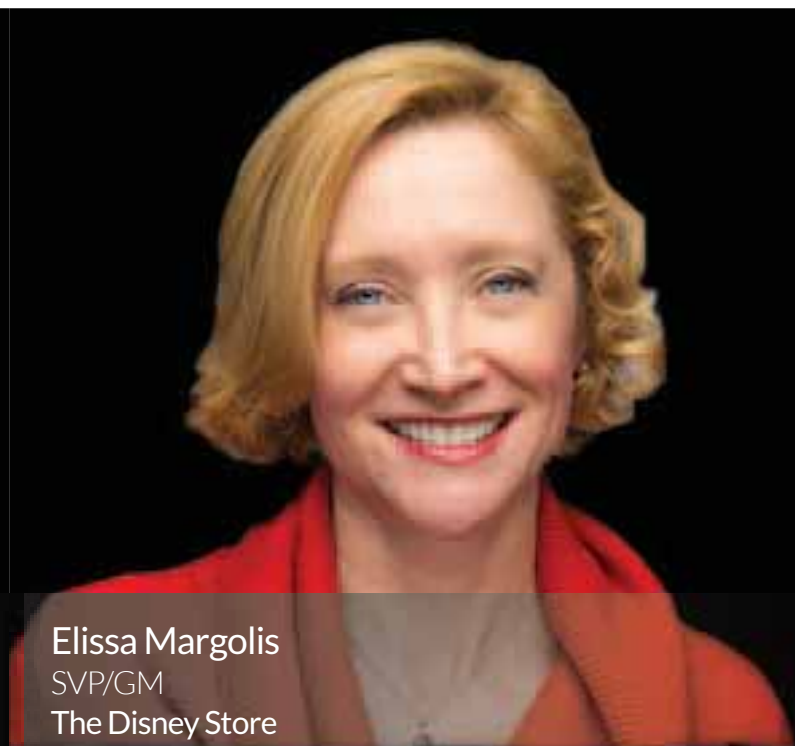
”

The eTail conference is always a superb event.
The speakers are world class, and the content is
relevant and actionable

Brandon McGee, Director Global Mobile, Dell Inc.



Brian Tilzer
Chief Digital Officer
CVS Health



Elissa Margolis
SVP/GM
The Disney Store



Soren Mills
CMO
Newegg



Jodi Kahn
Chief Customer Officer
Fresh Direct



Dave Atchison
SVP Marketing
Zulily



Jason Feldman
President Direct to Consumer
Hanes Brands



Jamil Ghani
VP Enterprise Strategy,
Target



Ryan Ross
SVP Digital Commerce
HSN

Be Inspired – Here's a Selection of Your 2015 Keynotes

”

Going to Palm Desert is part of our strategy to
stay competitive and grow as a company.

Jeff McRitchie, Vice President of Marketing, MyBinding.com



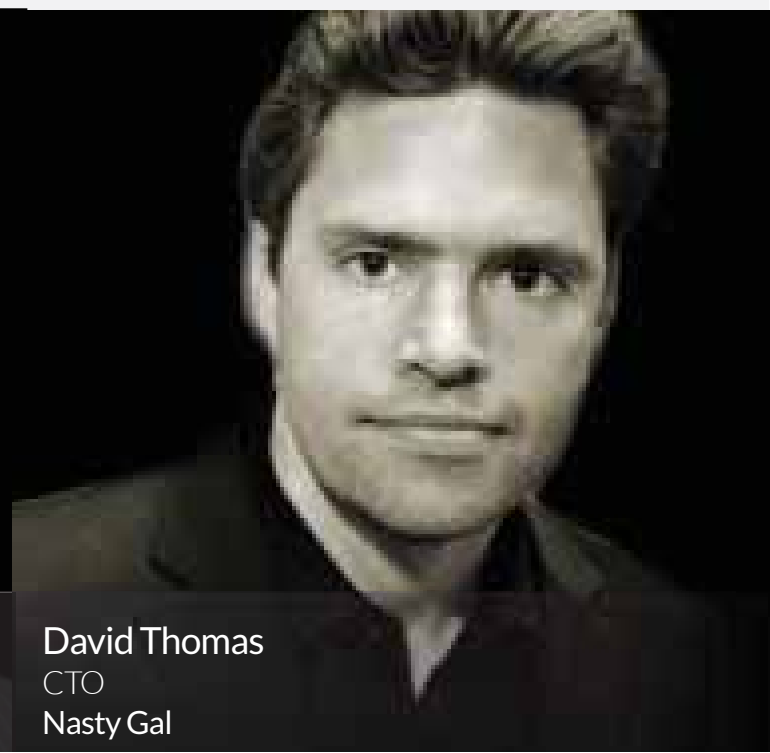
Mitch Spolan
EVP Marketing Services
Chegg



Kyle Vucko
CEO
Indochino



John Hnanicek
SVP/CIO
Charming Charlie



David Thomas
CTO
Nasty Gal

TUESDAY, FEB. 17, 2015

Agenda Highlights:

Pre-Conference Search Summit

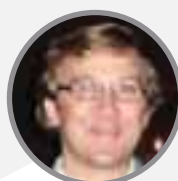
Don't Blow Your Budget On Search. We'll Show You How.

Join interactive discussions around SEO and SEM, and learn how other retailers are navigating the search landscape. Our attendees love the intimacy of the roundtables throughout the day, as well as case study driven presentations. And you'll have search experts leading the discussions – bring your challenges and you'll get answers right away.

[Click here to view the full summit agenda on page 20](#) >>



Keynote: This Is How You Run An Efficient SEM Program



8:55 AM
Nicholas Gadacz,
Director SEM, Walmart Labs
Walmart.com

Want to grow the revenue your SEM department generates with less investment? This session addresses the core problem with most search departments (which is an organization problem). And you'll uncover a unique way to execute budget planning (i.e you should not have a budget, just performance goals!).



SEARCH WORKSHOP: Making Your Site Lean And Ready To Fight Using Google Webmaster Tools



12:10 PM
Matt Storms
SEO, SEM
Organic Growth
Hacker



Eric Wu
Sr. Director of SEO
Edmunds.com

A common issue facing retailers today is SEO knowledge and leadership. Learn new methods for developing scalable SEO strategies as users shift their attention from desktop to mobile and into multiple channels. Understand how Edmunds.com has adapted large scale strategies that were developed at AT&T, YellowPages, SPIN, and eHow for a model that fits the car shopping space. Also discover practical uses of data Google provides in order to enhance your understanding of the growing complexity of searcher behavior. Your site URL could be selected for a live audit and review by the panelists during this interactive workshop.



Search Experience Optimization At Walgreens



2:55 PM
Bobby Lyons
Director Online Marketing, SEO
Walgreens

Search Experience Optimization. What is it? In this dynamic presentation, you'll learn the definition of Search Experience Optimization and how it works, as well as how the shift to Search Experience Optimization is essential to building a sustainable and predictable revenue stream from the search engines.

Lead Sponsors:



TUESDAY, FEB. 17, 2015

Agenda Highlights:

Pre-Conference Email Optimization Summit:

You Can Get A Better ROI On Your Email Programs – And Here's How

Join interactive discussions around moving the needle with CRM, ROI-driving mobile email programs and how to get more revenues out of your programs. The day's focus is not only on tangible take-aways from retail peers, but retailers working together to solve their pain points. And you'll have email experts leading the discussions – bring your challenges and you'll get answers right away.

[Click here to view the full summit agenda on page 21](#) >>



Keynote: CRM Programs That Move The Needle



8:30 AM
Traci Milholen Inglis
VP of CRM & Research
JustFab, Inc

Customer retention is part science, part art. See how JustFab, one of the world's largest and fastest growing fashion eCommerce companies, is using data (ie science) to artfully take their email and CRM program to a new level. Traci will walk through several examples and you'll walk away with specific actionable takeaways.



Tips And Tricks To Mobile Optimize Your Email



12:25 PM
Shana Kelly
Digital Marketing Manager
Black Lapel

Learn how Paul Fredrick, a midsize retailer, turned their email mobile initiatives for 2014 into significant results. With updating Paul Fredrick's navigation to be mobile friendly, the results were a 16% increase in \$/email, 10% increase in conversion rate and a 10% increase in response. Over 50% of email opens for Paul Fredrick are occurring on a mobile device. Paul Fredrick's email program sales have increased over 25% in the past two years. For those not ready to make the fully responsive leap, find ways to optimize your emails with tests, insights and a better understanding of your mobile customer.



Using Content to Build Your Brand, Engage Subscribers And Increase Revenues



2:30 PM
Marcia Oakes
Sr. Online Marketing Manager
Calendars.com

We've all heard content marketing can be difficult to deviate from sales-focused messages when year-over-year revenue metrics are at stake. Additionally, though we've all heard content marketing is important for engagement, email marketers can struggle with what this means for their brand and how to incorporate it into their messaging mix without jeopardizing their promotional campaigns. In this case study session from Calendars.com, you'll learn how a seasonal retailer tackled the challenge of engaging its subscribers year-round with brand-enhancing content marketing, all without compromising the success of its traditional promotional campaigns. The case study is about our "Flip Day" email newsletter, which won the "Connect and Integrate" award at the 2014 MarketingSherpa Email Summit.

TUESDAY, FEB. 17, 2015

Agenda Highlights:

Pre-Conference Merchandising/Design/Usability Summit:

Check-Out Page Revamp Examples + Free Usability Tests + Merchandising Strategies = Higher Conversion Rates

This summit marries a hands-on testing and usability sessions, site redesign examples that have moved the needle for retailers, and online merchandising tactics. And did we mention you'll get free tools, free testing of your desktop and mobile site? Too good to be true? It's not.

[Click here to view the full summit agenda on page 22.](#) >>



Keynote: Optimization Of Payment Pages And On-Boarding Flows For High Involvement Products



10:35 AM
Laura Dansbury
Director, Product Management
Ancestry.com

Laura and her team created an onboarding wizard to reduce the barriers to engagement by focusing on what visitors know and translating that into a feeling of confidence about using their product. That positive experience drives subscription purchases and will lead to a journey of family history discoveries. At the payment step, they focused on reducing friction and creating incentives to continue the final purchase step. In fact, they found a way to increase sign up conversion in A/B tests by 3-6%. Attendees will learn about how they broke a complex problem into small steps and optimized each of them to increase conversion and revenue.



Evolving Your Site Merchandising Strategy To Engage And Convert Customers

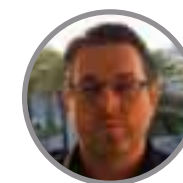


10:10 AM
Richard Sexton
CEO
Carolina Rustica

Online revenue for Carolina Rustica has increased over 25% YOY with an increasing emphasis on merchandising. In-store traffic has realized a doubling of conversion rates due to better online merchandising that drives brick and mortar purchases from the website experience. And Carolina Rustica has been recognized as a "Beyond the Top 100" achiever by Furniture/Today for the last two years due to its omni-channel merchandising vision. This session is an opportunity to redefine product merchandising in a way in an analytical fashion that will have cross-functional appeal to marketers, webmasters and finance people. Richard will be discussing this process in the context of a 10 year pioneering effort in omni-channel evolution.



Interactive Usability, Testing & Design Workshop: Tips And Recommendations To Optimize Your User Experience



11:30 AM
Greg Johnson
Operating Partner
and VP User
Experience and
Design
Digital Fuel Capital



Jason Miller
Former CTO
Motorcycle
Superstore

This super interactive, hands-on session focuses on three different levels of user testing AND a free evaluation of your mobile site performance. Take away best practices to overhaul your site, and enter to win a chance to get FREE SOFTWARE WORTH OVER \$5000! Looking for impartial feedback on your site usability from leading usability experts? This session is for you!

Lead Sponsors:



TUESDAY, FEB. 17, 2015

Agenda Highlights:

Pre-Conference Mobile & Tablet Summit

Want to quantify the influence of mobile on your business?

Consumers spend more time interacting with brands on smart devices than they do on desktop sites. That means there is a lot of money left on the table if you can't convert them. Get a holistic view of not only how to increase conversions, but create experiences that are supported by mobile devices during this summit.

[Click here to view the full summit agenda on page 23](#) >>



Developing An Optimal Multi-Screen Approach To Increase Conversion And Retention



9:35 AM
Greg Hintz
GM
Tiny Prints

Online consumers shop using different devices and still expect the same great experience regardless of the device they are using. Based on the comprehensive and completely interoperable multi-screen experience Tiny Prints has built in the personalized stationery and gifts space, this session will help you understand the key questions that need to be answered before deciding on your multi-screen approach. You will also learn best practices on how to utilize a comprehensive multi-screen experience to grow conversion and retention as well as the best ways to measure and then iterate on these improvements.



Making The Cross-Device Shopping Experience Work: A Zappos Holiday Case Study

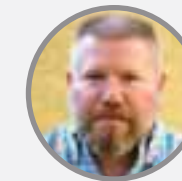


11:55 AM
Lisa Archambault
Head of Demand Generation Marketing
Zappos

From desktops to tablets to smartphones -- technology impacts the way we shop. From surprising facts about mobile usage, to the impact of tablets on transactions, to the emergence of the "always on" shopper -- Zappos will examine today's consumer -- and what they discovered this past holiday season. Uncover the means to reach consumers no matter the device, as Lisa examines mobile display and marketing strategies that have turned the tide for Zappos.



Spearheading The Omnichannel Transformation



3:00 PM
Mark Chitwood
Agile Product Manager
Autotrader.com

The new mandate for every digital business is to create compelling, rich customer experiences, and those brand touchpoints are expected to cross seamlessly into the many channels where a shopper can engage. AutoTrader.com has been reshaping its focus to fit this omnichannel world, and in this session you'll hear how the company is transforming.

WEDNESDAY, FEB. 18, 2015

Agenda Highlights:

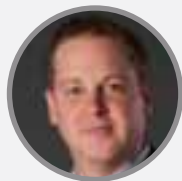
Main Conference Day One

The main conference days are not to be missed. High impact presentations that get to the meat of the subject, interactive panels that debate the hottest topics, and tons of retailer-only networking throughout the day. We didn't even mention the parties in the evening!

