

JW Marriott | Palm Springs, CA | Feb. 22-25, 2016



# Transforming Retail. Together

THE EVENT FOR ECOMMERCE & MULTI-CHANNEL INNOVATORS

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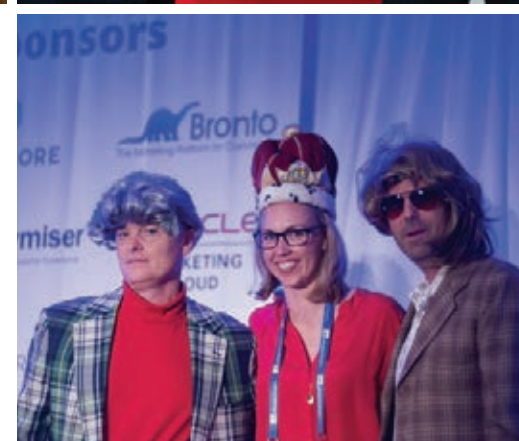






“The eTail West event was awesome! Great venue, great food, excellent weather, and most importantly, I enjoyed the networking with other retailers and vendors.

David Nelson, Product Owner, Lowe's





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Pre-Conference Mobile Summit  
Main Conference Day One  
Main Conference Day Two  
Main Conference Day Three



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**FULL AGENDA**

Pre-Conference Online Media and Search Summit  
Pre-Conference Email Marketing and CRM Summit  
Pre-Conference UX, Merchandising and Design Summit  
Pre-Conference Mobile Summit  
Main Conference Day One  
Main Conference Day Two  
Main Conference Day Three



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**OUR PARTNERS**

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# Imagination. Innovation. That's eTail.

eTail is your one-stop shop for all things multi-channel and eCommerce; an event where inspiration meets innovation; socializing meets ROI. We're bigger and better this year – covering every topic related to your job, both strategically and tactically. Experience tons of new sessions, interactive learning, guest speakers and keynotes, all in beautiful Palm Springs. You'll never forget the four days you spend here.

## INSPIRATION MEETS INNOVATION

Keynote speakers come from top retailers – companies such as Barnes & Noble, JustFab, HSN, Coach, HP, Sears – to name a few. You can attend high impact presentations, debate –themed panel discussions, collaborative working group sessions, retailer-only meet-ups – you're guaranteed to leave with pages of notes. Bring your team – there's more sessions and content than ever before.

## GUEST SPEAKERS

Don't miss our guest Keynote speaker on the morning of February 23rd, Sarah Lacy, Founder, Editor-In-Chief and CEO, Pandomedia. She's spent more than a decade discovering the latest and greatest in tech in Silicon Valley, as the former senior editor at Techcrunch.com.



★★★★★  
“eTail was transformative for us. It was just the thing we needed for a culture shift, and it really got the wheels moving toward a clear vision of our digital future. Major change is afoot!”

April Kling Meyer, Sales & Marketing Manager, Lammes Candies

REGISTER NOW

**RETAILERS:** Register your place by November 30th and instantly **save a whopping \$700!** Call 888-482-6012 or register online.



# Transforming Retail

Whatever your pain point, we've definitely got you covered.

Our topics cover every area impacting your business – personalization, content marketing, mobile engagement, social marketing, data, omni-channel and a lot more – check the agenda to see all that eTail has to offer. You can feel the electricity in the air when you land in Palm Springs – the excitement of meeting new friends, the exhilaration around discovering a new way to boost your bottom line, the joy of a finding the right partner for your business. You will leave Palm Springs literally transformed.



“ This conference is my all time favorite. The whole experience has been amazing! Starting from the beautiful hotel, user friendly eTail app, connection with the right people and the entertaining functions. I feel very inspired and ready to transform my business!

Khanh Nguyen, Senior Web Producer at Arbonne International

## RETAILER-ONLY LIBATIONS & CONVERSATIONS

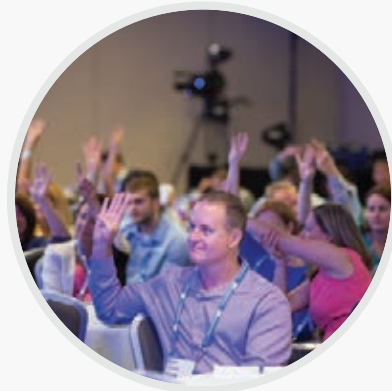
Find others that share your budget and resources. Broken up by online revenue size, these sessions are a great way to start the show. Roundtables and hosts include:

**Workshop A:** 0-25 Million in online revenues – Hosted By Eileen Shulock, VP eCommerce, Kirna Zabete

**Workshop B:** 25 – 100 Million in online revenues – Hosted By Michael Zuccato, Director Online Marketing, Sourcebooks

**Workshop C:** 100 – 500 Million in online revenues – Hosted By Jonathan Wu, COO, Touch of Modern

**Workshop D:** 500 Million+ in online revenues – Hosted By Morgan Chemij, Director NA Marketing, Hewlett Packard



# Together

HERE'S HOW WE DO IT AT ETAIL WEST:

Where else can you network like you can at eTail. Nowhere. There is a new chance to make a valuable business contact, connect one on one with other retailers and catch up with old friends – every single day.

## CASE STUDY REVOLUTIONS



We're flipping basic presentations on their heads! You'll hear from a speaker, then gather in small group discussions to debate solutions to a top eCommerce challenge. Each group will present their findings at the end – you'll leave with multiple ways to solve the same pain point.

## THE MOSHPIT OF ECOMMERCE EXPERTS: THE FUTURE OF ECOMMERCE

This is perhaps the most fun you'll have at the conference. Led by eCommerce masters of industry, you'll be in an exciting, fast-paced gameshow-like session where the audience (that means YOU) share what is working in eCommerce. A mix of lightning round game show, audience participation and quick witted MCs – you'll enjoy a rare combination of laughter and learning.



## RETAILER-ONLY EXHIBIT HALL MEET-UPS

Head to the social lounges in the exhibition hall to mix it up with executives who can give you free advice about areas affecting your business. Each host will tackle a different problem area in retail. They'll happen throughout the day on February 23rd and 24th.





## VOICE YOUR OPINION! INTERACTIVE WORKING GROUPS

A mix of short, high impact presentation and audience-run working groups where you'll be a main part of the discussion.

Break into small working groups, collaborate to hash out answers, and voice your opinion.



## WOMEN IN RETAIL NETWORKING EVENT AND LEADERSHIP PANEL

Just for the ladies! If you're a female eCommerce executive, join us on February 24th. You'll meet other dynamic executives attending the conference (both seasoned and new). The cocktail hour will kick off with a group discussion featuring digital leaders, such as Stormy Simon, President, Overstock.com and Ivka Adam, Founder, Iconery. Cultivate new friendships and focus on your personal development, all in great company.



# Together

## RETAIL DEBATE SESSIONS

Tired of sitting through Q&A sessions, getting no real answers to your questions? Speakers take sides on your hot button issues in these new, super interactive sessions, and give detailed responses.



## BEER AND WINE RETAILER- ONLY CHATS

After a full day of sessions, your brain can get overloaded. Relax with a glass of wine (or a cold beer) during our casual chats at the end of the day. These sessions are great to not only mingle with fellow retailers, but get real solutions you can share with your office.





# The Fun Stuff

eTail brings together industry pioneers for four days of idea sharing. But don't forget the fun stuff! Join in competitions to win huge prizes, have a taste of California at our kick off reception, and try some play some games at our beer garden reception - We guarantee a good time at eTail!







## Prizes & Giveaways

Everyone loves free stuff, and we love to give it away! Head into the Exhibit Hall to check out the latest retail technologies, grab a drink, and you can win amazing prizes like Apple watches, even an all-expense paid vacation! You'll have the chance to win something fantastic every break on February 23rd and 24th.





# Our Infamous Evening Receptions

Every night we'll have mixologists on tap for our legendary evening receptions. Taste some wine, have great food, perhaps see a break dancing act or two! We'll have super fun games and prizes so make sure you get there early. These are the perfect moments to get involved in some informal networking, fun and laughter.







# The Exhibition Hall

Mix it up with other retailers at our Social Lounges, located only in the Exhibit Hall. Enjoy retailer-only meet-ups, video games and much more. We'll also have specialty cocktails and food... you could probably spend the entire day lounging and networking!



## EXHIBIT HALL HOURS

Mark these dates and times in your calendar so you don't miss any of the fun!

### Tuesday, February 23rd

7:25 AM	Hall Opens
10:10 AM	Refreshment Break
1:55 PM	Retailer Meet-Ups
3:15 PM	Refreshment Break
5:00 PM	Refreshment Break
6:25 PM	Hall Closes

### Wednesday, February 24th

7:45 AM	Hall Opens
10:20 AM	Refreshment Break
1:55 PM	Retailer Meet-Ups
3:15 PM	Refreshment Break
5:05 PM	Refreshment Break
5:35 PM	Hall Closes



# The Technology

For retailers, the Exhibit Hall is the one-stop shop for technologies that really make an impact for your business. For solution providers, there's no better place to showcase your solutions. Establish your presence, build buzz and drive demand.

## SOCIALIZE WHILE YOU TEST SOLUTIONS

With awesome video games, fun competitions, cocktails, refreshments, roundtable discussions - you may want to spend the entire day in the Exhibit Hall (and some do)!

## ALL THE TECHNOLOGY YOU NEED UNDER ONE ROOF

Our Solutions Zone is not about a bunch of executives pushing a random technology, trying to sell you the "hottest thing" - you'll identify which solution will work for your business. We've done the legwork, cultivating the latest and greatest in tech - simply walk into the Exhibit Hall and find your next long-term partner.

## INTERESTED IN SPONSORING? HAVE A CHAT WITH CHET

The attendees are engaged, excited and looking to get a leg up on the competition. The energy in the hall is contagious, the connections real, and the opportunities endless. Looking after the Sponsorship and Exhibition sales for eTail, Chet is here to put together a customized sponsorship package to ensure your product or service reaches the executives you want it to reach. Give Chet a call today:

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







# Meet Our Premier Solution Zone Exhibitors



# Main Foyer Table Top Station Exhibitors





# #Winning – The eTail Best- In-Class Awards Are Back!

Your eCommerce programs are running like gang busters. Your results are insane. The only thing missing? The industry doesn't know about it yet! For the last four years, eTail has been honoring the best of the best, recognizing their extraordinary achievements in eCommerce. Past award winners include **Staples**, **Bookrenter.com**, **Walmart**, **Sears**, **The North Face** and many more retailers.

eTail West 2016 will shine a bright light on your success during our Best In Class Awards Reception the evening of February 24th.

- We showcase industry visionaries, rockstars - like you!
- Enter in one of these categories: **email, mobile, search and social media**
- Or enter to win our brand new, highly coveted award - **Retail Innovator Of The Year**
- A panel of your peers will select each winner
- More details to come via [www.etailwest.com](http://www.etailwest.com).





# The Official eTail App - Stay Connected On The Go

Start socializing and mingling before you get to Palm Springs. Set up meetings, check out speakers, set reminders for must attend sessions... it's all available on the App.

## WE'RE SAVING TREES!

We've gone digital. The entire conference agenda is on the mobile app. You'll learn about speakers, sponsors, get session information, and find exhibits easily. It's all right there, at your fingertips.

## NEVER MISS OUT

Set up your profile and you'll have access to everything the app has to offer. You can schedule meetings, set reminders for sessions, get updates on fun activities, even message other attendees. You'll never miss out when you're signed in.

## HAVE SOME FUN

First check out the app timeline. You can post updates, take selfies, organize your calendar, link to Twitter, and get notifications when you need to. Our app takes the conference experience to the next level.



**Don Quinn**  
VP Business Development  
Infinite Analytics



I just cancelled my flight back to Boston!