[Click here to view the full agenda for this day beginning on page 24](#) >>



Keynote: The Digital Transformation Of A 100 Year Old Brand



8:15 AM
Jason Feldman
President Direct To Consumer
Hanes Brands

Direct selling is not new to HanesBrands. In the United States, Hanes sells more units of intimate apparel, male underwear, socks, shapewear, hosiery and T-shirts than any other company. Hanes has a long history of innovation, product excellence, and brand recognition. As a supplier to some of the world's largest retailers, and through its own direct to consumer presence, Hanes products are in 9 out of 10 American households. Hanes revolutionized Tagless T-shirts and underwear, invented the sports bra, was the first to advertise a bra on national television (Playtex), and continues to innovate with ComfortBlend and temperature-control X-Temp fabrics and seamless Smart Sizes bras. Now, through digital innovation and omnichannel partnerships with wholesale customers and consumers alike, Hanes has taken the driver's seat leading the charge to innovate the bricks and clicks experience no matter where its products are sold.



Merging Content And Commerce To Drive Traffic, Engagement, Conversions & Sales



12:45 PM
Mark Coffey
SVP Revenue Partnerships and Brand Acquisition
Rue La La

Content is king at Rue La La. The convergence of content and commerce is simplifying the path to purchase and shortening the sales cycle for brands. Rue has seen a ton of success with major brands merging content and commerce, and Mark will present those success stories.



Enhancing The Omni-Channel Experience With Integrated Marketing At Neiman Marcus



12:45 PM
Catherine Davis
VP of Marketing
Neiman Marcus

The way customers shop at stores and online has changed, and will continue to change with the continued proliferation of smartphones and tablets. As retailers move to provide "omni-channel" experiences — merging offline and online channels to serve the shoppers that move between them more effectively - a new approach to marketing is required. This fireside chat will showcase how Neiman Marcus delivers an integrated approach to marketing that provides consumers with a seamless shopping experience across touch points - in store, online, and on multiple devices.

Lead Sponsors:



THURSDAY, FEB. 19, 2015

Agenda Highlights:

Main Conference Day Two

The second main conference day delves into retail transformation, innovation and growth with keynotes from Dell, CVS Health, and our dynamic guest speaker Professor David R. Bell.

[Click here to view the full agenda for this day beginning on page 27](#) >>



Keynote: Bringing Commerce To Customers, Not Customers To Commerce



8:30 AM
Paul J. Walsh
Chief Information Officer
Dell Inc.

Attendees will learn how Dell was able to rapidly transform its ecommerce efforts from large incremental updates to agile deployment, quickly delivering innovative technologies like the Dell Buy Button, Digital Currency and On the Box Commerce. Exploring how these technologies were delivered and executed will bring to life how modern businesses can enable customers to shop and engage on their own terms, actively engaging with them to provide them with personalized experiences that respond to their untapped needs.



Keynote Guest Speaker: Location Is (Still) Everything: The Surprising Influence Of The Real World On How We Search, Shop, And Sell In The Virtual One



11:35 AM
David R. Bell
Marketing Guru and E-Commerce Expert Author
Wharton Professor

Wharton professor and marketing expert David R. Bell argues that the way we use the Internet is still largely shaped by the physical world that we inhabit. So too, our willingness to search for and consume information depends on where we live and who we live next to. Bell offers a fascinating, in-depth look at online commerce and retailing through his years of research and investing and advising experience. His unique GRAVITY framework is a powerful and practical tool that explains how the real and virtual worlds connect and what Internet sellers must consider in order to succeed. David will also be available for a book signing – you can pick up a copy of his book “Location Is (Still) Everything” during the morning break



Buy Any Means Necessary: Blurring Of Lines Between The Retailers And Brands, Driven By Mobile Technologies

2:30 PM
Anthony Long
Global eCommerce Technology Capability Lead
Kimberly-Clark

Brands and the retailers today share the same goal: Get the consumer what she wants when she wants it. As a result, those who make products are happy to cross into the swim lanes of those who sell products – and vice versa – in order to ensure that she gets what she wants when she wants it. Since consumers increasingly don't differentiate between the brand and the retailer, brands and retailers can be released from trying to remain fully discrete from each other. To compete successfully in this age of mobile-driven commerce, new types of partnerships between retailers and brands should be forged.

FRIDAY, FEB. 20, 2015

Agenda Highlights:

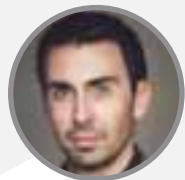
Main Conference Day Three

The final day of the conference is a must-see mix of digital innovation strategies, mobile roadmaps and social media tactics. Understand which trends will directly impact your business by the end of this day!

[Click here to view the full agenda for this day beginning on page 30](#) >>



Keynote: Moving From “Big Data” To Actionable Customer Analytics



11:00 AM
Brandon Proctor
CEO
Ice.com

How can you go from a post-purchase data warehouse to real-time personalization? Brandon tackles taking “big data” and turning that data into actionable insights for your business in this keynote session.

- Understanding data warehousing and how and what you should track
- Making the transition from post purchase data to post purchase + web analytics
- Learn how to get a complete view of each customer
- Utilizing customer analytics to personalize the on-site buying experience



Keynote: The Future Of Social Commerce

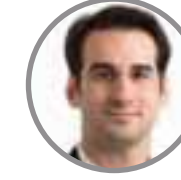


12:20 PM
David Gudai
CMO
Storkie Express

Social commerce – the intersection of social discovery, social networking, and mobile commerce – will be the biggest trend impacting retail in 2015 and beyond. In many ways, social commerce is the natural evolution of the recent trends of big data, social, mobile, and customer-centricity. The session will focus on this evolution, the current (constantly shifting) landscape, and the incredible possibilities that will impact all brands and especially retailers in the years to come. We'll also get an inside look into how Ideally, Inc. is transforming the way consumers and brands connect and transact.



Get More Out Of Your Mobile Programs: Acquisition Strategies



1:45 PM
Richard Cohene
Director of Marketing and Business Development
Beyond the Rack

As Director of Marketing for Beyond The Rack, Richard is responsible for the growth of their mobile business, via the mobile and tablet web and their mobile/tablet apps. They've grown their mobile business from 10% of sales to more than 40% of sales. Learn how to get the most out of mobile commerce for your website. Richard presents mobile design, KPIs, and acquisition strategies.

Lead Sponsors:



PRE-CONFERENCE SUMMIT:

Search & Display Summit Full Agenda

Budgeting, Future of Search, Programmatic, PLAs, Mobile Search Optimization

TUESDAY, FEB. 17TH

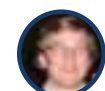
8:00 Networking Breakfast & Registration

8:30 Welcome Remarks & Benchmarking Study

8:40 Chairperson's Opening Remarks

 Gary Smith
VP
YourAmigo


8:55 Keynote: This Is How To Run An Efficient SEM Program

 Nicholas Gadacz
Director SEM, Walmart Labs
Walmart.com

9:20 PLA Keynote Panel Discussion: What Works Today And What Doesn't

 Ian MacDonald
eCommerce Manager
Silver Star Brands

 Nicholas Gadacz
Director SEM, Walmart Labs
Walmart.com


 Jeff McRitchie
VP Marketing
MyBinding.com

 Andre Golsorkhi
CEO
Sidecar


9:55 Interactive Roundtables

10:55 Morning Coffee & Refreshments

11:25 Digital Budget Panel Discussion: Setting Optimal Digital Marketing Budgets

 Jarrad Berman,
Director Digital Marketing
Intermix

 Edmund Mackey
Senior Director Marketing
Direct TV

 Udayan Bose
Founder and Chief Executive
NetElixir

 Jeff Lerner
Director Acquisition Marketing
Provide Commerce

12:10 SEARCH WORKSHOP: Making Your Site Lean And Ready To Fight Using Google Webmaster Tools

 Matt Storms,
SEO, SEM, Organic Growth Hacker & SEO Expert

 Eric Wu
Sr. Director of SEO
Edmunds.com

12:55 Lunch & Networking
Mini Presentation Given By

 Denis Coombes
Director of Sales
ROI Revolution

1:55 Interactive Roundtables

2:55 Search Experience Optimization At Walgreens

 Bobby Lyons
Director Online Marketing, SEO
Walgreens


3:20 Afternoon Coffee & Refreshments

3:50

Programmatic Panel Session: Examining Challenges And Opportunities Within Programmatic Buying

 Hank Grossman
Director Global Digital Marketing
IHG

 Dax Hamman
Chief Product Officer
Chango

 Gary Milner,
Director, Global Digital Marketing Manager,
Lenovo

4:20

eTail Best-In-Class Award Finalists Presentations

 Sam Sarullo
VP eCommerce
Lakeshore Learning

 Sean Popen
Sr Director, Ecommerce Marketing
Office Depot
The North Face Executive

5:05

Conclusion Of Search Summit

5.15

Retailer-Only Networking: Meet With Retail Peers From Similar Sized Organizations – Find Your Workshop

1. 0-25 million in online revenues
2. 25 – 100 million in online revenues
3. 100 – 500 million in online revenues
4. 500 million and up in online revenues

6:00

Conclusion of Retailer-Only Networking Workshops

6:00

eTail Official Welcome Reception For All Attendees

7:00

Registration Closed

Throughout the Day Get Your Challenges Solved By Roundtable Moderators Such As:

Table 1: Novel Search Strategies To Outperform The Competition

 **Moderator:**
Bryan Carr
VP Sales
YourAmigo



Retail Moderator:

Drew Metherd
Senior Web Professional
Morningstar, Inc.

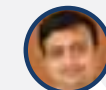
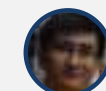


Table 2: Maximizing the Value of SERP: 5 Proven Strategies for Retail Search Marketers

Moderator:

Udayan Bose
Founder and Chief Executive
NetElixir



Retail Moderator:

Limin Zhao
Senior Manager of Global Paid Search
Lenovo

Table 3: Latest Advancements In Organic Search And How To Keep Up With The Algorithms

Moderator:

Jason Campbell,
SVP,
Searchdex

Retail Moderator:

Jamie Keaney
Manager of eCommerce, SEO,
DICK'S Sporting Goods

Table 4:

Moderator:

Denis Coombes
Director of Sales
ROI Revolution

Retail Moderator:

Alison French,
Senior e-Commerce Manager,
DJO Global

Table 5: How Will Search Evolve In 2015?

Moderator:

Chris Chang
Director Of Client Services
EliteSEM

Retail Moderator:

Luke Peters, CEO
Air-n-Water

Table 6: Winning At Google Shopping; Three Ways To Amp Up Your Product Listing Ad Strategy In 2015

Moderator:

Steve Tutelman
SVP Corporate Development
Sidecar

Retail Moderator:

Vishal Agarwal
EVP & Chief Marketing Officer
Nomorerack.com Inc.

PRE-CONFERENCE SUMMIT:

Email Optimization Summit Full Agenda

Special Focus on Email Content Management, Delivery, Design, Mobile Email and CRM


TUESDAY, FEB. 17TH

7:40 Networking Breakfast & Registration

8:05 Welcome Remarks & Benchmarking Study

8:15 Chairperson's Opening Remarks


8:30 Keynote: CRM Programs That Move The Needle

 Traci Milholen Inglis
VP of CRM & Research
JustFab, Inc

8:55 Keynote: What Everyone Is Talking About, No One Is Doing

 Nathan Decker
Sr. Director eCommerce
evo

9:20 Email Marketing Keynote Panel Discussion: Take Your Email Marketing To Next Level With New Approaches (Here's How)

 Benilda (Bendee) Anzures
Sr. Director, Customer DB Marketing
Beachbody



Jamie Braxton
Marketing Manager
US Mattress



Katrina Conn
VP Marketing Services
StrongView



Jennifer Heim
Marketing Retention Manager
Silver Star Brands



Marc Schweid
eCommerce Director of Marketing
Orchard Brands



Katrina Conn
VP Marketing Services
StrongView Executive

10:00 Interactive Roundtables

11:20 Morning Coffee & Refreshments

11:50 Content Keynote Panel Discussion: Using Content To Engage Customers And Get Them Excited About Opening Your Email

 Sarah Thompson
Marketing Manager, Digital & Direct to Consumer
Seventh Generation



Cassie Colletti
Director eCommerce and Digital
Lacoste



Marc Schweid
eCommerce Director of Marketing
Orchard Brands



Tari Huddleston
Director eCommerce
VF Jeanswear
VF Corp.



Glenn Conradt
VP Global Marketing and North America
CoreMedia

12:25 Tips And Tricks To Mobile Optimize Your Email



Shana Kelly
Digital Marketing Manager
Black Lapel.

12:50 Interactive Roundtables

1:30 Lunch & Networking

2:30 Using Content to Build Your Brand, Engage Subscribers And Increase Revenues



Marcia Oakes
Sr. Online Marketing Manager
Calendars.com

2:55 Interactive Roundtables

3:35 eTail Best-In-Class Award Finalists Presentations



Jean-Michel Boujon
VP eCommerce
Bookrenter.com
Aaron Buchanan
Digital Personalization Manager
Finish Line

4:15 Afternoon Coffee & Refreshments/Conclusion Of Email Optimization Summit

5:15 Retailer-Only Networking: Meet With Retail Peers From Similar Sized Organizations – Find Your Match


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6:00 Conclusion of Retailer-Only Networking Workshops

6:00 eTail Official Welcome Reception For All Attendees

7:00 Registration Closed Throughout the Day Get Your Challenges Solved By Roundable Moderators Such As:

Table 1: Inform Your Email Content Strategy With Powerful Insights

 Moderator:
Heather Blank
VP Digital Solutions
Datalogix

Retail Moderator:
Chris Titer
Group Brand Manager
GARDENS ALIVE

Lead Sponsors:





Table 2: Making Changes In Your Ecosystem: The Decision Guidelines To Success

Moderator:
Jake Williams
Director Earned Media
Smarter Remarketer

Retail Moderator:
Aaron Buchanan
Digital Personalization Manager
Finish Line

Table 3: Use Product Behavior, Not Just Customer Behavior In Your Automated Emails

Moderator:
Fayez Mohamood
Co-Founder and CEO
Bluecore

Rich Howard
eCommerce General Manager
Camping World

Table 4: Increasing Customer Retention & Revenue With Data-Driven Emails

Moderator:
Sean Mitton
Account Executive
Windsor Circle

Retail Moderator:
Cortney Wright
VP Marketing
Artbeads.com

Table 5: Learn How True Real-Time, Product-Level Recommendations Can Deliver 5x More Conversions

Moderator:
Antoine Devos
VP US Email Sales and Operations
Criteo



Table 6: Lessons Learned From 2014 Cyber Monday And Black Friday

Moderator:
Gavin Laugenie
Email Marketing Consultant
dotmailer

Retail Moderator:
Leah Emami
Digital Marketing Specialist
Vizio

Table 7: Innovation In Acquisition: Leveraging Big Data And Real-Time Interaction To Grow Your Database

Moderator:
Matt Conlin
Co-Founder and President
Fluent

Retail Moderator:
Bruce Hammonds
Director of Marketing
Dealnews.com

Table 8: You Can Do It - Automating Your Triggered & Transactional Programs

Moderator:
Chris Frasier
Sr. Director, Strategic,
Services & Client Success
BlueHornet

Retail Moderator:
Diana Primeau
Director, Member Services
CNET

Table 9: Lead Nurturing As A Foundation Of Client Retention

Moderator:
Michael Chadala
Head of EMEA, Business Development
GetResponse



Lead Sponsors:



Merchandising/Design/Usability Summit

Full Agenda

Deep Dive Into Topics Such As Site Design, Mobile Design, Merchandising And Usability Tactics

TUESDAY, FEB. 17TH

8:00 **Networking Breakfast & Registration**

8:30 **Welcome Remarks & Benchmark Survey**

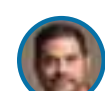
8:40 **Chairperson's Opening Remarks**

 Donald Foss
CEO
Blue Triangle Technologies

8:55 **Keynote: The Science Of Website Design – Merging Creativity And Experimentation For Better User Experience**

 Stephanie Pertuit
VP Customer Experience
Blinds.com

9:20 **Keynote Panel Discussion: Evaluating The Trade-Offs Of Responsive vs. Adaptive: Selecting The Best Approach For Your Business**

 Scott Perry
Director eCommerce
Jerome's Furniture

 Tari Huddleston
Director eCommerce VF
Jeanswear
VF Corp.