**Jennifer**  
VP Ecommerce  
DiMotta



Our front row table! Jennifer



**Khanh**  
Senior Web Producer  
Arbonne



Beautiful day with new friends. Thank you for the delicious lunch and awesome experience Etail!





# You'll Fall In Love With Palm Springs

Welcome to Palm Springs, a place that marries old world Hollywood charm and 80-degree days with beautiful snow-capped mountains in the distance. Extend your trip to explore the lush surroundings, award-winning golf courses, grandiose architecture or outdoor fun, you're sure to fall in love with this city.

REGISTER NOW

## ESCAPE TO AN OASIS OF LUXURY AT OUR PALM SPRINGS HOTEL

**JW Marriott Palm Desert Resort & Spa**  
74-855 Country Club Drive  
Palm Desert, CA 92260  
(760) 341-2211

From the minute you drive up the palm-lined path leading to JW Marriott, you'll be glad you're there! Luxury and relaxation galore await you, including cascading waterfalls and meandering waterways, six restaurants serving everything from fresh sushi to hand-stretched pizza, two championship golf courses and a full service spa.

### The JW Marriott Is Currently Sold Out, But Don't Fear!

We have reserved more rooms close by at the **Hyatt Regency Indian Wells:**  
44600 Indian Wells Ln, Indian Wells,  
Palm Desert, CA 92210  
(760) 776-1234  
[www.indianwells.hyatt.com](http://www.indianwells.hyatt.com)

Once you have booked and paid for your conference registration, you will receive the preferential booking email from our customer service department. If you do not receive the email, please contact us at +1 646 200 7530. But hurry, the JW Marriott sold out very quickly, and so will the Hyatt Indian Wells - So make sure you secure your conference registration and book your room right away!

Shuttle service will be provided Monday, February 22nd - Thursday, February 25th. The hotel will provide you with a shuttle schedule upon check in to the hotel.







**Mitch Spolan**  
EVP Marketing Services  
Chegg



**Ron Boire**  
CEO  
Barnes & Noble



**Eoin Comerford**  
CEO  
Moosejaw



**Shane Evangelist**  
CEO  
US Auto Parts

# Your Keynotes

Be Inspired – Here's a Selection of Your 2016 Keynotes



The speakers and attendees are professionals who not only understand the immense value of digital retail marketing, but they clearly have insights and are hungry to push the boundaries of their current understandings.

Eric Wu, Sr. Director, Edmunds.com



**Kelly McGann**  
CMO, Consumer Electronics and  
Connected Solutions  
Sears Holdings Corporation



**David Katz**  
SVP Product Management  
Fanatics



**Jen Cotter**  
EVP Television and Content  
HSN



**Gregg Throgmartin**  
President Retail  
JustFab





Eve Richey  
Chief Digital Officer  
Haggar Clothing Co.



Soren Mills  
CMO  
Newegg



Brian Beitler  
EVP/CMO  
Lane Bryant



David Weissman  
Founder and CEO  
Beauty By Design

# Your Keynotes

Be Inspired – Here's a Selection of Your 2016 Keynotes



We thought eTail West was fabulous and very much worth the investment! We found it to be very informative, filled with actionable insights and critical interaction with other comparable ecommerce retailers.

Diana Eavzan, eCommerce Merchandising Director, Bluestem Brands



Amit Shah  
SVP Online Marketing, Mobile, Social  
1800Flowers



Kendall Hulet  
SVP Product  
Ancestry.com



Sarah Lacy  
Founder, Editor-In-Chief, CEO  
Pandomeia



Vishal Agarwal  
EVP & CMO  
Choxi.com Inc



# Your Retail Speakers

You can attend high impact presentations, debate –themed panel discussions, collaborative working group sessions, retailer-only meet-ups – you're guaranteed to leave with pages of notes. Learn from this group's successes (and avoid pitfalls). They'll outline what worked for their businesses and what didn't. Check [www.etailwest.com](http://www.etailwest.com) to learn more about their backgrounds.



Ron Boire  
CEO  
**Barnes & Noble**



Stormy Simon  
President  
**Overstock.com**



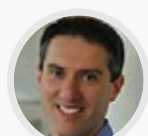
Eoin Comerford  
CEO  
**Moosejaw**



Shane Evangelist  
CEO  
**US Auto Parts**



Daniel Neukomm  
CEO  
**La Jolla Group**



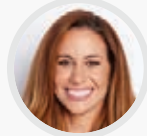
Stan Pavlovsky  
President  
**Allrecipes.com**



Kelly McGann  
CMO, Consumer Electronics and Connected Solutions  
**Sears Holdings Corporation**



David Katz  
SVP Product Management  
**Fanatics**



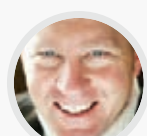
Jen Cotter  
EVP Television and Content  
**HSN**



Gregg Throgmartin  
President Retail  
**JustFab**



Soren Mills  
CMO  
**Newegg**



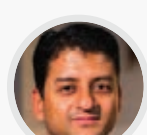
Brian Beitler  
EVP/CMO  
**Lane Bryant**



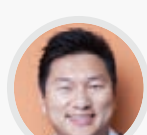
Amit Shah  
SVP Online Marketing, Mobile, Social  
**1800Flowers**



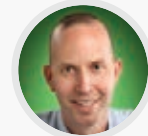
Kendall Hulet  
SVP Product  
**Ancestry.com**



Vishal Agarwal  
EVP & CMO  
**Choxi.com Inc**



Ken Chen  
CRO & Co-Founder  
**Naturebox**



Steve Weiskircher  
CIO  
**ThinkGeek**



Mitch Spolan  
EVP Marketing Services  
**Chegg**



Chris Sutton  
VP Marketing and Consumer Insights  
**HH Gregg**



Jon Kubo  
Chief Digital Officer  
**Boot Barn**



Jonathan Wu  
COO  
**Touch of Modern**



Eve Richey  
Chief Digital Officer  
**Haggar Clothing Co.**



Daniel Neukomm  
CEO  
**La Jolla Group**



Daniel Moure  
CMO  
**Pureformulas.com**



Jason Roussos  
CMO  
**Living Direct**



Ricky Joshi  
CMO and Co-Founder  
**Saatva**



Mike Ritter  
CMO  
**Excelligence**



Dominique Raccah  
CEO/Publisher  
**Sourcebooks**



Ivka Adam  
Founder  
**Iconery**



Katie Doyle  
Co-Founder  
**Brass Clothing**



David Sasson  
President and CEO  
**Overstockart.com**



Eric Hughes  
VP Omnichannel Process & Systems  
**Macy's**



Dan Haarmann  
VP Global Strategy and Operations  
**Hewlett Packard**



Alison Ehrmann  
VP Consumer Marketing  
**Fresh Direct**



David Weissman  
Founder and CEO  
**Beauty By Design**



Erik Lautier  
SVP Direct to Consumer  
**Francesca's**



Jason Stuempfig  
COO  
**Shoemetro**



Brandon Proctor  
President  
**Ice.com**



Sandeep Varma  
Enterprise VP CRM & Loyalty  
**1800Flowers**



Joan King  
VP eCommerce  
**Crate and Barrel**



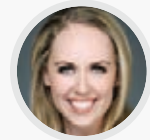
Angela Caltagirone  
VP eMarketing and Email Marketing  
**Williams-Sonoma**



# Your Speakers



Anoop Kulshreshtha  
VP Digital Technology  
**Barneys New York**



Dominique Essig  
VP Product and Customer  
Experience  
**Bonobos**



Mark Fiske  
VP Channel Marketing  
**Ancestry.com**

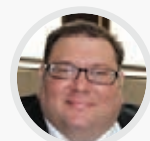


Anthony McLoughlin  
VP Digital Marketing  
**The Men's Wearhouse**

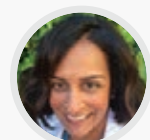


D. Kate Forbes  
VP, eCommerce Digital  
Experience & Operations  
**Belk**

Eileen Shulock  
VP eCommerce  
**Kirna Zabete**



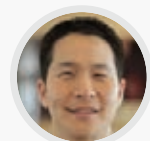
Jean-Marx Mantilla  
VP Digital Marketing  
**Apmex**



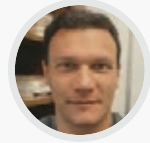
Meera Bhatia  
VP Product  
**Stella and Dot**



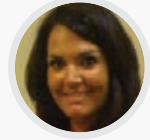
Eric Anderson  
President and GM  
**LensCrafters**



John Kim  
VP Pricing and Profitability  
**Wayfair**



Emery Skolfield  
VP Omnichannel Strategy  
**Samsung**



Nicole Haase  
VP/GMM  
**Modcloth**



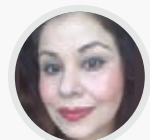
Alex Golshan  
VP Global eCommerce &  
Omnichannel  
**BCBG Max Azria Group,  
LLC**



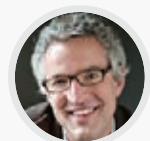
Jarred Goldberg  
CMO  
**Bouqs**



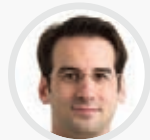
Kimberly Tobman  
VP Global  
Communications  
**JUSTFAB**



Nizzi Renaud  
CMO  
**Zazzle**



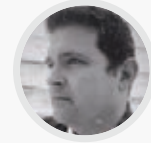
Mark Keeney  
VP Marketing  
**Ritani**



Richard Cohene  
VP Marketing  
**Beyond The Rack**



Igor Krakovsky  
VP Online Acquisition  
**Beachbody**



Chris Vitale  
VP Digital Operations and  
eCommerce  
**Pep Boys**



Ryan Linders  
VP CRM and Loyalty  
**Sally Beauty Supply**



Scott Cohn  
VP eCommerce  
**Chinese Laundry**



Kim Lewis  
VP Omnichannel  
Marketing  
**Golfsmith**



Amber Otero  
VP Interactive, User  
Experience  
**QVC**



Kristen Taganashi  
VP Ecommerce &  
Omnichannel  
**Shopko**



Michael Hines  
VP eCommerce  
Technology  
**Nine West Holdings**



Liz Greenberg  
VP eCommerce  
**The Moret Group**



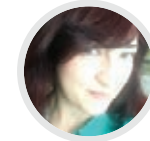
Kathy Hecht  
VP Marketing and  
Business Development  
**Silver Star Brands**



Christy Rogers  
Executive Director, Digital  
Customer Experience  
**Dell**



Alaa Hassan  
GM Global Marketplaces  
**Beyond The Rack**



Jaime Wilson  
Sr. Director User  
Experience Design  
**Overstock.com**



Ankur Gupta  
Sr. Director Big Data  
**Sears Holding Company**



Cheri Siedle  
Sr. Director, eCommerce  
**Office Depot**



Anshuman Tenaja  
Sr. Director and Head of  
Digital Product  
Management  
**Abercrombie & Fitch**



Lewis Broadnax  
Executive Director,  
Lenovo.com, Marketing &  
Merchandising  
**Lenovo**



Bob Sherwin  
Sr. Director Customer  
Acquisition  
**Wayfair**



Carol Hedeem  
Sr. Director, Digital Design,  
UX, Site Marketing +  
Content  
**The Home Depot**



Samara Tuchband  
Sr. Director / GM Online  
Merchandising  
**Home Depot**



Chris Seahorn  
VP Marketing  
**eBags**



Blake Clark  
Sr. Director Customer  
Experience  
**Cheapcaribbean.com**



Eric Nash  
Sr. Director Online  
Marketing  
**Stamps.com**



Nick Fairbairn  
Sr. Director Acquisition  
Marketing  
**Dollar Shave Club**



Eric Wu  
Sr. Director SEO  
**Edmunds.com**



Jim Ferolo  
Sr. Director, Web, Mobile  
and Digital Technology  
**Maui Jim Sunglasses**