Frank Dalton
Senior User Experience Strategist
Zeon Solutions

9:55

Keynote: Examining The Top Site Search Best Practices For Greater Customer Engagement



Monal Patel
SVP Sales
Unboxd

10:10

Keynote: Evolving Your Site Merchandising Strategy To Engage And Convert Customers



Richard Sexton
CEO
Carolina Rustica

10:35

Keynote: Optimization Of Payment Pages And On-Boarding Flows For High Involvement Products



Laura Dansbury
Director, Product Management
Ancestry.com

11:00

Coffee & Refreshments

11:40

Interactive Usability, Testing & Design Workshop: Tips And Recommendations To Optimize Your User Experience



Greg Johnson
Operating Partner and VP User Experience and Design
Digital Fuel Capital



Erick Barney
Former VP Marketing
Motorcycle Superstore



Jason Miller
Former CTO
Motorcycle Superstore

12:30

Keynote: Let's Hold Hands: Branded Conversion



Kelley Mitchell Price
Director, Digital Experience & Design
IHG

12:55

Lunch & Networking For All Attendees

1:55

Panel Discussion: Rethinking Usability Testing And Focusing On Long-Term ROI Drivers For Your Organization



Laura Dansbury
Director, Product Management
Ancestry.com
Jeff Palumbo
North American Optimization Lead
Lenovo

2:30

How Modcloth Is Tackling Fit



Nicole Haase
Senior Director of Merchandising
Modcloth

2:55

Merchandising Panel Discussion: The Importance Of Online Assortments To Allow Your Customers To Easily Find Products And Complete The Sale



Courtney Maglaras
Site Merchandising Manager
Nastygal.com



Richard Sexton
CEO
Carolina Rustica

Sada Kshirsagar
Product Management and Data Science – eCommerce
The Home Depot



Amanda Kendrick
Director eCommerce,
Pep Boys

3:35

Branding Or E-Commerce: Do You Have To Choose?



Charis Marquez
Head of eCommerce and Digital, Kenmore, Craftsman and DieHard
Sears Holding Corporation

4:00

Afternoon Coffee & Refreshments

4:30

Conclusion Of Merchandising/Design/Usability Summit

5:15

Retailer-Only Networking: Meet With Retail Peers From Similar Sized Organizations- Find Your Match

1. 0-25 million in online revenues
2. 25 – 100 million in online revenues
3. 100 – 500 million in online revenues
4. 500 million and up in online revenues

6:00

Conclusion of Retailer-Only Networking Workshops

6:00

eTail Official Welcome Reception For All Attendees

7:00

Registration Closed

PRE-CONFERENCE SUMMIT:

Mobile & Tablet Summit Full Agenda

A Detailed Look At Cross-Device Strategies, Mobile and Cross-channel And Mobile Conversion

TUESDAY, FEB. 17

8:40 Networking Breakfast & Registration

9:10 Welcome Remarks & Benchmark Survey

9:20 Chairperson's Opening Remarks

 Jason Weaver
CEO
Spendsetter

9:35 Keynote: Developing An Optimal Multi-Screen Approach To Increase Conversion And Retention

 Greg Hintz
GM
Tiny Prints

10:00 Mobile Conversion Panel Discussion: Increasing Mobile Conversion Opportunities: M.sites vs. Mobile Apps

 Arish Ali
Co-Founder
Skava

 Brad Dolian
Mobile Marketing Manager
Cabela's



Jeff Klonowski
Senior Manager, Digital Retail, Mobile
REI



Samantha Lee
Senior Director of eCommerce & Customer Experience
bebe



10:35 In The Palm Of Your Hand: Why 2015's Biggest Mobile Commerce Opportunity May Be Smaller Than You Think

Jason Morse
VP Mobile Product
Criteo



11:00 Keynote: Digitizing The Customer Retail Journey

Frederick Lecoq
SVP Marketing & eCommerce
FGL Sports



11:25 Coffee & Refreshments



11:55 Keynote: Making The Cross-Device Shopping Experience Work: A Zappos Holiday Case Study

Lisa Archambault
Head of Demand Generation Marketing
Zappos

12:20 Keynote: APP LOVE: From Flirting To Happily Ever After. How Mobile Messaging Can Help Keep Mobile Relationships Going Strong



Alyssa Meritt
Head of Strategic Consulting
Urban Airship

12:45 Retail Executive Presentation



Mike Pitone
Sr. Manager, Product Management and User Experience
Urban Outfitters

1:10 Lunch & Networking For All Attendees

2:10 Uncovering What Your Mobile Customer Really Wants



Ryan Marfone
User Experience Manager Mobile
Blinds.com

2:35 Closing The Retail Revenue Gap On Mobile: Dailylook Case Study



Eric Marston
CTO
DailyLook



David Hsieh
VP Marketing
InStart Logic

3:00 Spearheading The Omnichannel Transformation



Mark Chitwood
Agile Product Manager
Autotrader.com

3:25 Afternoon Coffee & Refreshments

3:55 Mobile Convergence: Inspiring A New Trend Of Customer Experiences And Applications



Pinny Gniwisch
EVP Business Development
Delmar Jewelry

4:30 Mobile Best-In-Class Award Winner Presentations



Ryan Bartley
Director of Mobile
Staples Inc.



Umair Ahmed
Product Manager, Mobile
Staples

5:00 Conclusion Of Mobile & Tablet Summit

5:15 Retailer-Only Networking: Meet With Retail Peers From Similar Sized Organizations – Find Your Match

1.0-25 million in online revenues
2.25 – 100 million in online revenues
3.100 – 500 million in online revenues
4.500 million and up in online revenues

6:00 Conclusion of Retailer-Only Networking Workshops

6:00 eTail Official Welcome Reception For All Attendees

7:00 Registration Closed

Lead Sponsors:



Day 1: Main Conference Full Agenda

Featuring Omni-channel And Retail Growth Strategies

WEDNESDAY, FEB. 18TH

7:30 Networking Breakfast & Registration



Ryan Ross
SVP Digital Commerce
HSN

7:30 Invitation-Only Private Breakfasts

Hosted By Experian
Hosted By Quantcast



Craig Wax
CEO
Invodo

7:55 Opening Remarks & Icebreaker

Lori Hawthorne
Events Director
eTail Conference Series



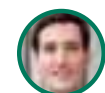
9:10

Keynote: Trends Shaping The Future Of Commerce

Jason Miller
Chief Strategist
Akamai

8:00 Chairperson's Remarks

Josh McFarland
CEO & Co-Founder
TellApart

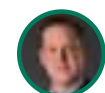


9:45

Free Mimosas & Refreshment Break In The Solution Zone

8:15 Keynote: The Digital Transformation Of A 100 Year Old Brand

Jason Feldman,
President Direct To Consumer,
Hanes Brands



David Weissman
President
Dermstore.com (a Target company)

8:40 Keynote C-Level Panel Discussion: Staying Competitive In A Rapidly Evolving Retail World As A Multi-Channel Organization

Kevin Ertell
SVP Digital
Sur La Table



Jodi Kahn
Chief Consumer Officer
Fresh Direct



Soren Mills
CMO
Newegg



Michael Klein
Director of Industry Strategy
Adobe Marketing Cloud

Elissa Margolis
SVP/GM
The Disney Store



10:45

Keynote: Email & Mobile: Takeaways From The Holidays And Tips For Improving In 2015



Loren McDonald,
VP Industry Relations
Silverpop (An IBM Company)

11:20

Keynote: Retail Innovation Case Study



Pattiann McAdams
Former SVP, General Manager of Direct Business
Bath and Body Works

11:45

Keynote: One Customer, One Organization, One P&L



Peter Sheldon
VP and Principal Analyst
Forrester

12:10

Get Your Game On! Oculus Rift, X Box Tournament & Morning Refreshment Break In The Solution Zone

Visit One Of Our Concurrent Track Sessions: A, B, C or D

Track A: Content Marketing, Loyalty & Engagement

12:40

Chairperson's Opening Remarks



Ray Grady
SVP
Acquia

12:45

Kick-Off Session: Merging Content And Commerce To Drive Traffic, Engagement, Conversions & Sales



Mark Coffey
SVP Revenue, Partnerships and Brand Acquisition
Rue La La

1:10

Customer Retention Through Advanced Data-Driven Marketing



Cortney Wright
VP Marketing
Artbeads.com



Andrew Pearson
VP Marketing
Windsor Circle

Concurrent Networking Sessions

1:45

"Meet And Eat" Networking Lunch For All Attendees

Hosted By **Pitney Bowes**

PRIVATE LUNCH

Hosted By **Symantec**

PRIVATE LUNCH

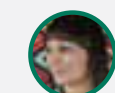
Hosted By **Adroit Digital**

2:45

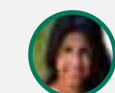
Content Marketing Panel Discussion: 2.0 Content Marketing: Increasing Revenues Integrating Social Into Your Content



Tamera Ferro
Manager, Brand Content & Community Engagement, **Seventh Generation**



Sarah Tabbush
Director Digital Marketing
TOMS



Ashley Torres
Sr. Manager Social Strategy
Revolve Clothing



Allon Caidar
CEO
TVPage

3:15

Executive Presentation



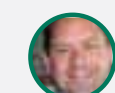
Matt DeLoca
VP Sales
Smartling

3:30

Get Your Game On (Again) X-Box Tournament & Networking Happy Hour Inside The Solution Zone

4:15

Retention Panel Discussion: Embracing Your Customer Base (New And Existing) And Focusing On Extracting The Greatest Net Benefit From Them



Matthew Edstrom
Sr. Director, Head Of Proflowers Marketing
Proflowers (Provide Commerce)



Sam Norpel
VP Digital Transformation and Acquisition
Lands' End



Trevor Legwinski
VP Marketing and eCommerce
Bambeco



Jen Horsley
Regional VP, New Business Development
HelloWorld

Nitin Bhaskaran
Senior Manager, Online Product Management
The Home Depot

4:45 butter LONDON: The Best Kept Beauty Secret



Kacy Cole
Director eCommerce and Digital Marketing
butterLONDON

5:15 Retail Executive Presentation



Jeff McRitchie
VP Marketing
MyBinding.com

Track B: The Omni-Channel Experience & Integrated Marketing

12:40 Chairperson's Opening Remarks



Jonathan Ricard
SVP Sales
Signal

12:45 Kick-Off Session: Enhancing The Omni-Channel Experience With Integrated Marketing At Neiman Marcus

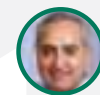


Catherine Davis
VP of Marketing
Neiman Marcus

1:10 Personalization Innovation: Transforming The Customer Experience With Forward-Thinking Strategies That Inspire And Convert



Robert Muzingo
Director of eCommerce & Online Marketing
Joe's Jeans,



Meyar Sheik
CEO
Certona

Concurrent Networking Sessions

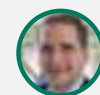
1:45 "Meet And Eat" Networking Lunch For All Attendees

Hosted By **Pitney Bowes**
PRIVATE LUNCH

Hosted By **Symantec**
PRIVATE LUNCH

Hosted By **Adroit Digital**

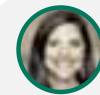
2:45 Disruption Panel Discussion: Transforming Through Disruption



Frerk-Malte Feller
VP HP Shopping North America Printing and Personal Systems
Hewlett-Packard



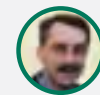
Famous Rhodes
VP eCommerce
AutoNation



Dana Bloom
VP and GM
KEEP Collective, (Stella & Dot)



Vishaal Melwani
Co-Founder and CEO,
Combatant Gentlemen



Rahmon Coupe
CEO
YourAmigo

3:15 Get Your Customers To Both Engage (And Buy) With Real-Time Contextualized Messaging



Joe Dalton
Chief Product Officer
SmartFocus

3:30 Get Your Game On (Again) X-Box Tournament & Networking Happy Hour Inside The Solution Zone

4:15 Tracking Panel Discussion: Tracking The Impact Of Digital On In-Store: Having A Clear Picture Of Where Your Customers Are Shopping And Why



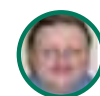
Keith Clark
VP CRM and Customer Insights
Chico's FAS



Alex Golshan
VP International eCommerce and Omnichannel
BCBG Max Azria Group, LLC

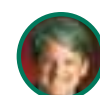


Kevin Ertell
SVP Digital
Sur La Table



Jon Panella
VP Global Commerce Practice
Sapient

4:45 Panel Discussion: Efficiently Creating An Integrated Omni-Channel Environment



Jim Ensign
VP Global Digital Marketing
Papa John's



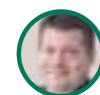
Josh Friedman
VP eCommerce
JC Penney



Mark Deruyter
Director eCommerce Marketing
Columbia Sportswear



Jennifer Dimotta
VP eCommerce
Sports Authority

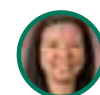


TJ Person
CEO and founder
Koupon Media

5:15 How To Bring Digital Relevancy To A Legacy Company



Ian MacDonald
eCommerce Manager
Silver Star Brands



Jennifer Heim
Marketing Retention Manager
Silver Star Brands

Track C: Conversion Optimization & Testing

12:40 Chairperson's Opening Remarks



Brian Schulman
Head of Enterprise Sales and Strategy
Wiser

12:45 Kick-Off Session: Conversion Growth Through Testing And Personalization



Erik Lautier
EVP/Chief Digital Officer
Bebe

1:10 Increase Trust On Your Website To Drive Conversions



Jeff Barto
Trust Strategist
Symantec

Concurrent Networking Sessions

1:45 "Meet And Eat" Networking Lunch For All Attendees

Hosted By **Pitney Bowes**
PRIVATE LUNCH

Hosted By **Symantec**
PRIVATE LUNCH

Hosted By **Adroit Digital**

2:45 Testing Panel Discussion: Being A Truly Nimble/Agile Organization Through Experimentation And Testing



Brandon Finch
Director eBusiness
Jelly Belly

Sarah Thompson
Marketing Manager,
Digital & Direct to Consumer
Seventh Generation



Josh Berg
Senior Director Product Management
Wayfair













Molly Baab
VP Product Management
Rue La La




Eric Stein
EVP Online Solutions
Epsilon





Lead Sponsors:




- 3:15 **How 3 Awesome Customer Experiences Can Help You Lift Conversion By 10% Or More**
 Scott Pulsipher
 President and COO
Needle
- 3:30 **Get Your Game On (Again) X-Box Tournament & Networking Happy Hour Inside The Solution Zone**
- 4:15 **A/B Testing Panel Discussion: All About A/B Testing: The Fundamentals Of Tried And True Programs**
 Traci Milholen Inglis
 VP of CRM & Research
JustFab, Inc
 Haley Nemann
 Sr. Manager Global eCommerce UX
Crocs
 Brandon Finch
 Director eBusiness
Jelly Belly
 Matt Chwat
 Director User Experience
ThinkGeek
 Stacey Hawes
 SVP Data Solutions
Epsilon
- 4:45 **eCommerce Panel Discussion: A Review Of The Roles And Responsibilities Needed To Further eCommerce Organizations**
 Reid Greenberg
 Director, Consumer Engagement & Direct to Consumer
Seventh Generation
 Ryan Bonificano
 VP Digital Strategy
Alex + Ani
 Jason Roussos
 CMO
Living Direct
 John Squire
 President
Order Dynamics



- 5:15 **Your Test Failed, Congrats!**
 Jeff Palumbo
 North American Optimization Lead
Lenovo

Track D: Next Generation Retail & The Mobile Experience

- 12:40 **Chairperson's Opening Remarks**
 George Skaff
 CMO
TouchCommerce
- 12:45 **Kick-Off Session: 8 UnTrends To Growing Your Business**
 Sean Murphy
 EVP eCommerce
Custom Ink
- 1:10 **Improving Discoverability & ROI Across Devices**
 Amber Yeray
 Digital Marketing Manager
Express
 George Michie
 Chief Marketing Scientist
Merkle | RKG


Concurrent Networking Sessions

- 1:45 **"Meet And Eat" Networking Lunch For All Attendees**
 Hosted By **Pitney Bowes**
- PRIVATE LUNCH**
 Hosted By **Symantec**
- PRIVATE LUNCH**
 Hosted By **Adroit Digital**
- 2:45 **In-Store Panel Discussion: The Digitization Of In-Store To Maximize Revenues**
 Jude Reter
 VP Product and Engineering
Express

-  Scott Raio
 CTO
Combatant Gentlemen
 Keith Duncan
 VP In-Store and Mobile
RetailMeNot

- 3:15 **Leveraging Big Data For Optimal Omnichannel Investment**
 Will Uppington
 Head of Customer Success and GM,
 Organic Search
BloomReach





- 3:30 **Get Your Game On (Again) X-Box Tournament & Networking Happy Hour Inside The Solution Zone: Featuring Domestic & International Beer**

- 4:15 **Mobile Tracking Panel Discussion: Optimal Tracking Of Your Mobile And Tablet Programs To Close The Conversion Gap**
 Keith Petri
 VP Strategic Partnerships
IgnitionOne

- 4:45 **What Was, What Is, And What's Coming – The Future Of eShopping**
 Gary Penn
 Former Global Director of eCommerce
True Religion Jeans

- 5:15 **Redbox: The Intersection Of Entertainment And Retail**
 Mike Wokosin
 VP Digital Marketing
Redbox

Exhibit Hall Meet-Ups And Retailer-Only Activities

- 2:45 **Join Us In the Social Lounge For Special Networking Roundtables.**
Topic: Testing Best Practices
 Host: Seth Moore
 VP Website Marketing
Overstock.com
-  Seth Moore
- 3:30 **Get Your Game On (Again) X-Box Tournament & Networking Happy Hour Inside The Solution Zone**
- 4:15 **Join Us In the Solution Zone For Special Retailer Networking Roundtables.**
Topic: The Importance Of Developing An Omniplatform Strategy To Create A First-Rate User Experience Across Devices
 Host: Aki Iida
 Head of Mobile
Zappos
-  Aki Iida
- 5:40 **Conclusion of Main Day One Track Sessions**
- 5:40 **Women In (r)eTail Happy Hour (Retailer - Only): Networking. Guidance. Inspiration**
 Hosted By:
 Olga Vidisheva
 Founder and CEO
Shoptiques
 Nizzi Renaud
 VP Marketing and Merchandising
Zazzle.com
 *no press allowed
-  Olga Vidisheva
-  Nizzi Renaud
- 6:30 **Commencement Of The eTail "Around The World" International Cocktail Reception**
- 8:00 **End of the eTail Reception**

Day 2: Main Conference Full Agenda

A Special Focus On Retail Innovation And Transformation

THURSDAY, FEB. 19TH

7:30 Networking Breakfast & Registration

8:15 Chairperson's Opening Remarks

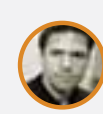
 Chip Overstreet
SVP Corporate and Business Development
MyBuys

8:30 Keynote: Bringing Commerce To Customers, Not Customers To Commerce

 Paul J. Walsh
CIO
Dell

9:00 Retail Innovation And Disruption Keynote Panel Discussion: Framing The Digital Organization Of The Future

 Mitch Spolan
EVP Marketing Services
Chegg

 David Thomas
CTO
Nastygal

 David Atchison
SVP Marketing
Zulily



Aaron Kaliner
VP, Direct Response & Commerce Solutions
Rocket Fuel

9:35

Keynote: Innovations in Personalization: Improving Customer Experiences Through Data-Driven Messages



Graeme Grant
VP Predictive Intelligence
Demandware



Cindy Go
Senior Manager, Personalization
Staples

10:10

Bloody Mary Morning Refreshment Break & Final X Box Tournament – Win \$500 Cash

10:40

Keynote: Defining The New Retail Experience – Stores And Mobile



Jamil Ghani
VP Enterprise Strategy
Target

11:05

Keynote: Executive Presentation



Chris Curtin
SVP Global Solutions and Innovation Marketing
Visa

11:35

Keynote Guest Speaker: Location Is (Still) Everything: The Surprising Influence Of The Real World On How We Search, Shop, And Sell In The Virtual One



David R. Bell
Marketing Guru and E-Commerce Expert, Author, **Wharton Professor**

12:00

Book Signing & Refreshment Break Featuring The Book “Location Is (Still) Everything” – RECEIVE YOUR FREE COPY

Visit One Of Our Concurrent Track Sessions: A, B, C or D

Track A: Data, Analytics & The Customer Journey

12:30 Chairperson's Opening Remarks



Amit Shah
CEO
Jirafe

12:35

Attribution Kick-Off Panel Discussion: Getting A Handle On Attribution: Identifying Your Acquisition Costs, Revenue Drivers



Matthew Edstrom
Sr. Director, Head Of Proflowers Marketing
Proflowers (Provide Commerce)



Tarik Dekkar
VP eCommerce
Harry and David



Roy Steves
CMO
PoolSupplyWorld



Sam Norpel
VP Digital Transformation and Acquisition
Lands' End



Matt Conlin
Co-Founder and President
Fluent

1:05

The Total Economic Impact And The Promise Of Cross-Channel Delivered



Angel Morales
Co-Founder and Chief Innovation Officer
Smarter Remarketer

Concurrent Networking Sessions

1:30 “Meet And Eat” Networking Lunch For All Attendees

PRIVATE LUNCH

Hosted by **MediaMath**

PRIVATE LUNCH

Hosted by **Kount**

2:30

Predictive Analytics Panel Discussion: Utilizing Predictive Analytics To Personalize The Web Experience



Roy Steves
CMO
PoolSupplyWorld



Mark Sorkin
Director Digital Marketing and Analytics
Orchard Brands



Benny Blum
VP Performance Marketing and Analytics
Sellpoints



Estelle Afshar
Data Scientist/Online Product Manager
The Home Depot

Lead Sponsors:



3:00 **Optimizing Campaign Measurement And Generating Dashboards To Share Your Data Insights**



Jonathan Isernhagen
Director of Analytics
Wyndham Hotels Group

3:30 **Controlling, Collecting And Managing Customer Data To Add Flexibility To Your Business**



Jeff Hawley
Director Customer Experience Group
Yamaha Corporation of America

Track B: User Experience Optimization, Digital Innovation & Personalization

12:30 **Chairperson's Opening Remarks**



Buddy Brewer
VP Business Development
Soasta

12:35 **User Experience Kick-Off Panel Discussion: Having A True User Experience Lens: Putting Your Customer First**



Jude Reter
VP Product and Engineering
Express



Kavita Baball
SVP Customer Experience and Retention
Shoebuy.com



Frerk-Malte Feller
VP HP Shopping North America Printing and Personal Systems
Hewlett-Packard Company



Garrett Eastham
Founder and CEO
Edgecase

1:05 **Marketing Is Not Just About Your End Customer**



Fayez Mohamood
Co-Founder and CEO
Bluecore



Beth Monda,
VP Marketing, Ecommerce,
BCBG Max Azria Group, LLC

Concurrent Networking Sessions

1:30 **"Meet And Eat" Networking Lunch For All Attendees**

PRIVATE LUNCH

Hosted By **MediaMath**

PRIVATE LUNCH

Hosted by **Kount**

2:30 **Personalization Panel Discussion: The Evolution From Mass To Personal: The Personalization Journey**



Peter Cobb
SVP and Co-Founder
eBags



Shilo Jones
VP eCommerce
Golfdiscount.com



Sean Moran
CEO
Reflektion



Shawn Coombs
Director, Product Management, Analytics & BI
The Home Depot

Ryan Linders
VP CRM and Loyalty
Sally Beauty

3:00 **Customer Experience Panel Discussion: A Transformation Of Cross-Channel Customer Experiences**



Joe Pflanz
Sr. Director Omni-channel Customer Experience
Lens Crafters (Luxottica Retail)



Howard Blumenthal
Director eCommerce Solutions and BI
Advance Auto Parts



Susan Ganeshan
CMO
Clarabridge



3:30 **The ABC's of Testing & Optimization**



Ryan Dahlstrom
Director eCommerce Operations
Vermont Teddy Bear

Track C: Growth Strategies

12:30 **Chairperson's Opening Remarks**



Aurelie Guerrieri
GM North America
MobPartner

12:35 **Kick-Off: Globalization Panel Discussion: Building Out Ecommerce Experiences At A Local Level**



Alex Golshan
VP International eCommerce and Omnichannel
BCBG Max Azria Group, LLC



Kamran Zaki
President North America
Adyen



Harvey Bierman
VP eCommerce Technology & Operations
Crocs

1:05 **The Commerce Marketing Playbook: Helping You Light Up The Revenue Scoreboard**



Joe Colopy
Founder & CEO
Bronto Software

Concurrent Networking Sessions

1:30 **"Meet And Eat" Networking Lunch For All Attendees**

PRIVATE LUNCH

Hosted By **MediaMath**

PRIVATE LUNCH

Hosted by **Kount**

2:30 **Buy Any Means Necessary: Blurring Of Lines Between The Retailers And Brands, Driven By Mobile Technologies**

Anthony Long
Global eCommerce Technology Capability Lead,
Kimberly Clark

3:00 **Marketplace Panel Discussion: The Debate Continues: Pros, Cons and Pitfalls To Avoid**



David Gudai
CMO
Storkie Express



Ian MacDonald
eCommerce Manager
Silver Star Brands,



Manish Chowdary
Founder and CEO
GoECart



Chris Vitale
VP Digital Operations and eCommerce
Pep Boys

3:30 **Platforming Pitfalls: Real Life Lessons To Make Your Next Replatform Project A Success**



Jeff McRitchie
VP Marketing
MyBinding.com

Track D: Optimizing Mobile & Social

12:30 Chairperson's Opening Remarks

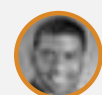


James Niehaus
VP of Analytics & Digital Strategy
Ensignen

12:35 Multi-Screen Kick-Off Panel Discussion: Developing Optimal Multi-Screen Experiences For Your Customers Today And Tomorrow



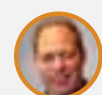
Jeff Klonowski
Senior Manager, Digital Retail, Mobile
REI



Edmund Mackey
Senior Director Marketing
Direct TV



Ryan McGuire
Director, Contact Management CRM & Analytics
Luxottica Retail



Mark Friedler
Senior Director
Oracle Marketing Cloud

1:05 Understanding And Improving The Mobile Experience



Dan Franklin
Segment Manager, Commerce
Verizon Digital Media Services

Concurrent Networking Sessions

1:30 "Meet And Eat" Networking Lunch For All Attendees

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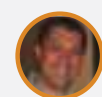
Lead Sponsors:



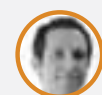
2:30 App Panel Discussion: Weighing The Importance Of An App Within Your Mobile Strategy: Pros and Cons, Do's and Don'ts



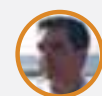
Brad Dolian
Mobile Marketing Manager
Cabela's



Eric Oria
Sr. Director Marketing
GameStop

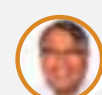


Evan Schwartz
CEO and Founder
Action X



Art Garcia
Global Mobile Marketing Manager
Hewlett-Packard

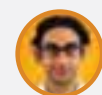
3:00 Modeling Nordstrom Returns With Cox Regression



Edward Mabanglo
Principal Digital Analyst
Nordstrom

Irene Abiva
Digital Analyst
Nordstrom

3:30 Looking Outside Of Traditional Social Networks To Expand Your Reach And Identifying Targeted Communities To Build Your Social Community

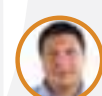


Hafez Adel
Director of Marketing
Combatant Gentlemen

Exhibit Hall Meet-Ups And Retailer-Only Activities

12:30 Join Us In the Social Lounge For Special Networking Roundtables.