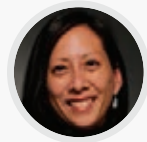
# Your Speakers



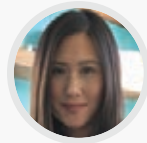
**Nathan Decker**  
Sr. Director of eCommerce  
**evo**



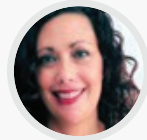
**Tony Baumann**  
Sr. Director of PMO and  
Business Solutions  
**Directbuy**



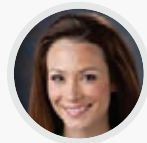
**Bendee Anzures**  
Executive Director of  
Customer Database  
Marketing  
**Beachbody**



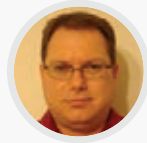
**Jennifer Wong**  
Head of Mobile Apps  
**The Honest Company**



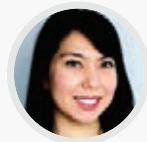
**Angel Doran**  
Director Product  
Analytics and Optimization  
**Sephora**



**Andrea Grant**  
Director Digital Marketing  
**Cabela's**



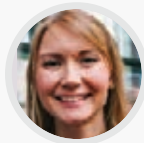
**Bobby Lyons**  
Director Online  
Marketing, SEO  
**Walgreens**



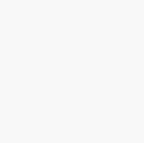
**Mari Corella**  
Director, Digital  
Merchandising &  
Operations  
**Avon**



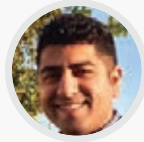
**Wayne Duan**  
Director Digital  
Commerce  
**Walgreens**



**Stefanie Kruse**  
Director, Strategic  
Planning & Analysis,  
Walgreens Digital  
Commerce  
**Walgreens**



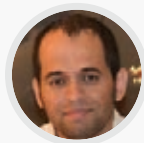
**Mithalesh Kumar**  
Director, Pricing  
**Option Care**



**Karthik Vish**  
Director, Acquisition  
Marketing  
**Macys.com**



**Jennifer Heim**  
Director Customer  
Marketing  
**Silver Star Brands**



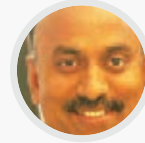
**Kedar Deshpande**  
Head of Marketing - Free  
Traffic  
**Zappos**



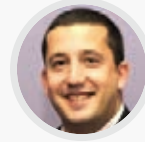
**Kevin Winneroski**  
Global Business  
Development & Key  
Alliance Management  
Director  
**Hewlett-Packard**



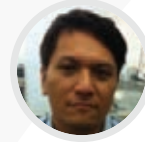
**Carrie Matuga**  
Director of eCommerce  
**Too Faced Cosmetics**



**Kumar Padmanabhan**  
Director, Web Engineering  
**Art.com**



**Jeff Lerner**  
Director Customer  
Acquisition  
**FTD Companies**



**Michael Aki**  
Director Digital Marketing  
**Aeropostale**



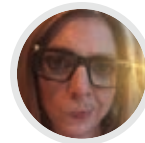
**Tari Huddleston**  
Director eCommerce  
Jeanswear  
**VF Corporation**



**Howard Blumenthal**  
Director eBusiness  
Product Management  
**Advance Auto Parts**



**Hemal Gandhi**  
Director Data Engineering  
**One Kings Lane**



**Amanda Kendrick**  
Director eCommerce  
**Pep Boys**



**Ashish Braganza**  
Director Global Business  
Intelligence  
**Lenovo**



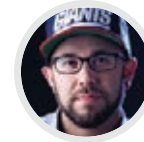
**Marta Dalton**  
Director of eCommerce  
**Coca-Cola**



**John Eckhardt**  
Director CRM & Analytics  
**Sally Beauty**



**Debbie Johnsen**  
Director, Interactive  
Marketing  
**The Leading Hotels of the  
World**



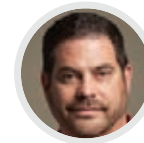
**Matt Chwat**  
Director User Experience  
**ThinkGeek**



**Mark McKnight**  
Creative Director  
**Rock/Creek**



**Reid Greenberg**  
Director eCommerce and  
Consumer Engagement  
**Seventh Generation**



**Scott Perry**  
VP Digital  
**Jerome's Furniture**



**Ian Macdonald**  
Director eCommerce  
**Silver Star Brands**



**Greg Casey**  
User Experience Architect  
**eBags**



**Emily Campbell**  
Director, Digital Business  
**National Instruments**



**Victor Castro**  
Director eCommerce  
**Zachys**



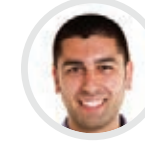
**Jonathan Bradbury**  
Director Global  
eCommerce  
**Munchkin**



**Michael Zuccato**  
Director Online Marketing  
**Sourcebooks**



**Justin Bergson**  
Content Marketing  
Designer  
**Build.com**



**Arash Hadipanah**  
Senior Mobile Product  
Manager  
**RUE LA LA**



**Manan Singh**  
Sr Manager eCommerce  
**Shutterfly**



**Val DuVernet**  
Sr. Program Manager -  
Content & Social Media  
Strategy  
**Advance Auto Parts**



**Jinzhou Huang**  
Sr. Mgr Testing &  
Optimization  
**Home Depot**



**Bruce Starnes**  
VP/Merchandise Manager  
**Target**



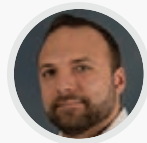
**Ryan Saginor**  
Online Product Manager,  
Fulfillment and Availability  
**Home Depot**



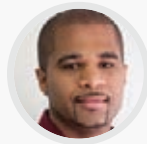
**Tracy Hermans**  
Digital Marketing Manager  
**Wet Seal**



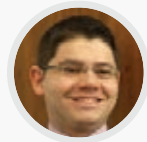
# Your Speakers



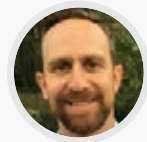
Rob Crutchley  
Web Analytics Manager  
**Pep Boys**



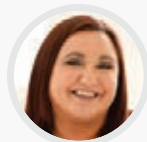
Jamie Braxton  
Marketing Manager  
**US Mattress**



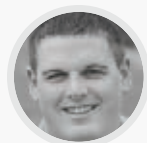
Mosheh Poltorak  
Customer Retention  
Manager  
**Blinds.com**



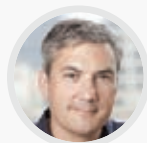
Gary Penn  
Head of eCommerce  
**prAna**



Annella Kelso  
eComm Customer  
Success Manager  
**Snake River Farms**



Dave Krohn  
eCommerce & Acquisition  
Manager  
**Delcity**



Corbin deRubertis  
VP, Sales & GM, Shopper  
Marketing  
**Meredith Corporation**



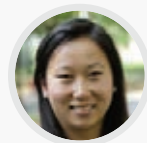
Ross Higgins  
Director of User  
Experience and Design  
**Newegg**



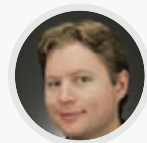
Justin Parker  
Director Retention  
Marketing  
**TheRealReal**



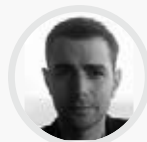
John Deming  
Senior Digital Marketing  
Manager  
**Seventh Generation**



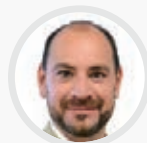
Feng Chang  
Sr Manager, Digital  
Marketing Strategy  
**RUE LA LA**



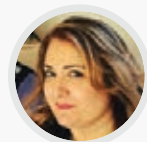
Roy Steves  
Sr. Marketing Manager  
**evo**



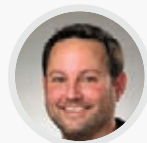
Morgan Chemij  
Director NA Marketing  
**Hewlett Packard**



Brent Layton  
AVP/Director of Retail  
Operations  
**Sierra Trading Post**



Anjie Moin  
Director eCommerce  
Marketing  
**Office Depot**



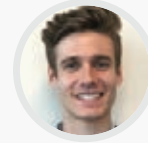
Jason Scoggins  
Director 1:1 Marketing  
**JC Penney**



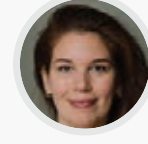
Cara Ferguson  
Director Search Marketing  
**Living Direct**



Jeff McRitchie  
VP Marketing  
**MyBinding.com**



Dominic Czarnota  
Web Engineer  
**Art.com**



Samantha Sakemiller  
Senior Director Omni-  
channel  
**LensCrafters**



Tomer Molovinsky  
Sr. Product Marketing  
Manager, Payments  
**Opentable**



Darin Hardy  
Director Acquisition  
Marketing  
**Nastygal**



Alex Banys  
Director eCommerce  
**Swiss Army**

Mark Deruyter  
Director Digital and  
eCommerce Marketing  
**Columbia Sportswear**

Hamid Saify  
SVP of Marketing  
**Razorgator**





# Agenda Highlights: Pre-Conference Online Media & Search Summit

## Don't Blow Your Budget On Search

### MONDAY, FEBRUARY 22, 2016

We'll talk SEO, SEM, display, online advertising. Focusing on how to get the most out of these vehicles, and how not to blow through your budget. You'll network too – we'll have roundtables with subject experts throughout the day, and a mix of case studies and panels that get into the nitty gritty of what you'd like to discuss.

11:00 AM

### Keynote SEO And SEM Panel Discussion: Reviewing In Depth Changes In The Search Landscape (Paid And Organic) To Stay Ahead Of The Game



Bob Sherwin  
Sr. Director Customer  
Acquisition  
Wayfair



Ricky Joshi  
CMO and  
Co-Founder  
Saatva

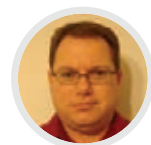


Udayan Bose  
Founder & CEO  
NetElixir

Search is changing so quickly, it's almost too difficult for marketers to keep up. Is the marketplace going through a major shift right now? Should your ads be managed differently, and how should PLAs be forecasted? What's the best way to manage SEO? These executives know, and they are going to walk through all of your search concerns, challenges, issues, questions – and the best part? You'll leave with tons of insight and pages of notes.

11:30 AM

### Site Performance vs. Page Position: Who's The Winner?



Bobby Lyons  
Director Online Marketing, SEO  
Walgreens

As of May 2015 mobile search engine queries surpassed desktop. Google drew a line in the sand in April 2015 with an algorithm change for mobile that favored websites providing a "mobile friendly" experience, which led to it becoming the new buzz word in SEO. Learn how "mobile friendly" will evolve, how mobile and desktop experiences will combine to impact positioning, and the tools and metrics SEO professionals should be using today to prepare for Google's impending future algorithm updates

1:50 PM

### SEO Site Audit And Interactive Working Groups: Fitting SEO Into The OmniChannel Customer Journey In A Multi-Device World



Matt Storms  
SEO Expert  
Organic Growth Hacker



Eric Wu  
Sr. Director of SEO  
Edmunds.com

Putting a unified message across all marketing channels is important. So it's even more important to have SEO (your largest online traffic driver) fit into your overall story telling, hitting customers with the right messaging at the right time. They'll look at how to best integrate SEO strategically both online and offline, as well as across devices. And they'll explore tools such as Schema.org to bring the benefits of PLAs to your organic listings (which will be pivotal during those mobile micro moments). They'll also show 2-3 site audits where they can dive into concrete examples of implementations in practice.





# Agenda Highlights: Pre-Conference Email Marketing & CRM Summit

You Can Get More Out Of Your  
Email Programs.

**MONDAY, FEBRUARY 22, 2016**

A lot more. Move the needle with strategies that keep customers coming back. Increase your open rates. Get in the inbox. We'll only talk email during this day, so you can leave with not only tons of notes, but tangible ways to solve your challenges. As a bonus we'll have roundtables designed to get you talking with your peers.