Topic: Conversion Movers And Shakers



Hosted By: Victor Castro
Director eCommerce
Zachy's

3:55 Final Networking & Happy Hour Inside The Solution Zone: Featuring Domestic & International Beer

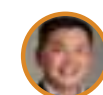
4:30 Retailer-Only Think Tank Roundtables: Continue The Networking And Have A Glass Of Wine Before The Reception

Table 1: Selling On Social: How Does It Work And Who's Doing It Well?



Host: Ivka Adam
Founder & CMO
Iconery

Table 2: Offline TV For An Online Business



Host: David Yeom
VP Marketing
The Honest Company

Table 3: SEM And SEO Best Practices



Host: Sean Popen
Sr Director, Ecommerce Marketing
Office Depot

Table 4: Innovative Customer Experiences



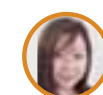
Host: Harvey Bierman
VP eCommerce Technology & Operations
Crocs

Table 5: Customer Engagement: How Are You Moving A Customer Down The Buying Journey



Host: Charlie Cole
CEO,
The Line

Table 6: Optimizing The Mobile Shopping Experience



Host: Samantha Lee
Senior Director of eCommerce & Customer Experience
bebe

5:30 Conclusion of Retailer-Only Think Tanks

5:45 The eTail California Wine Tasting Outdoor Reception/ The eTail Best-In-Class Award Ceremony



Day 3: Main Conference Full Agenda

Mobile, Social & Digital Innovation Strategies

FRIDAY, FEB. 20TH

8:55 Networking Breakfast For All Attendees

9:00 Chairperson's Remarks

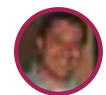


Al Lalani
Chief Strategist
Social Annex

9:15 Keynote Panel Discussion:
Mobile Strategies That
Deliver Conversions



Mark Geller
Head of Mobile
Hautelook



Eric Oria
Sr. Director Marketing
GameStop



Blake Clark
Director Product Management and
Mobile GM
Travelocity



Robert Clarkson
VP, GM of N.A. Large Enterprise Sales
and Retail Solutions
PayPal North America

9:50 Digital Innovation
Technology Session



Chris Wintermeyer
Chief Advocate
Domo

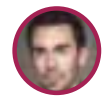
10:05 Keynote: Structuring An
eCommerce Department
Within A Retail Organization



Charlie Cole
CEO
The Line

10:30 Pre-Lunch Networking &
Refreshment Break

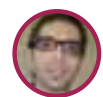
11:00 Keynote: Moving From
"Big Data" To Actionable
Customer Analytics



Brandon Proctor
CEO
Ice.com

11:25 Digital Innovation Highlight
TargetingMantra Executive

11:40 The Future Of Social
Commerce



David Gudai
CMO
Storkie Express

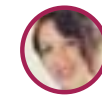
12:05 "Meet And Eat" Lunch
& Networking For All
Attendees

1:05 Get More Out Of Your
Mobile Programs: Acquisition
Strategies



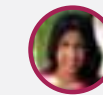
Richard Cohene,
Director of Marketing and
Business Development
Beyond the Rack

1:30 The New Language Of
Consumer Engagement

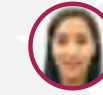


Jenecy Keeton
Global Marketing Manager, Social
Media
Fossil

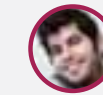
1:55 Panel Discussion: Social Media
Campaigns – Reviewing Paid
and Unpaid Media



Ashley Torres
CMO
Azalea



Leslie Burtthey
VP Marketing
Club W



Tomer Tagrin
CEO
Yotpo

2:30 Conclusion Of Day 3/
Afternoon Networking &
Refreshments Served



For full session descriptions and more information on speakers,
visit www.etailwest.com.

Let Us Give You The Solutions To Succeed

Identifying the right technologies for your business is critical. eTail is your opportunity to connect with leading technology solutions will help increase your bottom line. Our 'Solutions Zone' is your one-stop-shop of ecommerce technology. Whether your goal is to increase customer loyalty, increase engagement or improve your search ability, we'll make sure you that we bring together only the most relevant and innovative solution providers for you to meet and evaluate.ence.

Socialize While You Test Out Solutions

With charging stations, cocktail bars and retailer networking sessions, you could spend the entire day lounging and networking. With free wifi, you can check in on the office as much as you need. You can also take part in group meet-up sessions and consultative meet ups to find solutions for challenges impacting retailers today.



Our Customized Approach Means Sponsoring eTail Makes Sense For Your Business

The eTail team is here to ensure that you meet your sales and marketing goals, all year round. By creating targeted strategies and a multi-channel marketing plan for your business to ensure you reach your potential prospects, we make sure you get real return on your marketing investment. Here's how we're different: First, unlike other events, eTail has a dedicated audience development team, with the sole focus to get the right people that you want to meet. Second, eTail attendees have real decision making power, and by profiling our attendees (and sharing this with you), we'll make sure you meet the retailers that want to meet you. And third, where other conferences outsource staff, we make sure the people you do business with are the people that deliver the event. We'll make sure you get a sponsoring experience like no other event.

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Be sure to take a moment and visit the Premier Sponsors at their respective booths, and learn about targeted solutions that you can implement today!



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Chet Silverman
Sponsorship Sales Manager
Phone: 646-200-7478

Lead Sponsors:



Our Lead Sponsors



Akamai:

Akamai® is the leading cloud platform for helping enterprises provide secure, high-performing user experiences on any device, anywhere. At the core of the Company's solutions is the Akamai Intelligent Platform™ providing extensive reach, coupled with unmatched reliability, security, visibility and expertise. Akamai removes the complexities of connecting the increasingly mobile world, supporting 24/7 consumer demand, and enabling enterprises to securely leverage the cloud. To learn more about how Akamai is accelerating the pace of innovation in a hyperconnected world, please visit www.akamai.com or blogs.akamai.com, and follow @Akamai on Twitter.



Bluecore

Bluecore makes it easy for online retailers to use behavioral data to personalize and automate emails at massive scale. By automatically analyzing customer behavior on your Ecommerce website, Bluecore seamlessly works along side your existing email provider to generate emails with unique and relevant merchandizing to boost customer retention and revenue. We power automated emails for some of the largest brands in the world including Nike, Gap, Banana Republic, Tommy Hilfiger, Lucky Brand and many others.



Bronto Software

Bronto Software provides a cloud-based marketing platform for organizations to drive revenue through their email, mobile and social campaigns. Bronto is the number one ranked email marketing provider to the Internet Retailer Top 1000, with a client roster of leading brands worldwide, including Armani Exchange, Timex, JustFab, Samsonite and Boot Barn. The Bronto Marketing Platform is deeply integrated with commerce platforms, including Magento, Demandware, NetSuite and MarketLive. The company is headquartered in Durham, NC, with additional offices in London and Sydney. For more information, visit <http://bronto.com>.



Certona

Delivering personalized customer experiences for the world's most popular brands, Certona is the leader for true omnichannel personalization. Trusted by more than 500 top ecommerce sites, Certona's cloud-based personalization platform increases engagement and conversions by leveraging one-to-one behavioral profiling, Big Data insights, and predictive analytics to serve up individualized content, promotional offers and product recommendations across all customer touch points. Combined with a flexible decision engine and contextualization, marketers can harness the power of real-time behavioral profiling while maintaining control over their personalization strategies. Internet Retailer's (IR) "Top Tech 2014" lists Certona as the fastest-growing vendor in terms of adding new clients in the IR Top 1,000.



CQuotient

CQuotient enables leading retailers to deliver uniquely tailored messages to every customer at any interaction. The company's Personalized Marketing Engine combines rigorous predictive science with omnichannel data to decode every customer's unique behavior and tastes. Armed with this unique understanding of what drives each customer's behavior, the software systematically tailors marketing programs to each customer. Retailers using CQuotient deliver more relevant communications to their customer base and see significant increases in spend per customer.



Criteo

Criteo delivers personalized performance advertising at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure. Criteo has over 1,000 employees in 17 offices across the Americas, Europe and Asia-Pacific, serving over 6,000 advertisers worldwide with direct relationships with over 7,000 publishers. For more information, please visit <http://www.criteo.com>



Merkle

Merkle is the largest privately-held customer relationship marketing agency and is a leading provider of fully integrated customer relationship marketing solutions that maximize results and demonstrate return on marketing investment. To accomplish this, we provide a Connected CRM (cCRM)™ framework for organizations to apply quantitative communication strategies to their marketing programs across mass, direct, and digital media. For more than 25 years, Fortune 1,000 companies and leading nonprofit organizations including brands such as; Dell, Google, GEICO, DIRECTV, Regions, Chase, American Express, AARP, Lilly, Universal, American Cancer Society, Metlife, Visa and many others, have partnered with us to build and maximize the value of their customer portfolios.



Silverpop (IBM Company)

Silverpop, an IBM Company, is a digital marketing software company focused on helping marketers transform the customer experience— increasing engagement and driving revenue. Silverpop makes this possible by using customer data and each individual's behaviors to inform and drive every interaction in real time. Silverpop uniquely enables marketers to automate these highly-personalized interactions at scale. Silverpop's top-ranked email marketing and marketing automation tools serve the needs of B2C and B2B marketers from a wide range of industries. Silverpop is trusted by more than 5,000 brands around the globe. For more information visit silverpop.com.



Smarter Remarketer

Smarter Remarketer's customer-centric marketing intelligence platform enables retailers to engage customers with triggered and highly targeted messages. Our sophisticated machine learning unites data from multiple sources and makes it immediately actionable, allowing retailers to drive incremental online revenue lift of 10-20 percent. Smarter Remarketer's vendor-independent solution helps retailers optimize customer lifetime value while making the shopping experience more personalized for consumers. Our technology is used by top retailers including Eddie Bauer, Finish Line, and SkyMall. We are able to work seamlessly with retailers' existing ESPs, display ad partners and all major web analytics vendors.



Symantec Corporation

Symantec Corporation is an information protection expert that helps people, businesses and governments seeking the freedom to unlock the opportunities technology brings -- anytime, anywhere. Founded in April 1982, Symantec operates one of the largest global data-intelligence networks, and provides leading security, backup and availability solutions for wherever vital information is stored, accessed or shared. The company's more than 20,000 employees reside in more than 50 countries. To learn more go to www.symantec.com or connect with Symantec at go.symantec.com/socialmedia.



Verizon Digital Media Services

Slow commerce sites mean lost revenue. By leveraging Verizon Digital Media Services' Commerce Solution your customers receive accelerated content for excellent user experiences that are safe and secure. Built on our evolved media platform, the Commerce Solution is designed specifically to optimize commerce sites while increasing your revenue. The Commerce Solution features Transact - the only content delivery network exclusively dedicated to online retailers. It provides real-time responsiveness to performance issues, enables more purchases and reduces shopping cart abandonment by increasing site speed. Reaching your users despite their device or location has never been easier.



Visa

Learn how you can grow sales and increase conversion by offering your customers a more simplified purchase experience across devices with Visa Checkout. Visa is a global payments technology company that connects consumers, businesses, financial institutions and governments in over 200 countries and territories to fast, secure and reliable digital currency. For more information, visit visacheckout.com



Windsor Circle

Windsor Circle's Retention Automation Platform helps retailers Connect virtually any eCommerce and email marketing platforms with enterprise-class integrations; Analyze retail data to identify, import and update customer profiles, segments and purchase history directly into your email software; Recover abandoned shopping carts, and Automate, Segment and Personalize powerful retention marketing campaigns that help you Keep Your Customers.

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ActionX

ActionX is the leader in mobile app and cross-screen retargeting. Combining cross-screen retargeting technology, dynamic creative, and real-time ROI optimization, ActionX drives cross-screen revenue and maximizes lifetime value for the biggest transactional brands. Located in the heart of New York City's SoHo district, ActionX is comprised of veterans of successful e-commerce, mobile, and media start-ups, and is backed by SoftBank, Verizon Ventures, Lerer Ventures and other top industry leaders. For more information visit <http://www.actionx.com>



Adlucent

Innovative retailers choose Adlucent as their digital advertising partner to deliver profitable customer acquisition solutions through a unique data-driven approach. Through a combination of shopping, product, customer and third party data--backed by its Deep Search™ technology platform and 10+ years of retail digital advertising expertise--Adlucent finds the right buyers for each retailer and delivers a custom advertising experience that converts. Unlike traditional digital agencies that deliver standard performance outcomes, Adlucent's strategic partnership approach and data-driven technology deliver unmatched performance results.



Adobe

Adobe is changing the world through digital experiences. We help our customers develop and deliver high-impact experiences that differentiate brands, build loyalty, and drive revenue across every screen. Retailers have to offer consistent experiences across all channels and show consumers that they know exactly who they are and what they want--and that their brand is the best way to get it. Building on our established design leadership, we enable customers not only to make great content, but to manage, measure and monetize it for maximum impact, from the checkout counter to the website to the mobile device, and beyond. For more information: www.adobe.com



Adroit Digital

Adroit Digital unlocks the power of shared data to transform digital advertising programs. Using their collective, commerce-centric data set, powerful analytics and media-buying savvy, Adroit works with modern marketers to curate and execute highly targeted campaigns that enhance brand engagement, attract new customer, and deepen loyalty.



Adroll

AdRoll is the world's largest retargeting platform with over 15,000 active advertisers worldwide. The company's innovative and easy-to-use marketing platform enables brands of all sizes to create personalized ad campaigns based on their own website data, ensuring maximum return on online advertising spend. With a 97% customer rate, AdRoll provides unmatched transparency and reach across the largest inventory sources, including Google AdX, Facebook Exchange and Twitter tailored audiences.