9:05 AM

## Don't Be Stagnant – Revitalize Your Email



Jon Kubo  
Chief Digital Officer  
Boot Barn

Despite being one of the most crucial sales channels for Ecommerce, the email channel for many companies has become stagnant. This session will discuss how the Chief Digital Officer for Boot Barn started over again to assess the email program from scratch and then rebuild the channel into its largest sales channel in six months. Topics covered include initial assessment, channel attribution, segmentation, testing, integration to direct mail programs, and integration to site personalization.

9:30 AM

## Keynote: Use Data To Plan And Develop Marketing Email Calendars

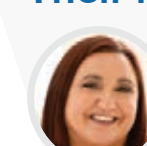


Jennifer Heim  
Director Customer Marketing  
Silver Star Brands

Silver Star Brands, a company that manages six brands, had their biggest email initiative in 2015 - to increase relevancy. They've always built their plans based on past experience, past results, and merchandising initiatives. In addition everything they did was one-size-fits all. What they wanted to do was be smarter about their email. Working with a partner, they used data science in support of building their email marketing calendars, and to help support various merchandising initiatives by targeting specific audiences. Through this partnership Silver Star Brands saw up to a 25% lift in engagement and revenue. Now you have the chance to listen to their story.

12:25 PM

## Raising The *Steaks* On Email Marketing. Effectively Targeting Your Customers To Their Needs!



Annella Kelso  
E-Commerce Customer Success Manager  
Snake River Farms

Email is a key revenue driver for Snake River Farms – and for good reason - they increased their email revenue growth by 766% this year! Are you looking for growth like this? Learn about the impact that email marketing can have on your online business. With an online sales revenue increase of over 140% YOY, snakeriverfarms.com has used triggered emails (as well as personalized broadcast emails) to significantly grow their presence in the perishable online food shopping market.



Agenda Highlights:

# Pre-Conference Summit: UX, Merchandising & Design Summit

Check Out Your Website Speed + Usability Testing + Merchandising Strategies = Your Best Day EVER

**MONDAY, FEBRUARY 22, 2016**

This summit marries hands-on testing, site redesign, and online merchandising tactics. You'll know what to improve, how to improve it, and when to do it. Too good to be true? It's not. Sign up now!



9:20 AM

## Leveraging Data To Create An Immersive Customer Experience



Kendall Hulet  
SVP Product  
Ancestry.com

As a leader with more than 20 years of experience preserving and aggregating data, Ancestry has become the largest family history and consumer genetics company. This session will explore the journey of leveraging anonymized data to understand customer behaviors, patterns and trends to influence re-designs, and iterating product design to meet customer needs from inception to the present-day mobile-first world. Kendall Hulet, SVP of product at Ancestry will breakdown the challenges, best practices and lessons learned in order to transform how you view, share, analyze and leverage data for optimal UX and UI and an immersive end-user experience.

11:30 AM

## Case Study Revolution And Live Demo: Web Site Performance: Realizing How Page Load Time Impacts Conversion (For Better Or Worse)



Matt Chwat  
Director User  
Experience  
ThinkGeek



Steve Weiskircher  
CIO  
ThinkGeek

Thinkgeek has spent a lot of time working on increasing their page load speeds – figuring out the sweet spot for their audience. They use multiple tools, which they are going to share and demo for attendees. Learn how to monitor your page loads and make your updates manageable, and most importantly, get customers to the pages they want to get to as quickly as possible.

2:30 PM

## ECommerce Project Delivery Success For Your Site Redesign



Tony Baumann  
Senior Director of PMO and Business Solutions  
Directbuy

Structure your eCommerce Project effectively to provide you the biggest bang for your buck. Cut the cost of your project delivery in half by maximizing your in-house talent. This session will help you put the control of your project in your hands instead of entrusting the delivery strictly to a third party.

**REGISTER NOW**

**RETAILERS:** Register your place by November 30th and instantly **save a whopping \$700!** Call 888-482-6012 or register online.



# Agenda Highlights:

## Pre-Conference Mobile Summit:

### How Much Is Mobile Driving Your Business?

**MONDAY, FEBRUARY 22, 2016**

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. So let's starting converting them, now.

This day consists of detailed, tactical presentations and panel discussions, with tons of roundtables in between. It is a "retailer-only" day in terms of attendance (outside of our roundtable hosts).

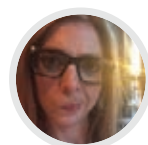


9:00 AM

### Keynote: A 360 Degree Mobile Journey At Pep Boys



Chris Vitale  
VP Digital Operations  
and eCommerce  
Pep Boys



Amanda Kendrick  
Director of  
eCommerce  
Pep Boys

Chris and Amanda will share their next steps in mobile, how their programs are performing, how they are defining success, where they have to go back to the drawing board (as well as future plans are). The main focus of this talk - customer conversion. They'll review the impact (dollar, growth, customer KPI rates) across all initiatives that have driven increased mobile conversion in both their retail and service channels.

11:35 AM

### Keynote: Delivering The Right Product To The Right Customer Using Mobile Personalization



Anshuman Tenaja  
Sr. Director and Head of Digital Product Management  
Abercrombie & Fitch

Anshuman is responsible for the growth of their mobile business. They've achieved much of their growth through mobile personalization. Learn how to get the most out of mobile commerce for your website. Anshuman presents mobile design, KPIs, and acquisition strategies.

2:30 PM

### Using Responsive Design To Create The Best Possible eCommerce Experience For Your Customers



Kumar Padmanabhan  
Director, Web Engineering  
Art.com



Dominic Czarnota  
Web Engineer  
Art.com

Art.com decided to go with responsive design, and is here to tell you why. With so many retailers heading down the "responsive road" – join this session to see what responsive success really looks like. They'll share results, discuss metrics, and much more.



# Agenda Highlights: Main Conference Day One:

## Grow Your Business- The Nuts And Bolts Of Online And Multi-Channel Retail

**TUESDAY, FEBRUARY 23, 2016**

The first main conference day is simply not to be missed. High impact presentations that get to the meat of the subject, panels that debate the hottest topics, and more mingling and socializing than you can imagine. And we didn't even mention the parties in the evening! Check out some of the highlights.



8:15 AM

### Keynote Fire Side Chat: A Retail Reinvention



Ron Boire  
CEO  
Barnes & Noble

Ron joined Barnes & Noble in September 2015, bringing his years of expertise at retailers such as Sears Canada and Brookstone to continue the company's growth trajectory. We'll sit down with Ron to talk past, present and future. Get the CEO's perspective during this keynote session.

2:00 PM

### Case Study Revolution: What Was, What Is, And What's Coming – Here Is The Future Of Technology



Gary Penn  
Head of eCommerce  
prAna

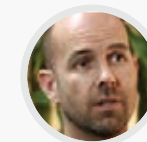
Just eight short years ago we often used alarm clocks, changed TV channels with a button and went to the dentist when we had a blue tooth. Not so much in 2015. As the internet of things invades our lives, we check text messages on our wrists and talk to our cars we're finding more and more ways that technology is "enhancing" our very social fabric in ways we would never have predicted. Or did we? Mr. Penn will update and expound upon his popular topic from eTail West 2015 on the future of digital gadgetry for even the most connected of us.

5:30 PM

### 2016 Moshpit Of eCommerce Experts: The Future Of eCommerce



Sean McDonald  
Managing Director  
PwC



Sam Decker  
Co-founder and Chairman  
Clearhead

This is the most fun — and learning — you may at the conference. YOU and your esteemed colleagues become short-term panelists. Led by digital masters Sam Decker and Sean McDonald, they create a fun, fast paced, gameshow-like session where the audience (that means YOU) share what works in eCommerce. A combination of lightning round game show audience participation and quick witted MCs create a rare combination of laughter and learning. The insights and no-"BS" stories from your peers are fascinating. You will be cheered and revered by your fellow audience members (or not). Prizes and fame await. Fun and insightful, this session promises more help in preparing for the future of commerce than anything else!



# Agenda Highlights:

## Main Conference Day Two:

### Innovation and Transformation In Retail

**WEDNESDAY, FEBRUARY 24, 2016**

The second main conference day delves into retail transformation, disruption, innovation and growth. You'll leave with a new perspective on the future, and tons of pages of notes. And don't miss all of the mingling and socializing with our retailer meet-ups, workshop sessions and the Women In Retail Leadership Hour.



9:55 AM

#### Keynote: Making Video Content Shareable To Drive Engagement



Jen Cotter  
EVP Television and Content  
HSN

Jen is fully immersed in video commerce. Under Jen's leadership, HSN has developed highly engaging cross-platform content. She'll give you the keys to creating amazing shareable content, looking at different distribution channels and best practices. Want to do more with the content you have? This keynote presentation will show you how.

11:05 AM

#### Keynote: Integrating Retail, Mobile, eCommerce & Big Data: How Sears & Kmart Are Transforming Their Consumer Electronics Business Into Connected Solutions



Kelly McGann  
CMO and Head of eCommerce, Consumer  
Electronics, Connected Solutions & Wally Home  
Sears Holdings Corporation

In early 2014, Sears, a leading integrated retailer and #5 eCommerce website, began transforming its Consumer Electronics business into Connected Solutions. They opened three pilot stores in 2014, a flagship location in San Bruno, CA and online experience last spring, and expanded the assortment to 200 stores this past summer. Sears is committed to simplifying the way people shop for their connected home and playing a role in educating customers about how these smart technology products will benefit their lives. Kelly will review how they are integrating retail, mobile, eCommerce and big data using connected solutions.

1:55 PM

#### Kick Off Session: Anatomy Of A "Decently" Successful Site Redesign



Eoin Comerford  
CEO  
Moosejaw

In June of 2015, Moosejaw relaunched their leading ecommerce site. This "behind the scenes" look will walk through the before-and-after of the site along with the process it used to achieve meaningful performance improvements. The frank and funny talk is a must-see for anyone contemplating a site redesign or just wanting to share the joy and pain of web development projects.



## Agenda Highlights:

# Main Conference Day Three:

Reimagining Mobile, Social & Digital

**THURSDAY, FEBRUARY 25TH, 2016**

How much does mobile mean to your business? Social? Get a holistic view of not only how to increase conversions, but engage customers using these marketing and sales channels.



9:25 AM

### Keynote: Mobile + Social + Content = Success



Stan Pavlovsky  
President  
Allrecipes.com

With more than half of total internet time now happening via mobile devices, its critical brands learn to connect with consumers through content and advertising formats that are truly additive to the mobile experience. To do this successfully, retailers and brands are required to have a deep understanding of their target consumer's immediate preferences, location, wants and needs – and then harness these highly granular, real time insights to drive touch points that are authentic, meaningful, and non-disruptive – and above all else, measurable. Join Stan Pavlovsky, Allrecipes President, to learn how Allrecipes' recent transformation to world's largest food-focused social network is providing the foundation to an innovative 'always on' social shopper native advertising platform where brands and retailers find success by being a genuine part of the community and conversation.

10:05 AM

### Keynote Interactive Tutorial: Unlocking Instagram – Connecting In A Mobile-First World



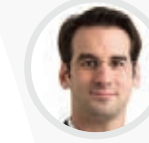
Mike Hondorp  
Brand Development Lead  
Instagram

In this session, Instagram's Mike Hondorp will showcase the most recent developments on the platform, and give an interactive tutorial on how e-commerce companies can reach target audiences where they are spending the bulk of their time – on mobile.

Learn how top-tier brands around the world have found success marketing to their core consumers on Instagram, with examples of results-oriented campaigns, the power of advertising with content native to Instagram's visually inspired community and how retailers are leveraging the platform for full-funnel marketing objectives.

11:30 AM

### Beyond The Rack's Mobile Review



Richard Cohene  
VP Marketing  
Beyond The Rack

Mobile has the potential to change retail as we know it. Richard jumped on the mobile bandwagon early, and has the results to show it. As part of his responsibilities Richard leads Mobile/Tablet/web/ APP/ IOS and Android. Richard is predicting over 60% of their traffic will come from mobile this year, and he is taking advantage of it. He'll show you how in this keynote case study presentation.