Adyen

Adyen is a technology company that provides merchants a single platform to accept payments anywhere in the world through any sales channel. Driven by a vision to improve customer experience, streamline processes, and ultimately increase revenue, Adyen enables businesses to process payments across online, mobile, and Point-of-Sale (POS) with over 250 payment methods in 187 transaction currencies. In addition, Adyen holds full acquiring licenses for Visa, MasterCard, American Express, Diners, Discover and UnionPay schemes. Over 3,500 businesses use the Adyen payment platform, including top retailers and e-commerce companies such as Adidas, Mango, Superdry, Airbnb, Spotify, Booking.com, Groupon, Evernote, Viagogo, Yelp, Vodafone, SoundCloud, Indiegogo, KLM, and JustFab. Adyen is headquartered in Amsterdam, with offices in San Francisco, São Paulo, Singapore, London, Paris, Berlin, Stockholm, Madrid, and Boston.



BloomReach

The BloomReach Personalized Discovery Platform understands and matches your content to what people are seeking, across marketing channels and devices. BloomReach makes your content more discoverable with applications for organic search, site search and digital marketing and merchandising. BloomReach Organic Search adapts your content to make it more findable and relevant. BloomReach's site search solution personalizes onsite discovery so users find what they want. BloomReach Compass surfaces recommendations and provide tools to take precise actions that drive engagement and revenue. BloomReach's Web Relevance Engine (WRE) algorithmically understands your content and visitors, matching this with demand and intent data. The WRE then adapts and personalizes your website, mobile site and mobile apps to optimize for relevance and your business goals while using machine learning to continuously improve. BloomReach's tools make insights accessible and actionable, improving merchandising and performance across marketing channels. BloomReach is headquartered in Mountain View, CA with offices worldwide. Learn more: www.bloomreach.com



Blue Hornet

Increase customer lifetime value, drive conversions and increase revenue with BlueHornet's email marketing solutions. Deliver relevant content and a responsive, personalized experience on any device, across multiple channels. Drag-and-drop segmentation creation based on purchase history, behavioral profile and response data ensures you get the right message to the right customer -- every time. www.bluehornet.com



Borderfree

New York City-based Borderfree is a market leader in cross-border ecommerce solutions, operating a technology and services platform that the world's most iconic brands rely on to expand globally and transact with customers in more than 100 countries and territories and more than 60 currencies worldwide. Borderfree manages all aspects of international online retailing including: localized pricing and payment processing, landed cost calculation, customs clearance and brokerage, fraud management, logistics orchestration, and customer-experience parity. Customers include Neiman Marcus, Gilt Groupe, J.Crew, and Saks Fifth Avenue. For more information, visit www.borderfree.com.



Chango

Chango is a programmatic advertising platform that connects marketers with their target audience in real time across display, social, mobile, & video. The company's unique live-profile technology makes intent data available within milliseconds to help clients efficiently acquire new customers, retarget site visitors or build brand awareness. Chango has more than a 90% client retention rate from Fortune 500 brands such as eBay, LEGO, Clorox, Lowes and Gilt. To find out more, visit <http://www.chango.com>.



Clarabridge

Clarabridge transforms customer feedback into intelligence that improves customer experience for hundreds of the world's leading brands. Our intelligent customer experience management (CEM) solution uses the industry's most advanced text analytics engine to help you understand your customers' sentiments in their own words. Clarabridge transforms survey, social, voice, and all other forms of customer feedback into insights that can be used to empower decisive action across your business. We give you the complete customer voice so you can make confident decisions. The result: happier customers and real business results. Founded in 2006, Clarabridge has locations in Washington D.C., San Francisco, London, Miami, Singapore, and Barcelona. For more information, visit www.clarabridge.com

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ClickTale®, the enterprise leader in Digital Customer Experience, enables businesses to maximize revenues by optimizing the way people experience the Web and Mobile. ClickTale's comprehensive solution features the industry's most innovative heatmap technology, playback of individual-user browsing sessions and Customer Experience Consultants dedicated to your success. A subscription-based SaaS solution, ClickTale effortlessly integrates with web analytics, testing tools and any infrastructure to reveal how users really interact with your site. ClickTale creates revenue-winning customer experiences for over 100,000 businesses worldwide, including a large number of Fortune 500 companies. We are committed to making the digital world more enjoyable for people and more lucrative for businesses. For more info: www.clicktale.com.

COREMEDIA



CoreMedia

CoreMedia is a leading provider of web content management (WCM) software for companies whose online experiences should be targeted to the respective context of their customers, regardless of the channel or touchpoint being used. CoreMedia CMS Suite creates unparalleled added value for companies by seamlessly integrating digital and social media content that enhances editorial productivity, and also improves the time to market under the most challenging of conditions. As a result, companies are able to better align their online strategies to the user, thereby increasing customer loyalty and ultimately boosting sales and efficiency. CoreMedia was founded in 1996 and is headquartered in Hamburg. The company has offices in San Francisco, Washington, London and Singapore. The list of CoreMedia customers includes international organizations, such as the Association of American Medical Colleges (AAMC), Australian Broadcasting Corporation (ABC), Bertelsmann, BILD, CLAAS, Continental, EPCOS, Deutsche Telekom, Internet Broadcasting, JD Group, Tchibo, Telefónica Deutschland and ZDF.



Datalogix

Datalogix provides core infrastructure for data-driven marketing by connecting digital advertising to offline sales. We help leading brands reach audiences of buyers across display, video, mobile and social and measure the offline sales lift resulting from digital marketing campaigns using DLX ROI®. The company's expertise spans the major consumer segments, including Retail, CPG, and Automotive. For more information, please visit: <http://www.datalogix.com/>



dotmailer

dotmailer provides a scalable, easy-to-use and powerful email marketing automation solution; enabling you to easily create, send, socially share and analyze highly targeted campaigns. The platform puts your customer data at the very core of your marketing and empowers you to leverage that data to increase customer engagement and ROI, with greater marketing efficiency through email. Established for over 15 years and the UK's largest email service provider, dotmailer is the trusted email marketing partner of global brands such as DHL, Vizio, Fujifilm, Harley Davidson, Reiss and Hunter, with more than 50,000 users in over 150 countries.



Edgecase

Edgecase is the platform behind today's most inspiring shopping experiences. Using a proprietary combination of machine learning and human content curation, the Edgecase platform allows shoppers to communicate their unique preferences, context and style to discover products and make confident buying decisions.



Epsilon

Epsilon is the global leader in creating connections between people and brands. An all-encompassing global marketing company, we harness the power of rich data, groundbreaking technologies, engaging creative and transformative ideas to get the results our clients require. Recognized by Ad Age as the #1 World CRM/Direct Marketing Network and #1 U.S. Agency from All Disciplines, Epsilon employs over 5,000 associates in 60 offices worldwide. Epsilon is an Alliance Data company. For more information, visit www.epsilon.com, follow us on Twitter @EpsilonMktg or call 1.800.309.0505.



Experian

Experian Marketing Services is a global provider of integrated consumer insight, targeting, data quality and cross channel marketing. We help organizations from around the world intelligently interact with today's dynamic, empowered and hyper-connected customers. By coordinating seamless interactions across all marketing channels, marketers are able to precisely plan and execute superior brand experiences that deepen customer loyalty, strengthen brand advocacy and maximize profits. Visit us at www.experian.com/marketingservices or follow us @ExperianMkt.



Fluent

Fluent is the industry leader in customer acquisition. The company's proprietary ad serving technology and its extensive publisher network enables marketers to acquire their best customers, with precision,

at a massive scale. Leveraging big data and real-time interaction with consumers, Fluent has powered billions of profitable marketing opt-ins on behalf of more than 500 leading brands since its inception. The company is privately held and based in New York City. For more information, visit www.fluentco.com.



GoEcart

GoEcart provides a complete software suite, GoEcart 360, that enables SMB merchants to manage all aspects of omni-channel commerce—from ecommerce, order and inventory management, and in-store POS to marketing, merchandising, marketplaces, fulfillment and customer service. GoEcart eliminates technology and integration hassles, allowing businesses to run better and grow faster. The feature-packed GoEcart 360 suite was designed from the ground up to be modern and meet the needs of today's empowered and connected customers. Additionally, GoEcart's cloud-based delivery model delivers on the rewards of software-as-a-service (SaaS). These include zero investment in infrastructure, no integration headaches, free upgrades, and affordable, pay-as-you-go pricing.



GoodData

GoodData

GoodData powers the All Data Enterprise through an Open Analytics Platform that supports both IT's need for Data Governance, security and oversight and business users' desires for self-service Data Discovery. A modern PaaS, it incorporates "Big Architecture" technologies such as Hadoop, HP Vertica, MongoDB, NetApp, Rackspace, etc. in a transparent and open API-accessible manner. GoodData enables organizations to collect, store, combine, analyze and visualize data from all available data sources including internal operational systems, cloud based sources, public, and machine data. GoodData offers both pre-built applications for Sales, Marketing, Services, Social and Agency use cases, as well as facilitating customer-specific implementations, delivering very rapid initial time to value that paves a path for self-service agility and ongoing analytic success.



HELLOWORLD

HelloWorld

HelloWorld provides the technology behind rich engagement. One holistic platform empowers marketers to motivate and measure consumer behavior through promotions, loyalty solutions, live event activations, and mobile messaging. Founded in 1999 as ePrize, HelloWorld's technology, creative and legal expertise is behind campaigns across 44 countries for brands such as Coca-Cola, Microsoft, The Gap, Live Nation, Procter & Gamble, and hundreds of other world-class marketers. The company is headquartered in Detroit with offices in Chicago, Los Angeles, Nashville, New York, Phoenix and Seattle. For more information, visit helloworld.com.

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Invodo

At Invodo, we believe in showing, not telling. We think consumers agree. So we help our clients create rich, interactive, visual experiences by combining the right blend of technology, creative content, and vision. The results are increased sales and measurable engagement through the whole customer journey. Learn how you can get visual at www.invodo.com.



Kount

Kount helps online businesses boost sales by reducing fraud and allowing them to accept more orders. Our all-in-one, SaaS platform is designed for companies operating in card-not-present environments, simplifying fraud detection and dramatically improving bottom line profitability. Merchants using Kount can accept more orders from more people in more places than ever before. For each transaction, Kount's "decisioning" engine analyzes hundreds of relevant variables and activity across the globe in real-time providing the most accurate fraud prediction available. While reducing the risk of fraudulent activity, Kount's intuitive business intelligence tools help merchants increase revenue opportunities in the future, thus boosting sales while reducing fraud. Kount is a single, turnkey fraud solution that is easy-to-implement and easy-to-use. Kount's proprietary technology has reviewed hundreds of millions of transactions and provides maximum protection for some of the world's best-known brands.



Koupon Media

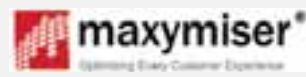
Koupon Media is the industry leader in cloud based mobile offer management. Our platform helps retailers create, manage and deliver highly targeted mobile offers to customers across multiple distribution channels. Some of the world's largest retailers use Koupon-powered offers to drive store traffic, boost mobile engagement, and understand customer preferences.



Listrak

Listrak offers a single, integrated digital marketing platform providing omnichannel solutions for retailers. Our solutions will help you create personalized experiences across all customer touchpoints; and our comprehensive data hub provides 360° shopper insights that power sophisticated, customer-centric campaigns that drive incremental revenue.

With Listrak as a partner, you get the collective knowledge and experience of our retail strategists and eCommerce professionals who are passionate about helping you succeed. We understand the challenges retailers face, and we work hard to help you click with your customers.



Maxymiser

Maxymiser empowers brands to transform every digital interaction into seamless, relevant and engaging customer experiences with its cloud-based testing, personalization and cross-channel optimization solutions. Known for serving billions of individual experiences across every device, Maxymiser leverages customer data to dramatically boost engagement and revenue, while also driving long-term business value.



MediaMath

MediaMath (mediamath.com) is a global technology company that is leading the movement to revolutionize traditional marketing and drive transformative results for marketers through its TerminalOne Marketing Operating System™. A pioneer in the industry introducing the first Demand-Side Platform (DSP) with the company's founding in 2007, MediaMath is the only company of its kind to empower marketers with an extensible, open platform to unleash the power of goal-based marketing at scale, transparently across the enterprise. T1 activates data, automates execution, and optimizes interactions across all addressable media, delivering superior performance, transparency, and control to all marketers and better, more individualized experiences for consumers. MediaMath, which has experienced triple-digit year-over-year growth since inception, has a seasoned management team leading 12 global locations across five continents. Key clients include every major agency holding company, operating agencies, and top brands across verticals



Monetate

Monetate is the global leader in cloud-based testing, email optimization and in-the-moment personalization software that empowers marketers to create, deliver and measure personalized marketing campaigns across all touch points at scale. Customers use Monetate's solutions to identify important customer segments, target them with dynamic digital marketing campaigns, and measure the results of those campaigns in real time within a single easy-to-use interface. Monetate is used by the world's leading brands to grow revenue faster by delivering better digital experiences for their customers around the globe. Founded in 2008, Monetate influences billions of dollars in revenue every year for world-class companies like Patagonia, Best Buy, National Geographic, QVC, Celebrity Cruises and hundreds of other market leaders.



MyBuys:

MyBuys provides coordinated personalization solutions for display ads, email and websites to retailers, brands and agencies. We automate and deliver billions of targeted offers each day using our Active Shopper Database comprised of the behaviors and purchase intent of 250 million consumers. Today, more than any other vendor, the Internet Retailer Top 500 trust MyBuys for customer acquisition, conversion, retargeting and

reactivation. MyBuys has been named the top provider of personalization solutions to the IR500 every year since 2009, and is headquartered in Silicon Valley, with offices in Ann Arbor, New York and London. Visit www.mybuys.com for more information.



Needle

In the fast-growing category of advocacy, Needle is the pioneer. Needle's innovative technology connects a company's most engaged product experts and brand enthusiasts – advocates – to its customers at the very moment they're looking for help. Advocates are already one of the most powerful influencers of customer decision-making and buying behavior. Now Needle can help companies unleash the power of their own advocates to deliver a better, more profitable customer experience. Check out www.needle.com – or email us at athello@needle.com – to learn more.



NetElixir

It takes a certain precision and expertise to thrive in the hyper-competitive digital marketing arena. NetElixir is a global search marketing agency devoted to finding the formula that drives success. From Paid Search Management to Search Engine Optimization to Web Analytics, since 2005, our fanatically analytical approach and around the clock campaign management services have enabled over 200 retail search advertisers around the world maximize return on their marketing investment. Visit us at www.netelixir.com to learn more.