**REGISTER NOW**




**RETAILERS:** Register your place by November 30th and instantly **save a whopping \$700!** Call 888-482-6012 or register online.




# Pre-Conference Online Media and Search Summit:

The Future of Search, Display & Programmatic

MONDAY, FEBRUARY 22, 2016


7:40	<b>Networking Breakfast &amp; Registration</b>
8:10	<b>Welcome Remarks &amp; Benchmarking Study</b>
8:20	<b>Chairperson's Opening Remarks</b>  Gary Smith VP, Worldwide Sales & Marketing <b>YourAmigo</b>
8:35	<b>Keynote Media Panel Discussion: Bringing Media Buying In-House To Save Money And Target Customers</b>   Ken Chen Co-Founder and CRO <b>Naturebox</b>  Darin Hardy Director Acquisition Marketing, <b>Nastygal</b>
9:00	<b>Keynote Search Panel Discussion: "The State Of The Nation" On Search Results Pages And Your Search Spend</b>   Jeff Lerner Director Acquisition Marketing <b>FTD Companies</b>   Karthik Vish Director, Acquisition Marketing <b>Macys.com</b>



Debbie Johnsen

Director, Interactive Marketing

The Leading Hotels of the World



John Deming

Senior Digital Marketing Manager

Seventh Generation

Joe Melton


Director of Sales and Search Marketing Specialist

YourAmigo

Interactive Roundtables

Morning Coffee & Refreshments


Keynote SEO and SEM Panel Discussion: Reviewing In Depth Changes In The Search Landscape (Paid And Organic) To Stay Ahead Of The Game



Bob Sherwin

Sr. Director Customer Acquisition


Wayfair



Ricky Joshi

CMO and Co-Founder,

Saatva

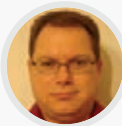


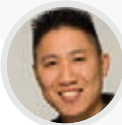






Udayan Bose

Founder & CEO

NetElixir

Site Performance vs. Page Position: Who's The Winner?

	 <b>Bobby Lyons</b> Director Online Marketing, SEO <b>Walgreens</b>
12:00	<b>Interactive Roundtables</b>
1:00	<b>Lunch &amp; Networking</b>
1:50	 <b>SEO Site Audit And Interactive Working Groups: Fitting SEO Into The OmniChannel Customer Journey In A Multi-Device World</b>
	 <b>Matt Storms</b> SEO Expert <b>Organic Growth Hacker</b>
	 <b>Eric Wu</b> Sr. Director of SEO <b>Edmunds.com</b>
2:25	<b>Interactive Roundtables</b>
3:25	<b>Afternoon Coffee &amp; Refreshments</b>
4:00	 <b>Display Panel Discussion: What's Your Display Reality: Looking Beyond Retargeting</b>
	 <b>Anjie Moin</b> Director eCommerce Marketing <b>Office Depot</b>
	 <b>Debbie Johnsen</b> Director, Interactive Marketing <b>The Leading Hotels of the World</b>
	<b>Bradon Rice</b> Director of Sales <b>Quantcast</b>
4:30	<b>eTail Best-In-Class Award Finalists Presentation</b>
4:45	<b>eTail Best-In-Class Award Finalists Presentation</b>
5:00	<b>Conclusion Of Search &amp; Online Media Summit</b>

5.15	<b>Libations &amp; Conversations (Retailer-Only): Connect With Retail Peers From Similar Sized Organizations</b>
6:00	<b>Conclusion Of Libations &amp; Conversations</b>
6:00	<b>eTail Official Welcome Reception: A Taste Of California</b>
7:00	<b>Registration Closed</b>   <b>Interactive Roundtable Sessions: Get Your Challenges Solved By Subject Experts From:</b>  Table 1: Google Identifies The Key To Attracting New Online Customers And Finding The Most Valuable Source Of New Traffic Moderator: Joe Melton, Director of Sales and Search Marketing Specialist, <b>Your Amigo</b> Retail Moderator: Jeff McRitchie, VP Marketing, <b>MyBinding.com</b>  Table 2: Moderator: <b>Netelixir Executive</b>  Table 3: Moderator: <b>Quantcast Executive</b>  Table 4: Moderator: <b>EliteSEM Executive</b>  Table 5: Moderator: <b>SearchDex Executive</b>  Table 6: Moderator: Don Nelson, Practice Lead, Global Commerce & Content, <b>eClerx</b>  Table 7: Moderator: Steve Tutelman, COO, <b>Sidecar</b> Retail Moderator: David Escobar, Senior Manager Digital Marketing, Analytics, Marketplaces and Planning, <b>Bealls</b>  Table 8: Videos In Search - Gusher Of Money For Advertisers? Moderator: Henry Wong, Co-Founder and COO, <b>Buzztala</b>



# Pre-Conference Summit: Email Marketing & CRM:

Content, Email Marketing & CRM Best Practices

MONDAY, FEBRUARY 22, 2016

8:10 **Networking Breakfast & Registration**

8:40 **Welcome Remarks & Benchmarking Study**

8:50 **Chairperson's Opening Remarks**

9:05 **Keynote: Don't Be Stagnant – Revitalize Your Email**



**Jon Kubo**  
Chief Digital Officer  
**Boot Barn**

9:30 **Keynote: Use Data To Plan And Develop Marketing Email Calendars**



**Jennifer Heim**  
Director Customer Marketing  
**Silver Star Brands**

9:55 **Keynote Email Panel Discussion: Going Down The Path To Create Value Driven Marketing In Email**



**Jennifer Heim**  
Director Customer Marketing  
**Silver Star Brands**



**Jason Scoggins**  
Director 1:1 Marketing  
**JC Penney**



**Bendee Anzures**  
Executive Director of Customer Database Marketing  
**Beachbody**

10:25 **Interactive Roundtables**

11:25 **Morning Coffee & Refreshments**

11:55 **Email Personalization Panel Discussion: With Email Personalization, It's All About The Data**



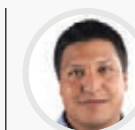
**Justin Parker**  
Director of Retention Marketing  
**TheRealReal**



**Bendee Anzures**  
Executive Director of Customer Database Marketing  
**Beachbody**

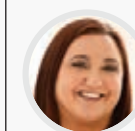


**Jamie Braxton**  
Marketing Manager  
**US Mattress**



**Victor Castro**  
Director eCommerce  
**Zachys**

12:25 **Raising The Steaks On Email Marketing. Effectively Targeting Your Customers To Meet Their Needs!**



**Annella Kelso**  
E-Commerce Customer Success Manager  
**Snake River Farms**

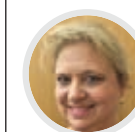
12:50 **Interactive Roundtables**

1:30 **Lunch & Networking**

2:30 **Content Panel Discussion: Using Content In Different Forms, Managing It Wisely And Gaining Loyal Customers**



**Mark Fiske**  
VP Channel Marketing  
**Ancestry.com**



**Tari Huddleston**  
Director eCommerce Jeanswear  
**VF Corporation**

3:00 **Interactive Roundtables**

4:20 **eTail Best-In-Class Award Finalists Presentation**

4:35 **eTail Best-In-Class Award Finalists Presentation**

4:50 **Afternoon Coffee & Refreshments/Conclusion Of Email & CRM Summit**

5:15 **Libations & Conversations (Retailer-Only): Connect With Retail Peers From Similar Sized Organizations**

6:00 **Conclusion Of Libations & Conversations**

6:00 **eTail Official Welcome Reception: A Taste Of California**

7:00 **Registration Closed**

**Interactive Roundtable Sessions: Get Your Challenges Solved By From:**

**Table 1: Beyond The Cart: Adding Incremental Revenue To Your Email Program**

Moderator: **Max Bennett**, Co-Founder & VP Bluecore Labs,

**Bluecore**

Retail Moderator: **Matt Rude**, Email Marketing Manager, **Oriental Trading**

**Table 2:**

Moderator: **Windsor Circle Executive**

**Table 3:**

Moderator: **Message Systems Executive**

**Table 4:**

Moderator: **Coherent Path Executive**

**Table 5:**

Moderator: **eDataSource Executive**

**Table 6: The Role Of Email In World-Class User Engagement**

Moderator: **David Rangel**, VP Marketing, **Iterable**

Retail Moderator: **Mindy Welford**, Email and Customer Relationship Manager, **Spring**

**Table 7:**

Moderator: **Scott Treske**, **Criteo**



# Pre-Conference Summit: UX, Merchandising & Design Summit:

Design, Merchandising & Usability

MONDAY, FEBRUARY 22, 2016

8:30 **Networking Breakfast &  
Registration**

8:55 **Welcome Remarks &  
Benchmark Survey**

9:05 **Chairperson's Opening  
Remarks**

9:20 **Keynote: Leveraging Data  
To Create An Immersive  
Customer Experience**



Kendall Hulet  
SVP Product  
**Ancestry.com**

9:45 **Keynote**



Dominique Essig  
VP Product and  
Customer Experience  
**Bonobos**

10:10 **Keynote: Executive  
Presentation**

**Unboxd** Executive And Retail Client

10:35 **Let's Talk About Content And  
Merchandising At Home Depot**



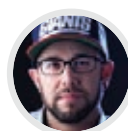
Carol Hedeon  
Sr. Director, Digital Design,  
UX, Site Marketing +  
Content  
**The Home Depot**



Samara Tuchband  
Sr. Director / GM Online  
Merchandising  
**Home Depot**

11:00 **Coffee & Refreshments**

11:30 **Case Study Revolution  
And Live Demo: Web Site  
Performance: Realizing How  
Page Load Time Impacts  
Conversion (For Better Or  
Worse)**



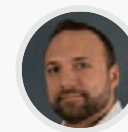
Matt Chwat  
Director User Experience  
**ThinkGeek**



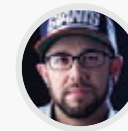
Steve Weiskircher  
CIO  
**ThinkGeek**

12:05 **Keynote Executive  
Presentation**

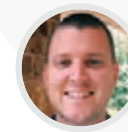
12:30 **Panel Discussion: Putting The  
Right KPIs In Place Around UX  
Projects**



Rob Crutchley  
Web Analytics Manager  
**Pep Boys**



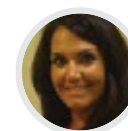
Matt Chwat  
Director User Experience  
**ThinkGeek**



Blake Clark  
Sr. Director Customer  
Experience  
**Cheapcaribbean.com**

1:00 **Lunch & Networking For All  
Attendees**

2:00 **Panel Discussion: Leveraging  
User Generated Content To  
Make Your Site Content A One  
Stop Shop For Customers**



Nicole Haase  
VP/GMM  
**Modcloth**

2:30 **ECommerce Project Delivery  
Success For Your Site Redesign**



Tony Baumann  
Senior Director of PMO  
and Business Solutions  
**Directbuy**

3:05 **Closing Keynote Pricing  
Panel Discussion: Retail  
Pricing In The Age Of Online  
Transparency**



John Kim  
VP Pricing and  
Profitability  
**Wayfair**

Mithalesh Kumar  
Director, Pricing  
**Option Care**



Scott Cohn  
VP eCommerce  
**Chinese Laundry**

3:50 **Afternoon Coffee &  
Refreshments**

4:30 **Conclusion Of Merchandising/  
Design/Usability Summit**

5:15 **Libations & Conversations  
(Retailer-Only): Connect With  
Retail Peers From Similar Sized  
Organizations**

6:00 **Conclusion Of Libations &  
Conversations**

6:00 **eTail Official Welcome  
Reception: A Taste Of  
California**



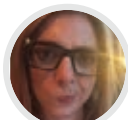
7:00 **Registration Closed**







# Pre-Conference Summit: Mobile Summit:

Avoid The “Mobilegeddon” And Make More Money From Mobile

MONDAY, FEBRUARY 22, 2016

8:00	Networking Breakfast & Registration
8:30	Welcome Remarks & Benchmark Survey
8:45	Chairperson's Opening Remarks
	 <b>Cliff Conneighton</b> CMO <b>Mobify</b>
9:00	Keynote: A 360 Degree Mobile Journey At Pep Boys
	 <b>Chris Vitale</b> VP Digital Operations and eCommerce <b>Pep Boys</b>
	 <b>Amanda Kendrick</b> Director of eCommerce <b>Pep Boys</b>

9:25	Keynote Panel Discussion: Getting The Sale Completed On Mobile Devices
	 <b>Anshuman Tenaja</b> Sr. Director and Head of Digital Product Management <b>Abercrombie &amp; Fitch</b>
	 <b>Feng Chang</b> Sr Manager, Digital Marketing Strategy <b>RUE LA LA</b>
	<b>Eileen Shulock</b> VP eCommerce <b>Kirna Zabete</b>
10:00	Interactive Roundtables
11:00	Coffee & Refreshments
11:35	Keynote: Delivering The Right Product To The Right Customer Using Mobile Personalization
	 <b>Anshuman Tenaja</b> Sr. Director and Head of Digital Product Management <b>Abercrombie &amp; Fitch</b>

12:00	Interactive Roundtables	4:00	Mobile Best-In-Class Award Winner Presentation
1:00	Lunch & Networking For All Attendees	4:15	Mobile Best-In-Class Award Winner Presentation
2:00	Panel Discussion: Making More Money From Mobile Search	4:30	Conclusion Of Mobile & Tablet Summit
	 <b>Kedar Deshpande</b> Head of Marketing- Free Traffic <b>Zappos</b>	5:15	Libations & Conversations (Retailer-Only): Connect With Retail Peers From Similar Sized Organizations
	<b>Cara Ferguson</b> Director Search Marketing <b>Living Direct</b>	6:00	Conclusion Of Retailer-Only Libations & Conversations
	 <b>Scott Cohn</b> VP eCommerce <b>Chinese Laundry</b>	6:00	eTail Official Welcome Reception: A Taste Of California
2:30	Using Responsive Design To Create The Best Possible eCommerce Experience For Your Customers	7:00	Registration Closed
	 <b>Kumar Padmanabhan</b> Director, Web Engineering <b>Art.com</b>		<b>Interactive Roundtable Sessions</b>
	 <b>Dominic Czarnota</b> Web Engineer <b>Art.com</b>		Get Your Mobile Challenges Solved By Subject Experts From:
2:55	Mobile Application Design: How ThinkGeek Delivered Its First Mobile App In Four Months		<b>Table 1: AppsFlyer</b> Moderator: <b>Sunil Bhagwan</b> , VP Sales, <b>AppsFlyer</b>
	 <b>Steve Weiskircher</b> CIO <b>ThinkGeek</b>		<b>Table 2: Using Mobile For Integrated Real-Time Customer Engagement: Web, Apps, Messaging, Location And More</b> Moderator: <b>Cliff Conneighton</b> , CMO, <b>Mobify</b>
	 <b>Matt Chwat</b> Director User Experience <b>ThinkGeek</b>		<b>Table 3: The Intersection Of Mobile And Big Data</b> Moderator: <b>Jeff Kirchick</b> , VP, Enterprise Sales, <b>Nextcaller</b> Retail Moderator: <b>Brigitte Klakring</b> , Marketing Director, <b>Gym Source</b>
3:20	Afternoon Coffee & Refreshments		



# Main Conference Day One:

Omni-channel & Online Growth Strategies

TUESDAY, FEBRUARY 23, 2016

7:15 **Invitation-Only Private Breakfast**

Hosted By **Azoya International**

7:20 **Networking Breakfast & Registration**

7:50 **Opening Remarks & Opening Icebreaker**



Lori Hawthorne  
Events Director  
**eTail Conference Series**

8:00 **Chairperson's Remarks**



James Green  
CEO  
**Magnetic**

8:15 **Keynote Fire Side Chat: A Retail Reinvention**



Ron Boire  
CEO  
**Barnes & Noble**

8:40 **Keynote: Executive Presentation**

**Akamai** Executive And Retail Client

9:05 **Keynote: Executive Presentation**



Eric Anderson  
President and GM  
**LensCrafters**

9:25 **Keynote Panel Discussion:  
Competing In The Digital World  
Of Today By Becoming An Agile  
eCommerce Organization**



Soren Mills  
CMO  
**Newegg**  
**Adobe Executive**

9:55 **Keynote: Becoming Social**



Brian Beitler  
EVP/CMO  
**Lane Bryant**

10:20 **Free Mimosas & Refreshment  
Break In The Exhibit Hall**

11:10 **Keynote C-Level Panel  
Discussion: Framing The Retail  
Organization Of The Future**



Shane Evangelist  
CEO  
**US Auto Parts**



David Weissman  
Founder and CEO  
**Beauty By Design**



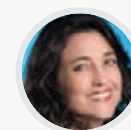
Eric Engineer  
VP Strategy & Business  
Development  
**Invodo**

11:35 **Keynote: Executive  
Presentation**



**Silverpop** Executive And Retail  
Client

12:00 **Keynote Panel Discussion:  
Migrating To An Omnichannel  
Philosophy: Assessing  
Technology, Resources And  
Strategies**



D. Kate Forbes  
VP, eCommerce Digital  
Experience & Operations  
**Belk**



Anoop Kulshreshtha  
VP, Web Technology  
**Barneys New York**



Kathy Hecht  
VP Marketing and  
Business Development  
**Silver Star Brands**

**Domo Executive**

12:30 **Guest Speaker Presentation: Is The  
Future Of eCommerce Becoming  
Less About E-Tail?**



Sarah Lacy  
Founder, Editor-In-Chief,  
CEO  
**Pandormedia**

12:55 **Meet & Greet Lunch &  
Networking For All Attendees**

12:55 **PRIVATE LUNCH Hosted By  
Symantec**

**PRIVATE LUNCH Hosted By  
Demandware**

**PRIVATE LUNCH Hosted By  
Rocketfuel**

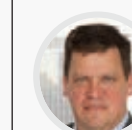
**PRIVATE LUNCH Hosted By  
MediaMath**

**Track A: Retention, Loyalty & Engagement**

1:55 **Chairperson's Opening  
Remarks**

Kelly Oneill  
**Acquia**

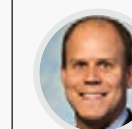
2:00 **Kick Off Panel Discussion:  
What's Happening To The Role  
Of Catalog (And Ecommerce)?**



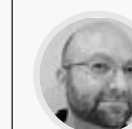
Mike Ritter  
CMO  
**Excelligence**

Alexandra Reuter

Sr. Director eCommerce and  
Digital Experience  
**Athleta**



Chris Sutton  
VP Marketing and  
Consumer Insights  
**HH Gregg**



Allon Caidar  
CEO  
**TVPage**

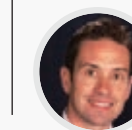
2:30 **Executive Presentation**

**Windsor Circle** Executive And  
Retail Client

2:55 **How CRM And Loyalty Are  
Driving An Omni-Channel  
Marketing Makeover At Sally  
Beauty**



Ryan Linders  
VP CRM and Loyalty  
**Sally Beauty**



John Eckhardt  
Director CRM & Analytics  
**Sally Beauty**

**REGISTER NOW**

**RETAILERS:** Register your place by November 30th and instantly **save a whopping \$700!** Call 888-482-6012 or register online.



3:20 **Games & Refreshment Break  
In The Exhibit Hall**

3:50 **Loyalty Panel Discussion:  
Increasing Share Of Wallet  
Using Loyalty Programs**

 **Alison Ehrmann**  
VP Consumer Marketing  
**Fresh Direct**

 **Howard Blumenthal**  
Director eBusiness  
Product Management  
**Advance Auto Parts**

 **Dan Haarmann**  
VP Global Strategy and  
Operations, HP Shopping  
Operations, Printing and  
Personal Systems Group  
**Hewlett-Packard  
Company**

 **Andy Mantis**  
EVP Checkout Tracking  
**NPD Group**

4:20 **Executive Presentation**  
**Needle** Executive And Retail Client


4:35 **Accelerating Your Customer  
Segmentation From 0-60 In  
Only Five Steps**

 **Mosheh Poltorak**  
Marketing Manager,  
Customer Retention  
**Blinds.com**


5:00 **Get Your Game On (Again) &  
Happy Hour Inside The Exhibit Hall**

5:30 **Retention Panel Discussion:  
Focusing On Retention To  
Make More Money From Your  
Customers**

 **Alison Ehrmann**  
VP Consumer Marketing  
**Fresh Direct**

 **Brandon Proctor**  
President  
**Ice.com**

 **Kim Lewis**  
VP Omnichannel  
Marketing  
**Golfsmith**


 **Gary Lombardo**  
VP Demand Generation  
and Product Marketing  
**Sailthru**

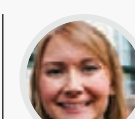
6:00 **Holiday E-Mail Strategies That  
Wrap Up Sales**  
**Matt Lindner**  
Associate Editor  
**Internet Retailer**

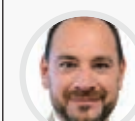
**Track B: Omni-Channel Everything (From  
Operations to Fulfillment)**

1:55 **Chairperson's Opening  
Remarks**  
**Jonathan Ricard**  
Head of Strategic Developments and  
Partnerships  
**Signal**

2:00 **Omni-Channel Panel  
Discussion: Taking A Close  
Look At Organizational  
Structures To Handle The  
Challenge Of Omni-channel**

 **Igor Krakovsky**  
VP Online Acquisition  
**Beachbody**

 **Stefanie Kruse**  
Director of Strategic  
Planning And Analysis,  
Walgreens Digital  
Commerce  
**Walgreens**

 **Brent Layton**  
AVP/Director of Retail  
Operations  
**Sierra Trading Pos**

 **Mark Deruyter**  
Director Digital and  
eCommerce Marketing  
**Columbia Sportswear**

**Sapient** Executive

2:30 **Executive Presentation**  
**Merkle** Executive And Retail Client

2:55 **Organizational Structures  
And Incentives That Enable  
Success**

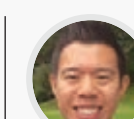
**Anshuman Tenaja**  
Sr. Director and Head of Digital  
Product Management  
**Abercrombie & Fitch**

3:20 **Games & Refreshment Break  
In The Exhibit Hall**


3:50 **Cross-Channel Panel  
Discussion: Here's How To  
Create Your Cross-Channel  
Retail Future**

 **Angela Caltagirone**  
VP eMarketing and Email  
Marketing  
**Williams-Sonoma**

 **Karthik Vish**  
Director, Acquisition  
Marketing  
**Macys.com**

 **Wayne Duan**  
Director Digital  
Commerce  
**Walgreens**

 **Cheri Siedle**  
Sr. Director, eCommerce  
**Office Depot**

 **Omer Artun**  
CEO and Founder  
**AgilOne**

4:20 **Executive Presentation**  
**Instart Logic** Executive And Retail  
Client

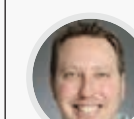
4:35 **The Future Is Now: Creating  
Augmented Reality And 3D  
Applications For Retail**


 **Jim Ferolo**  
Sr. Director, Web, Mobile  
and Digital Technology  
**Maui Jim Sunglasses**

5:00 **Get Your Game On (Again) &  
Happy Hour Inside The Exhibit  
Hall**

5:30 **Panel Discussion: Competing  
In Today's Market Using The  
Best Delivery And Shipping  
Strategies**


 **Eric Hughes**  
VP Omnichannel Process  
& Systems  
**Macy's**

 **Ryan Saginor**  
Online Product Manager  
Fulfillment and Availability  
**Home Depot**

 **Jeremy Bodenhamer**  
CEO and Co-Founder  
**ShipHawk**



6:00



Erik Lautier

SVP Direct to Consumer

Francesca's

5 Proven Shipping Strategies That Lower Costs And Increase Profits

Eric Nash

Sr. Director Online Marketing

Stamps.com

### Track C: Conversion Optimization & Testing

1:55

Chairperson's Opening Remarks

Wyatt Jenkins

VP Product

Optimizely

2:00

Kick-Off Session: Retail's Future Vision: Using Data To Innovate The Customer Experience (It's All About Mobile, Social And In-Store)

Angel Doran

Director Product Management-Product Analytics and Optimization

Sephora

2:30

Optimize The Path To Conversion: 5 Discovery Tactics That Maximize Relevant Product Findability

Meyar Sheik

CEO

Certona

2:55

Case Study Revolution: Conversion Rate Optimization: Which Test Won?