OpinionLab

OpinionLab is the pioneer and global leader in omnichannel Voice of Customer (VoC) feedback innovation with over a decade of success and a dozen patents on major VoC advancements. Starting with the familiar [+] feedback symbol, the company's end-to-end solution suite allows clients to improve the omnichannel experience with precise, real-time intelligence into what customers want and need. Global leaders choose OpinionLab for actionable VoC insight across web, mobile, store and product touchpoints. Recently recognized by Inc. Magazine as one of the fastest growing companies in America, OpinionLab is proud to service over half of the Fortune 50, including Walmart, Bank of America, and Ford Motor Company. For more information, visit www.opinionlab.com



Oracle Marketing Cloud

About Oracle Marketing Cloud Modern Marketers choose Oracle Marketing Cloud to build customer obsessed cultures, create and manage ideal customers, and power revenue performance. They use award-winning technology and expertise to transform marketing by truly knowing the customer, engaging with cross-channel marketing, and achieving data driven accountability. Integrated information from cross-channel, content, and social marketing

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with data management and dozens of AppCloud apps enables these businesses to target, engage, convert, analyze, and use marketing technology to deliver personalized customer experiences at every interaction. Visit oracle.com/marketingcloud. Copyright © 2014, Oracle and/or its affiliates. All rights reserved.



OrderDynamics

We believe the order is the moment of truth in commerce. It is the point at which profit can be made or lost. And in the dynamic world of omni-channel commerce, profit has become more elusive and complicated to consistently deliver. Making profitable sense of this complexity requires a joined up approach. A seamless cross-channel customer experience is of course necessary; but optimizing stock across the business and getting it into the hands of the customer efficiently in this connected world is the key to cash and profit. That is what we do.

Today we work with more than 80 clients in 33 countries. We are a leader in helping companies profit from the transition to omni-channel commerce. At the heart of our offer, we have a first-of-a-kind decision analytics platform that at last turns data into enterprise-wide actions, together with the leading global SaaS order management platform to deliver stock efficient operations. And of course our commerce and content platform that delivers the seamless customer experience selling across all channels. Together we call this product suite Intelligent Commerce. But we are not just a software business. Our people, many of whom have worked in retail and commerce, provide expert business and technical support to our customers in their goal of profitable growth every day, month and year.



Owner IQ

OwnerIQ transforms the digital audiences of leading retail and manufacturing brands into Path to Purchase Media. Retailers use OwnerIQ to generate revenue, power co-operative advertising and drive channel sell-through. Manufacturers use OwnerIQ to activate their retail channels and drive sell through. Our retail and manufacturing clients enable OwnerIQ to offer the largest network of in-market shoppers to advertisers of all types. OwnerIQ's network of in-market shoppers combined with our unique technology that optimizes campaigns based consumer brand and product interaction delivers the most effective programmatic solution for shopper marketing and driving new customers.



Pitney Bowes

Pitney Bowes, a global technology company, powers billions of physical and digital transactions in the connected and borderless world of commerce. We enable data-driven marketing, parcel shipping & logistics, and statements, invoices & payments through our data management & engagement software, location intelligence offerings, and shipping & mailing solutions.



PM Digital

PM Digital, a digital business of Paradysz, Inc., is a full-service, integrated digital marketing agency specializing in Paid Search, SEO, Social Media, Display Advertising, Shopping Feed Management, Email Marketing, Web Analytics and Creative. Our core capabilities are based in a data-driven approach to understanding, targeting, acquiring, cultivating and optimizing customer value for its clients. Through comprehensive experience in multiple media channels, we leverage proprietary research tools and an obsessive focus on performance to help clients make the most informed marketing decisions. With a client list that's a "Who's Who" of retail organizations, PM Digital has continued to grow their reputation as some of the industry's most critical thinkers and leaders. For more information, visit www.pmdigital.com.

PostcodeAnywhere

Postcode Anywhere

Postcode Anywhere is best known for its award-winning "what's your ZIP code?" technology. Our real-time global address verification and store locator functionality is used to quickly and simply auto-fill and verify addresses in online check-out and registration forms, improving user experience, data integrity and reducing cart abandonment levels. With our plug-n-play extension for Magento, it can be implemented easily onto websites, CRMs and point-of-sale locations. Other pre-built integrations include: Salesforce, ZenCart, and SellerDeck. Over 8,000 businesses worldwide use Postcode Anywhere to cut admin costs, reduce undeliverable orders and speed up data collection.



PriceManager

PriceManager provides a dynamic service that monitors online pricing and gathers competitive intelligence. Our actionable data allows our clients to formulate and maintain effective pricing strategies that maximize profit margins and sales. Our unique approach to matching products, which combines our high-tech automated matching system with our Quality Assurance Teams, guarantees accurate matches as the cornerstone for a robust reporting tool. PriceManager's user-friendly interface and dynamic reporting presents all the data you need to make precise pricing decisions. Email alerts and customized datafeeds allow you to further automate price changes. We also provide you with valuable insight into competitive assortments and brand crossover. Additionally, we work with manufacturers to monitor and enforce MAP policies. Our clients range from Fortune 500 companies to medium-sized businesses in 46 countries, including both retailers and manufacturers. PriceManager will deliver the solutions your business needs to establish and maintain your competitive edge.



Qubit

Qubit enables ecommerce businesses to become real-time retailers. We do this by giving marketers the ability to deliver website personalizations with pinpoint accuracy responding to consumers' needs wherever they are. Our technology suite brings together web personalization, audience segmentation and digital analytics applications,

designed for the needs of the modern ecommerce professional. Together, these applications find real insights, driving real uplifts that show up in bottom line for the biggest ecommerce brands, including TOPSHOP, Uniqlo, John Lewis, Jimmy Choo and Staples.



Rakuten Marketing

Rakuten Marketing provides advertisers and marketers with expert technology and services for affiliate marketing, retargeting, display, mobile, omni-channel attribution and search marketing. The company is headquartered in New York City and has offices in Australia, Brazil, Canada, Japan, the United Kingdom, and throughout the United States. Rakuten Marketing includes Rakuten Affiliate Network formerly Rakuten LinkShare the #1 ranked performance marketing network, Rakuten Display, a leader in retargeting and display recognized for its pay-for-performance consumer engagement business model, Rakuten Attribution, experts in omni-channel measurement, and Rakuten Search, a full service search engine marketing company.



RealTime Email by Liveclicker

RealTime Email brings email relevance to a higher order by enabling marketers to respond to each recipient's constantly shifting personal context, in real-time. Bring messages to life, amp recipient engagement, and increase clicks and conversions with the most intuitive and powerful real-time email system: RealTime Email. Www.realtime.email



Reflektion

Reflektion

Reflektion provides retailers and brands with a platform that creates a highly intuitive and personalized shopping experience for their customers. By capturing and analyzing every unique visitor's behavioral touchpoint and applying machine learning algorithms, we are able to deliver "true" personalization that increases customer engagement, customer conversion rates, AOV (Average Value Order) and return traffic. As a result of implementing this highly personalized shopping solution, Reflektion clients like Converse, O'Neill, and Metal Mulisha have achieved a sustainable revenue lift of between 13% - 46%.



RetailMeNot, Inc.

RetailMeNot, Inc. operates the world's largest marketplace for digital offers. The company enables consumers across the globe to find hundreds of thousands of digital offers from their favorite retailers and brands. During the 12 months ended June 30, 2014, RetailMeNot, Inc. experienced more than 625 million visits to its websites. In 2013, RetailMeNot estimates \$3.5 billion in its paid retailer sales were attributable to consumer traffic from digital offers in its marketplace. Its mobile apps have been downloaded over 18.5 million times. The RetailMeNot, Inc. portfolio includes RetailMeNot.com, the largest digital offer marketplace in the United States; RetailMeNot.ca in Canada;

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VoucherCodes.co.uk, the largest digital offers marketplace in the United Kingdom; Deals.com in Germany; Actiepagina.nl, a leading digital offers site in the Netherlands; Bons-de-Reduction.com and Ma-Reduc.com, leading digital offers sites in France; Poulpeo.com, a leading digital offers site with cash back in France; and Deals2Buy.com, a leading digital offers site in North America.



RichRelevance

RichRelevance is the global leader in omnichannel personalization. Ranked #1 for personalization in both the US and EMEA, RichRelevance is used by more than 175 multinational companies to create a data-centric, single view of the shopper, delivering the most relevant experiences across web, mobile and in store. RichRelevance drives more than one billion decisions every day, and has generated over \$10 billion in sales for its clients, which include Target, Costco, Marks & Spencer and Priceminister. Recently, the company opened its cloud-based platform through its service-oriented architecture (SOA) to accelerate "Relevance in Store"--a strategic omnichannel initiative that enables clients to seamlessly merge disparate data sources and build applications that adapt to where, when and how consumers shop today. Headquartered in San Francisco, RichRelevance serves clients in 40 countries from 9 offices around the globe. For more information, please visit www.richrelevance.com.



Rocket Fuel

Rocket Fuel delivers a leading programmatic media-buying platform at Big Data scale that harnesses the power of artificial intelligence (AI) to improve marketing ROI in digital media across web, mobile, video, and social channels. Rocket Fuel powers digital advertising and marketing programs globally for customers in North America, Europe, and APAC. Customers trust Rocket Fuel's Advertising That Learns® platform to achieve brand and direct-response objectives in diverse industries from luxury cars to financial services to retail. Rocket Fuel currently operates in more than 20 offices worldwide and trades on the NASDAQ Global Select Market under the ticker symbol "FUEL." For more information, please visit <http://www.rocketfuel.com> or call 1-888-717-8873.



Sailthru

Sailthru, the leading provider of automated personalized marketing technology, is driving a major shift in how companies engage with their individual customers and optimize their revenue opportunities. Sailthru-powered communications build 1:1 relationships with consumers which drive higher revenue and conversion for 400 brands including Fab.com, Achica, Matches Fashion, Mr & Mrs Smith, Business Insider and Huffington Post.



SapientNitroSM

SapientNitroSM, part of Sapient® (NASDAQ: SAPE), is a new breed of agency redefining storytelling for an always-on world. We're changing the way our clients engage today's connected consumers by uniquely creating integrated, immersive stories across brand communications, digital engagement, and omni-channel commerce. We call it Storyscaping, where art and imagination meet the power and scale of systems thinking. SapientNitro's unique combination of creative, brand and technology expertise results in one global team collaborating across disciplines, perspectives and continents to create game-changing success for our Global 1000 clients, such as Chrysler, Citi, The Coca-Cola Company, Lufthansa, Target, and Vodafone, in 31 cities across The Americas, Europe and Asia-Pacific. For more information, visit www.sapientnitro.com.



Sellpoints

Sellpoints is an ecommerce technology provider dedicated to helping retailers and manufacturers sell more online.

They do this in three ways:

- 1) They attract qualified shoppers to product pages using traditional traffic acquisition channels (SEO, PPC) as well as innovative, predictive advertising solutions.
- 2) Once there, they engage shoppers with the most relevant, targeted rich media content, getting them to spend more time with products.
- 3) Lastly, they track every interaction and transaction, and apply these findings to acquire more qualified traffic and drive more engagement.



SendGrid

On average 20% of legitimate email never reaches the inbox. SendGrid is a cloud-based email service that delivers email on behalf of companies to increase deliverability and improve customer communications. Integration is simple, yet robust, through SMTP or our REST API. At SendGrid, we believe that email is the most efficient and effective way for a business to connect with its customers. For this reason, we are dedicated to enhancing customer engagement by ensuring that email reaches the inbox and allowing businesses to do more with email by leveraging our industry-leading email platform.



Shoefitr:

Shoefitr is the international leader in virtual shoe fitting with the world's largest database of footwear measurements. Shoefitr works with prominent online retailers such as New Balance and Nordstrom. On average, our partners have seen a 25% reduction in returns and a 13% increase in conversion. Shoefitr provides a web application that brings the offline fitting experience to the online shoe shopper through a unique personalized fit engine, which includes product attribute information and a visual representation

of exactly how a shoe would fit. Our proprietary 3D imaging technology extracts dimensions and material properties for any shoe on the market to provide a reliable sizing application and a product discovery app. Our technology gives shoppers confidence to complete their purchase knowing the shoes they've selected will fit, prevents shopper disappointment and costly returns, and provides valuable data about shopper behavior to increase revenue and decrease costs for online retailers.



Shoptomydoor

Shoptomydoor provides US retailers with a 100% fraud free guarantee and zero cost market entry to the fast growing African market. In partnership with some of Africa's biggest banks, retailers are exposed directly to over 30 million active shoppers that are part of our partner banks database with Shoptomydoor handling all marketing activities on their behalf. With the lowest possible total delivery cost from the US to select countries, more customers are able to buy directly from the US through the Shoptomydoor's platform. Retailers can now automate their declined orders through Shoptomydoor and Shoptomydoor handles these orders on their behalf, ensuring that Retailers never lose an order while enjoying a 3 level 100% fraud free transaction at all times. With an easy to use solution, any retailer can be integrated into the Shoptomydoor platform in a few hours. For more details, go to www.shoptomydoor.com/retailsolutions



Signal

Signal is the global leader in real-time, cross-channel marketing technology. The Signal Open Data Platform helps marketers collect data from any offline or online source, synchronize that data across all consumer touch points, and deliver it to any marketing or analytics endpoint – all in real time. The platform is ecosystem-neutral and helps data and marketing technologies work better together, driving increased engagement, loyalty and conversions. Signal's technology runs on more than 40,000 digital properties in 158 countries. Our platform facilitates billions of data requests monthly, supporting top brands around the world that generate more than \$1.5 trillion in commerce, including Allstate, Audi, Crate & Barrel, DeVry University, GAP, JetBlue Airways, Macy's, 1-800-Flowers.com, Starcom MediaVest Group, Starwood Hotels and Resorts, and many more. Visit www.signal.co to learn more.



SLI Systems

SLI Systems (SLI.NZ) enables the world's leading e-commerce retailers to accelerate sales by connecting shoppers with the products they're most likely to buy. With offerings that include site search, navigation, merchandising, mobile, product recommendations and user-generated SEO, SLI Systems is the most chosen SaaS-based site search provider to Internet Retailer Top 1,000 retailers. The company's patented technology continuously learns from the actions of visitors to deliver the most relevant results possible. Whether via PC, tablet or phone, a site powered by SLI delivers the kind of satisfying

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search experience that increases conversion rates, secures brand loyalty and results in higher order values. SLI operates on five continents. For more information, visit sli-systems.com.



Smartling

Smartling simplifies and accelerates translation and localization for companies reaching a global market. With the first cloud-based enterprise platform for translation management, Smartling helps companies quickly translate and deploy their websites and dynamic Web applications, mobile applications, and business documents across the entire corporate digital infrastructure.



Steelhouse

SteelHouse™ (www.SteelHouse.com), a data-driven marketing technology company, brings innovative advertising solutions to brands, agencies, and eCommerce marketers. The SteelHouse team is comprised of veteran direct marketers and engineers from eHarmony, E*TRADE, Oracle and the Rubicon Project. Together, they've built the easiest Multi-touch eCommerce Marketing Platform – SteelHouse CANVAS – one platform for acquisition and retention, which consistently keeps the same message in front of an audience through display, onsite, and social. SteelHouse reaches more than 170 million consumers a month, across hundreds of the world's largest brands with its award-winning creative and retargeting technologies. SteelHouse is based in Los Angeles, California.



StrongView

StrongView's cross-channel marketing solutions provide enterprise marketers with the tools, services and insights required to effectively engage today's constantly connected customers. Combining a powerful cross-channel campaign management solution with market-leading data access and analysis, StrongView's Marketing Cloud enables marketers to understand the current context of each customer and respond in real time with relevant messages across email, mobile, social, display and web. A champion of "Present Tense Marketing," StrongView is committed to delivering solutions that reflect the new reality of the technology-empowered customer. Based in Redwood City, CA and backed by leading venture capital investors, StrongView has been helping global brands in retail, travel, finance, entertainment and online services overcome the limitations of other marketing platform providers for more than a decade. For a stronger view of marketing go to www.StrongView.com, and follow us at www.twitter.com/StrongView and www.facebook.com/StrongViewInc.



Tealium

Tealium is the leader in real-time unified marketing solutions, helping brands seamlessly integrate their siloed applications and data, and drive more profitable interactions across all digital touch points. Tealium's open

platform for tag management and data enrichment enables marketers to bring order to chaos and build better customer experiences. Founded in 2008, Tealium was recently named to the Inc. 500, which recognizes the fastest-growing private companies in America. The company's award-winning solutions are used by hundreds of global enterprises, including Cathay Pacific Airways, Domino's Pizza, HanesBrands, Kimberly-Clark Corp., Lamps Plus, Lincoln Financial Group, Party City, Univision, and Wet Seal. For more information, visit www.tealium.com.



TellApart

TellApart provides a Predictive Marketing Platform for leading retailers that drives incremental revenue with personalized marketing across digital channels and devices. The integrated suite of TellApart solutions helps companies turn individual customer preferences into sales by predicting the items each shopper will find most delightful and curating experiences that help them discover those products. The TellApart Predictive Marketing Platform powers personalized experiences across display advertising, Facebook, email and on mobile devices. TellApart is the proven choice of innovative marketing leaders at Neiman Marcus, One Kings Lane, REVOLVE Clothing, Sur La Table, Warby Parker, Wayfair and many more top brands.



Turnto

TurnTo provides the top-performing Community Q&A system for assisted shopping and self-service customer support. With the most powerful engine for delivering answers from real product owners, store staff, brand reps, fan-sourced experts, and a store's help center content, TurnTo ensures the full range of shopper questions get great answers fast. This improves conversion rates, increases customer satisfaction, and generates lots of unique content for SEO while reducing call center inquiries and providing valuable merchandising insights. TurnTo is an easy-to-integrate, white-labeled SaaS product. Top online stores and brands including Saks Fifth Avenue, Newegg, Sur La Table, Lenovo, Shoes.com, L'Oreal USA, and Vitamin Shoppe use TurnTo to convert visitors into buyers.



TV Page

TVPage, the Video Commerce Network, enables Brands and Retailers to convert video viewers into customers. We offer 4 core products: Embeddable Video Shopping Players, Stand-Alone Video Stores, Video Feeds and Video Advertising. Add your products and start driving sales by associating them with the right videos. Use vendor videos, customer reviews, product videos, and educational/lifestyle content to create and optimize a video shopping experience. Measure video conversion results with our extensive analytics dashboard. Visit www.tvpage.com to learn more. For a free demo, stop by our booth or contact sales@tvpage.com



Urban Airship

Urban Airship enables brands to build relationships with their constantly connected customers through Mobile Relationship Management. Its solutions streamline the creation, delivery and management of highly targeted cross-platform mobile push messages, in-app messages, rich app pages, Apple Passbook passes and Google Wallet cards. With billions of messages and tens of thousands of passes delivered each month, Urban Airship's technology sparks exceptional consumer experiences, drives app engagement and increases customer loyalty and lifetime value for the world's largest retail, media & entertainment, sports and travel & hospitality brands. For more information, visit www.urbanairship.com and follow us on Twitter @urbanairship.



YourAmigo

YourAmigo's Big Data and Artificial Intelligence New Revenue Engine, Spider Linker™, creates a scalable, incremental sales channel by discovering new search phrases daily through which we acquire new customers very early in their buying cycle. Spider Linker's unique Artificial Intelligence capability analyzes large websites' content and, using our Big Data platform and machine learning technology, finds millions of new ultra long tail search phrases, gaps in our clients business, every month. For example, Spider Linker's™ Big Data Engine found over 17 million never-seen-before, unbranded organic search phrases each year for which our client was not getting any sales. YourAmigo and our client created thousands of new, unique, relevant pages for these new phrases which delivered 44 million new clicks in one year. These ultra-long tail unbranded phrases each generated a few clicks per year but, aggregated, delivered \$23.6 million in additional revenue in one year at the client's ROAS. Try our pay-for-performance service now - contact us on 1800-816-7054 - www.youramigo.com



Zeon Solutions

For companies that need to develop or enhance the space they occupy online, Zeon Solutions doesn't simply build websites – we are masters at crafting eBusiness experiences. Fueled by collaboration and strategy, our results maximize our clients' knowledge, performance and profitability essential to compete in today's digital arena. Since 2003, Zeon has partnered with some of the top technology platforms to deliver innovative eCommerce, content management, product information management, mobile and digital marketing solutions that improve organizations' effectiveness and accelerate growth and revenue. Working together, we will create your better eBusiness experience. Visit zeonsolutions.com or call 414.475.6472 for more information.

Our Media Partners

Official Publication



Internet Retailer

Internet Retailer is the world's largest publisher in the field of e-commerce. Through multiple print, digital and web-based publications and database services, we provide strategic and practical business information and original competitive research on e-retailing to more than 400,000 retail executives and direct marketers every month.

Official Research Partner



eMarketer

eMarketer is the authoritative research firm for marketers who need to stay ahead of digital and require credible benchmarks for their decisions. We deliver customers a comprehensive and definitive view into the state of the digital marketplace, as well as vetted data and insights to support their initiatives.

Supporting Associations



The Digital Analytics Association

The Digital Analytics Association exists to help organizations illuminate and overcome the challenges of data acquisition, exploration, deduction and application. The DAA is a not-for-profit, volunteer-powered association, and strives to help individuals become more valuable through education, community, research and advocacy.



The Electronic Retailing Association (ERA)

The Electronic Retailing Association (ERA) is the exclusive trade association representing the global \$350 billion direct-to-consumer marketplace. ERA membership encompasses all levels of direct response marketers and suppliers, from start-ups to global leaders that utilize the power of direct response marketing through television and digital media to achieve measureable and accountable results.



The Mobile Marketing Association (MMA)

The Mobile Marketing Association (MMA) is the world's leading global non-profit trade association comprised of more than 800 member companies, from nearly fifty countries around the world. Our members hail from every faction of the mobile marketing ecosystem including brand marketers, agencies, mobile technology platforms, media companies, operators and others. The MMA's mission is to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

Supporting Publications



BlogsRelease

BlogsRelease is the #1 Industry News Board for bloggers worldwide. We give brands/PR/social agencies the board to share content to relevant bloggers in their own specific categories. BlogsRelease is like a press release, focusing on bloggers. Here brands feature their latest and most interesting content to inspire bloggers to write about them. By using the BlogsRelease Board, brands can rise above all of the online noise created by a confusing web of content distribution and directly reach key blogger 'voices' to spread their message.



Chief Marketer

The Authority on Measurable Marketing & Operations symbolizes the new imperative in marketing—to link increases in revenue to their associated marketing campaigns, and to the specific marketing resources invested. Cross channel and by channel, metrics & ROI are top of mind at all times. Our mission is to seek out the best of measurable marketing intelligence, and then absorb, summarize, and organize it for the industry's most powerful audience of marketing and C-level executives.



CMSWire.com

CMSWIRE is a popular web magazine published by Simpler Media Group, Inc. Founded in 2003 it publishes daily news, analysis, interviews and best practices focused on Customer Experience Management, Digital Marketing, Social Business and Enterprise Information Management.



eMarketing + Commerce (eM+C)

is the one-stop shop where you can find the information you need to reach more people and serve them better, to market more effectively, and to increase revenue — all online. The eM+C staff is backed by an Editorial Advisory Board that represents the freshest thinkers in the arena of e-marketing and commerce, keeping us focused and ahead of the curve.



Forrester Research

Forrester Research (Nasdaq: FORR) is a global research and advisory firm serving professionals in 13 key roles across three distinct client segments. Our clients face progressively complex business and technology decisions every day. To help them understand, strategize, and act upon opportunities brought by change, Forrester provides proprietary research, consumer and business data, custom consulting, events and online communities, and peer-to-peer executive programs. We guide leaders in technology management, marketing and strategy, and the technology industry through independent fact-based insight, ensuring their business success today and tomorrow.



ISO&Agent

ISO&Agent is the merchant acquiring industry's premier publication, combining timely news and articles on ways to boost revenue with insightful and relevant analysis of long-term trends shaping the industry. ISO&Agent magazine and ISO&Agent Weekly reaches over 21,500 subscribers in the ISO market. Look no further than the leading industry publication to showcase your products and services to these influential professionals. No other industry publication comes close to the breadth, depth and quality of our circulation. Please contact Hope Lerman for advertising opportunities, at 312-475-0649 or hope.lerman@sourcemedia.com.



Integrated Solutions For Retailers

Integrated Solutions For Retailers magazine helps retail executives make informed decisions about technology and operations solutions for all of their sales channels. The magazine provides insight on how retailers can achieve critical business objectives by integrating leading-edge solutions across the retail enterprise.



Mobile Commerce Daily

Mobile Marketer is the most read publication on mobile marketing, media and commerce. Their content is focused on how marketers use the mobile channel for branding, customer acquisition and customer retention. Their target audience is advertisers, agencies, mobile service providers, publishers and wireless carriers. Sign up for the daily newsletters www.mobilecommercedaily.com



Mobile Marketer

Mobile Marketer is the most read publication on mobile marketing, media and commerce. Their content is focused on how marketers use the mobile channel for branding, customer acquisition and customer retention. Their target audience is advertisers, agencies, mobile service providers, publishers and wireless carriers. Sign up for the daily newsletters www.mobilemarketer.com and www.mobilecommercedaily.com



Multichannel Merchant

Multichannel Merchant provides key decision makers at e-commerce enterprises, catalogers and multichannel retailers with strategic, tactical/how-to, research & resource information on selling & delivering products directly to the customer where they live & work. They are senior-level managers in key areas of ecommerce, marketing, merchandising, operations & fulfillment and more.

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QUIRK'S

QUIRK'S is the only monthly print magazine, digital magazine, e-newsletter, iPad and Android apps and online resource devoted entirely to marketing research. Articles are written by industry experts and provide straightforward advice through discussions of research techniques and through real-world project examples. The companion Web site includes directories of research companies and facilities, job postings and much more. Visit us at www.quirks.com



Retail Online Integration

Retail Online Integration is the practical, information-packed publication devoted to helping online merchants, catalogers, retailers and brand marketers tackle industry challenges and discover the opportunities to grow their business in new and profit table ways with in depth, practical and applicable information, proven advice from experts and must-read case studies.



Retail TouchPoints

is an online publishing network for retail executives, with content focused on optimizing the customer experience across all channels. Tapping into the power of the Web 2.0 environment, the Retail TouchPoints network offers a weekly e-newsletter with category-specific trend pieces, turnkey retail case studies, innovative solution spotlights and benchmark research. Join our Retail TouchPoints LinkedIn Group and Follow us on Twitter: @RtouchPoints. Sign up to receive our free weekly newsletter at www.RetailTouchPoints.com.



RetailWire

RetailWire is the retail industry's premier online discussion forum. RetailWire goes beyond conventional headline news reporting. Each business morning, RetailWire editors pick news topics worthy of commentary by its "BrainTrust" panel of industry experts, and the general RetailWire membership. The results are virtual round tables of industry opinion and advice covering key dynamics and issues affecting the retailing industry. RetailWire membership is free to all qualified retail industry professionals. Over two-thirds of members are in top executive or senior management positions, representing a broad cross section of retail channels and the companies that supply them. RetailWire is supported via sponsorships by leading retail suppliers and service organizations.



Revenue Performance Magazine

mThink produces a wide range of business-to-business events, publications, Web sites and newsletters. The common thread that runs through these products is that they present leading-edge content in high impact environments. mThink has a special focus on the rapidly changing environment facing marketing executives in an online world.



The Paypers

The Paypers is the Netherlands-based leading independent source of news and intelligence for professionals in the global payment community. Our products are aimed at merchants, payment services providers, processors, financial institutions, start-ups, technology vendors and payment professionals and have a special focus on all major trends and developments in payments-related industries including online and mobile payments, online/mobile banking, cards, cross-border e-commerce, e-invoicing and SEPA. We are also keen on keeping our readership informed with regard to online fraud prevention innovations and the most significant trends in the e-identity space.



Target Marketing

Target Marketing helps professionals navigate multichannel direct marketing with innovative tactics, techniques and solutions. No matter what challenges you face, our thought leaders can offer diverse opinions about what tactics are successful and the best practices to implement them in order to survive and thrive in this ever-evolving world.



The WHIR

The WHIR is the largest news organization and consumer resource dedicated to the web hosting and cloud computing industry, publishing since 2000. The WHIR is your source for breaking cloud and hosting news. In addition, The WHIR hosts networking events in the USA and Europe which give members of the web hosting industry a chance to do face-to-face business and network with executives, solution providers and corporate decision makers in a relaxed environment with complimentary drinks and appetizers. The WHIR is also your source for free industry webinars and whitepapers. Come check us out at www.thewhir.com



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