Carrie Matuga

Director of eCommerce

Too Faced Cosmetics

3:20

Games & Refreshment Break In The Exhibit Hall

3:50

Testing Panel Discussion: Reconsidering Testing Strategies To Be More Efficient And Get The Results You Need

Jinzhou Huang

Sr. Mgr Testing and Optimization

Home Depot

Erik Lautier

SVP Direct to Consumer

Francesca's

Michael Zuccato

Director Online Marketing

Sourcebooks

Neville Davey

Lead Product Manager, HP Shopping

Hewlett Packard

4:20

Executive Presentation

Reflektion

Executive And Retail Client

4:35

Testing Panel Discussion: Performing Effective Testing To Increase Revenues

Ross Higgins

Director of User Experience and Design

Newegg

Nathan Decker

Sr. Director of eCommerce

evo

Kathy Hecht

VP Marketing and Business Development

Silver Star Brands

Shilo Jones

Director eCommerce

Dolan NW

5:00

Get Your Game On (Again) & Happy Hour Inside The Exhibit Hall

5:30

BRAND NEW INTERACTIVE SESSION! The Moshpit of eCommerce Experts: The Future Of eCommerce

Sean McDonald

Managing Director

PwC

### Track D: Traffic Acquisition & Digital Innovation

1:55

Chairperson's Opening Remarks

Jesse Eisenberg

VP Client Services

EliteSEM

2:00

Kick-Off Session: Tapping Into The Power Of Shopper Intent

Daniel Neukomm

CEO

La Jolla Group

2:30

Executive Presentation

SmarterHQ

Executive And Retail Client

2:55

After the Click: New Research In Using First Party Data To Drive Marketing Performance

Casey Carey

Director

Google Analytics Marketing

Chris Duncan

VP CRM and Digital Marketing

Kohl's

3:20

Games & Refreshment Break In The Exhibit Hall

3:50

Marketplaces Debate & Panel Discussion: Managing Your Marketplace Business Appropriately

Ian Macdonald

Director eCommerce

Silver Star Brands

Liz Greenberg

VP eCommerce

Moret Group

Jason Stuempfig

COO

Shoemetro

4:20

Executive Presentation

BloomReach

Executive And Retail Client

4:35

Case Study Revolution: What It Takes To Create An Enterprise Level Marketplace Strategy

Alaa Hassan

GM Global Marketplaces

Beyond The Rack

Get Your Game On (Again) & Happy Hour Inside The Exhibit Hall



5:30



### International Panel Discussion: Taking Advantage Of The Nuances Of Global Markets To Grow Your Business Internationally



**Dan Haarmann**  
VP Global Strategy and  
Operations, HP Shopping  
Operations, Printing and  
Personal Systems Group  
**Hewlett Packard**



**Alex Golshan**  
VP Global eCommerce &  
Omnichannel  
**BCBG Max Azria  
Group, LLC**



**Iyad Kamal**  
COO  
**Aramex**

6:00



### Case Study Revolution: Bringing Inspiration Home - How Build.Com Is Leveraging UGC To Tell Stories And Inspire Visitors



**Justin Bergson**  
Content Marketing  
Designer  
**Build.com**

## Track E: eCommerce Fundamentals

1:55

### Chairperson's Opening Remarks



**Eldar Sadikov**  
Founder and CEO  
**Jetlore**

2:00



### Case Study Revolution: What Was, What Is, And What's Coming - Here Is The Future Of Technology



**Gary Penn**  
Head of eCommerce  
**prAna**

2:30

### How Trust Drives E-Commerce Differentiation And Conversions



**Alex Wong**  
Website Security  
Evangelist  
**Symantec**

2:55

### Case Study Revolution: Let's Innovate Our Email - Delight Your Customers And Drive Sales With Automation



**Nathan Decker**  
Sr. Director of eCommerce  
**evo**

3:20

### Games & Refreshment Break In The Exhibit Hall

3:50



### Content Panel Discussion: Making The eCommerce Experience A Content Experience To Drive Traffic And Conversions



**Nick Fairbairn**  
Sr. Director Acquisition  
Marketing  
**Dollar Shave Club**



**Jean-Marx Mantilla**  
VP of Digital Marketing  
**Apmex**



**Kevin Winneroski**  
Global Business  
Development & Key Alliance  
Management Director  
**Hewlett Packard**



**Brian Rigney**  
CEO  
**Zmags**

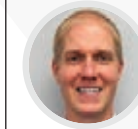
4:20

### Are Retail Strategies Reflecting Consumer Changes?

**Tim Wilson**  
VP, eCommerce Insights  
**1010Data**

4:35

### Growth Hacking Your Ecommerce Brand: Simple Steps For Explosive Growth



**Jeff McRitchie**  
VP Marketing  
**MyBinding.com**

5:00

### Get Your Game On (Again) & Happy Hour Inside The Exhibit Hall

5:30



### Case Study Revolution: From Clicks To Bricks: How We Made The Decision To Move Into Traditional Brick And Mortar Retail



**Michael Zuccato**  
Director Online Marketing  
**Sourcebooks**



**Dominique Raccah**  
Publisher and Founder  
**Sourcebooks**

6:00

### The First Steps To Your Customers And Drive Innovation: A Successful Replatform

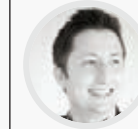


**David Sasson**  
President and CEO  
**OverstockArt.com**

## Track F: Omni-Channel & Digital Marketing

1:55

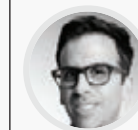
### Chairperson's Opening Remarks



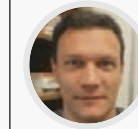
**Romney Evans**  
Co-founder  
**True Fit**

2:00

### Bringing Digital And In-Store Together Holistically



**Anthony McLoughlin**  
VP Digital Marketing  
**The Men's Wearhouse**



**Emery Skolfield**  
VP Omnichannel Strategy  
**Samsung**



**Bruce Starnes**  
VP/Merchandise Manager  
**Target.com**

**RetailMeNot Executive**

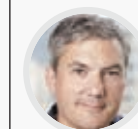
2:30

### Executive Presentation

**ROI Revolution** Executive And  
Retail Client

2:55

### Redefining The Grocery Shopping Experience Through Micro-Moments



**Corbin deRubertis**  
VP, Sales & GM, Shopper  
Marketing  
**Meredith Corporation**

3:20

### Games & Refreshment Break In The Exhibit Hall





**Omni-Channel Panel**  
**Discussion: Using Mobile To**  
**Bridge The Omni-Channel Gap**



Kim Lewis  
VP Omnichannel  
Marketing  
**Golfsmith**



Scott Perry  
VP Digital  
**Jerome's Furniture**



Michael Aki  
Director Digital Marketing  
**Aeropostale**

Mark Ghermezian  
Co-founder and CEO  
**AppBoy**

4:20

**Personalization At Scale**



Tomas Puig  
CMO  
**Emarsys**



Jim Davidson  
Head of Global Content  
**Emarsys**

4:35

**Scaling An eTail Company**  
**For Global Growth While**  
**Improving Margins**



Jonathan Wu  
COO  
**Touch of Modern**

5:00

**Get Your Game On (Again) &**  
**Happy Hour Inside The Exhibit**  
**Hall**

5:30

**Case Study Revolution: Time**  
**To Prioritize Personalization**  
**Strategies To Engage Your**  
**Customers**



Brendan Witcher  
Principal Analyst  
**Forrester**

6:00



**Case Study Revolution: How**  
**To Bring Digital Relevance To**  
**A Legacy Company**



Ian Macdonald  
Director eCommerce  
**Silver Star Brands**

**Exhibit Hall Retailer Meet-Ups**

1:55

**Join Us In the TVPage Social**  
**Lounge For Retailer Meet-Up**  
**Sessions. Get Free Advice You**  
**Can't Get Anywhere Else**

From Facebook To Instagram , Key  
Wins To Maximize Paid Social ROI  
Hosted By: Chris Seahorn, VP  
Marketing, **eBags**

3:15

**Games & Refreshment Break**  
**In The Exhibit Hall**

3:50

**Multi-Channel Attribution And**  
**Budgeting**

Hosted By: Roy Steves, Sr. Marketing  
Manager, **evo**

5:00

**Get Your Game On (Again) &**  
**Happy Hour Inside The Exhibit**  
**Hall**

5:30

**Join Us Outdoors For Cocktails**  
**& Retailer Meet-Ups –**  
**Connect With Executives**  
**From A Similar Vertical**

6:25

**Conclusion Of Main Day One**

6:25

**Commencement Of The eTail**  
**International Beer Garden**  
**Reception**

8:00

**End Of The eTail Reception**

9:30

**After Hours Drinking &**  
**Mingling At The Lobby Bar**





# Main Conference Day Two:

Innovation and Transformation

WEDNESDAY, FEBRUARY 24, 2016

7:30 Private Breakfast

7:30 Private Breakfast

7:45 Networking Breakfast & Registration

8:20 Chairperson's Opening Remarks



8:35 Keynote: The JustFab Story: Reorganizing Your Organization To Create Amazing Omni-Channel Experiences



9:00 Keynote Panel Debate: Going Beyond Disruption: What's The Next Generation Of Retail?



Ensign Executive



9:30 Keynote: Devices Don't Convert, People Do: Pivoting To People In The Cross-Device Era

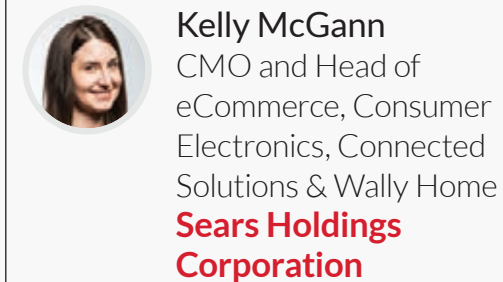


9:55 Keynote: Making Video Content Shareable To Drive Engagement



10:20 Bloody Mary Morning Refreshment Break

11:05 Keynote: Integrating Retail, Mobile, eCommerce & Big Data: How Sears & Kmart Are Transforming Their Consumer Electronics Business Into Connected Solutions



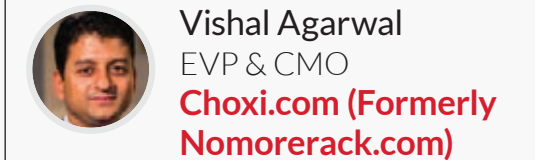
11:30 Keynote Panel Discussion: Here's What eCommerce Will Look Like In The Future



12:00 Keynote: Executive Presentation



12:25 Keynote: Starting Lean, Staying Lean: Reaping The Benefits Of A Start-Up Mentality



12:50 Meet & Greet Lunch & Networking

12:50 PRIVATE LUNCH  
Hosted By **Ampliance**

PRIVATE LUNCH  
Hosted By **Rubicon Project**

PRIVATE LUNCH  
Hosted By **Persado**

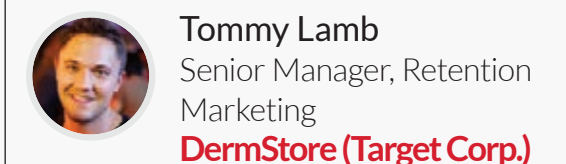
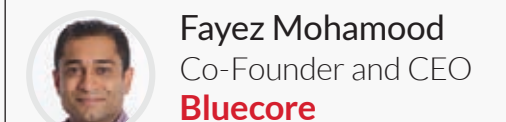
Track A: Data, Analytics, Security & IT

1:50 Chairperson's Opening Remarks

1:55 Kick-Off Session: Put Customers First With Your Big Data Platform




2:20 True Life: How Taking Meaningful Action On Data Drove My Career, And My Business



REGISTER NOW

**RETAILERS:** Register your place by November 30th and instantly **save a whopping \$700!** Call 888-482-6012 or register online.




2:45  Attribution Debate And Discussion: This Is How To Allocate Your Budget

 **Lewis Broadnax**  
Executive Director,  
Lenovo.com, Marketing &  
Merchandising  
**Lenovo**

 **Scott Perry**  
VP Digital  
**Jerome's Furniture**

 **Mark Deruyter**  
Director Digital and  
eCommerce Marketing  
**Columbia Sportswear**

3:15 Games & Refreshment Break In The Exhibit Hall/Conclusion of Meet & Greet Lunch

3:45  A Big Data Panel Discussion: Actually Using Big Data To Drive Your Business

 **Chris Vitale**  
VP Digital Operations and  
eCommerce  
**Pep Boys**

 **Ankur Gupta**  
Sr. Director Big Data  
**Sears Holding Company**


 **Mark McKnight**  
Creative Director  
**Rock/Creek**

**Edgecase Executive**

4:15 Don't Ignore Your Data: Enabling (Big) Data-Driven Decisions

 **Ankur Gupta**  
Sr. Director Big Data  
**Sears Holding Company**

4:40 Building An Intelligent Data Platform At One Kings Lane

 **Hemal Gandhi**  
Director Data Engineering  
**One Kings Lane**


**Track B: User Experience Optimization & Usability**

1:50 Chairperson's Opening Remarks

1:55 Kick-Off Session: Anatomy Of A "Decently" Successful Site Redesign

 **Eoin Comerford**  
CEO  
**Moosejaw**

2:20 Executive Presentation  
**Verizon Digital Media Services**  
Executive and Retail Client


2:45  Panel Discussion: Creating The Best Multi-Screen Experiences To Meet Customer Expectations

 **Mark Keeney**  
VP Marketing  
**Ritani**

 **Greg Casey**  
User Experience Architect  
**eBags**


3:15 Games & Refreshment Break In The Exhibit Hall/Conclusion of Meet & Greet Lunch


3:45 UX Panel Discussion: Overcoming UX Problems Using Data

 **Ross Higgins**  
Director of User  
Experience and Design  
**Newegg**

 **Blake Clark**  
Sr. Director Customer  
Experience  
**Cheapcaribbean.com**

**Eileen Shulock**  
VP eCommerce  
**Kirna Zabete**

 **Neville Davey**  
Lead Product Manager,  
HP Shopping  
**Hewlett Packard**

4:15  Case Study Revolution: Get The Tools You Need To Do Behavioral Analysis For Sites Of Any Size


 **Roy Steves**  
Sr. Marketing Manager  
**evo**

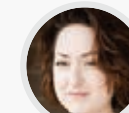
**Track C: Digital Innovation & Brand Marketing**

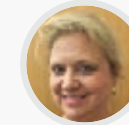
1:50 Chairperson's Opening Remarks

1:55 eTail Best-In-Class Retail Innovator Finalists Presentations

2:20 Executive Presentation  
**DataScience** Executive And Retail Client

2:45  Brand Manufacturer Panel Discussion: Balancing Selling On Their Site Vs. Your Site: Working As A Brand With Retail Partners

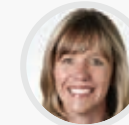
 **Liz Greenberg**  
VP eCommerce,  
**Moret Group**

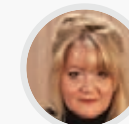
 **Tari Huddleston**  
Director eCommerce VP  
Jeanswear  
**VF Corporation**

**Alex Banys**  
Director eCommerce  
**Swiss Army**

3:15 Games & Refreshment Break In The Exhibit Hall/Conclusion Of Meet & Greet Lunch

3:45  Panel Discussion: The Roles And Responsibilities Needed To Advance eCommerce Organizations

 **Christy Rogers**  
Executive Director Digital  
Customer Experience  
**Dell**

 **Kristen Taganashi**  
VP Ecommerce &  
Omnichannel  
**Shopko**

 **Stefanie Kruse**  
Director of Strategic  
Planning And Analysis,  
Walgreens Digital  
Commerce  
**Walgreens**

**Michael Angioletti**  
**Tilly's**



4:15 **Growing More Share Of Brand, No Matter Where Your Products Are Sold**



**Jonathan Bradbury**  
Director Global eCommerce  
**Munchkin**

4:40 **Data = Content = Money: How Properly Managing PIM/PCM Can Deliver For Your Business**

**Gabe Mattingly**  
Senior Brand eCommerce  
**Kimberly-Clark**

---

**Track D: Content & Personalization**

1:50 **Chairperson's Opening Remarks**



**Scott Stollwerk**  
Director of Sales  
**Automated Insights**

1:55 **Kick-Off Session: Personalizing Customers Experiences For Big Results**



**Samantha Sakemiller**  
Senior Director Omni-channel  
**LensCrafters**

2:20 **Use Your Data To Keep Customers Coming Back For More**



**Kestrel Lemen**  
Marketing Strategist  
**Bronto Software**

2:45 **Personalization Panel Discussion: The Soup To Nuts Of Creating Personalized Experiences**



**Katie Doyle**  
Co-Founder  
**Brass Clothing**



**Jean-Marx Mantilla**  
VP of Digital Marketing  
**Apmex**



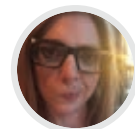
**Dave Frankland**  
Chief Strategy Officer  
**StrongView, a Selligent Company**

3:15 **Games & Refreshment Break In The Exhibit Hall/Conclusion Of Meet & Greet Lunch**

3:45 **Content Panel Debate: Getting Products Into The Cart vs. Content – Where Is The Happy Medium?**



**Darin Hardy**  
Director Acquisition Marketing  
**Nastygal**



**Amanda Kendrick**  
Director of eCommerce  
**Pep Boys**



**John Deming**  
Senior Digital Marketing Manager  
**Seventh Generation**



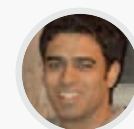
**Tracy Hermans**  
Digital Marketing Manager  
**Wet Seal**

4:15 **Making It Personal: Tapping Into People, Passions, Emotions And Interests**



**Daniel Moure**  
CMO  
**Pureformulas.com**

4:40 **Case Study Revolution: Personalizing The Customer Experience To Get Customers To Buy**



**Manan Singh**  
Sr Manager eCommerce  
**Shutterfly**

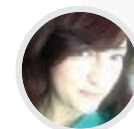
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**Track E: Mobile, Social & Payments**

1:50 **Chairperson's Opening Remarks**

**Spark Central** Executive

1:55 **Kick-Off Session: Mobile Design At Overstock**



**Jaime Wilson**  
Sr. Director User Experience Design  
**Overstock.com**

2:20 **Are You Turning Away Good Orders From Mobile Devices? You're Not Alone!**

**Forter** Executive And Retail Client

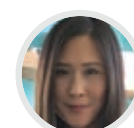
2:45 **Mobile Panel Discussion: Building Mobile Solutions That Meet Consumer Expectations**



**Meera Bhatia**  
VP Product  
**Stella & Dot**



**Arash Hadipanah**  
Senior Mobile Product Manager  
**RUE LA LA**



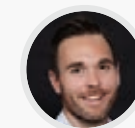
**Jennifer Wong**  
Head of Mobile Apps  
**The Honest Company**



**Sheryl McKenzie**  
VP Products and Capabilities  
**Alliance Data**

3:15 **Games & Refreshment Break In The Exhibit Hall/Conclusion Of Meet & Greet Lunch**

3:45 **Payment Panel Discussion: Closing The Gap Between Consumers And Retailers Expectations Around Payment Options**



**Chris Seahorn**  
VP Marketing  
**eBags**

**FuturePay** Executive

4:15 **Geomarketing: Understanding How To Use The Power Of Location Based Marketing**



**Asif R. Khan**  
Founder and President  
**Location Based Marketing Association**

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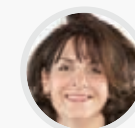
**Track F: B2B**

1:50 **Chairperson's Opening Remarks**



**Brian Beck**  
SVP Ecommerce & Omni-Channel Strategy  
**Guidance**

1:55 **Kick-Off Session: Utilizing The Customer Journey To Drive Digital Transformation**



**Emily Campbell**  
Director, Digital Business  
**National Instruments**

2:20 **Executive Presentation**

**Curalate** Executive And Retail Client




2:45  **Case Study Revolution:  
Digging For Gold: How To Find  
And Fix Your Worst Pages**



**Marta Dalton**  
Director eCommerce  
**Coca Cola**

3:15 **Games & Refreshment Break  
In The Exhibit Hall/Conclusion  
Of Meet & Greet Lunch**

3:45  **B2B Panel Discussion:  
Rethinking Content Creation  
And Management In The B2B  
Space**



**Marta Dalton**  
Director eCommerce  
**Coca Cola**



**Dave Krohn**  
eCommerce & Acquisition  
Manager  
**Delcity**

4:15 **Overhauling Personalization In  
The B2b Space: Learning How,  
Where And Who Is Going To  
Buy Your Products**



**Dave Krohn**  
eCommerce & Acquisition  
Manager  
**Delcity**

**Exhibit Hall Retailer Meet-Ups**

1:50 **Join Us In the TVPage Social  
Lounge For our Retailer Meet-  
Up Sessions. Get Free Advice  
You Can't Get Anywhere Else**  
  
Topic: Cross-Channel Measurement  
& Breaking Down Organizational  
Silos

Hosted By:




**Igor Krakovsky**  
VP Online Acquisition  
**Beachbody**


3:15 **Games & Refreshment Break  
In The Exhibit Hall/Conclusion  
of Meet & Greet Lunch**

3:45 **Join Us Outdoors on the  
Spring Patio For The Women  
In Retail Networking Event  
And Women's Leadership  
Panel**


Panelists:



**Stormy Simon**  
President  
**Overstock.com**



**Nizzi Renaud**  
CMO  
**Zazzle**



**Ivka Adam**  
Founder  
**Iconery**

5:05 **Final Networking Break &  
Happy Hour Inside The Exhibit  
Hall: Featuring Domestic &  
International Beer**



5:35  **Beer And Wine Retailer  
Hosted Chats – Pick A Focus  
Table, Bring Your Challenges  
And Get Solutions (And A  
Cocktail!)**

Table 1: How To Build A Career In  
Digital Retail


Hosted By:



**Mari Corella,**  
Director, Digital  
Merchandising &  
Operations  
**Avon**

Table 2: Omni-Channel Returns  
Management


Hosted By:



**Eric Hughes**  
VP Omnichannel Process  
& Systems  
**Macy's**

Table 3:

Hosted By:



**Joan King**  
VP eCommerce  
**Crate and Barrel**

Table 4: Online Advertising

Hosted By:



**Ricky Joshi**  
CMO and Co-Founder  
**Saatva**

Table 5: Content Marketing and  
UGC

Hosted By:



**Justin Bergson**  
Content Marketing  
Designer  
**Build.com**

Table 6: SEO Everything

Hosted By:



**Matt Chwat**  
Director User Experience  
**ThinkGeek**

Table 7: Mobile

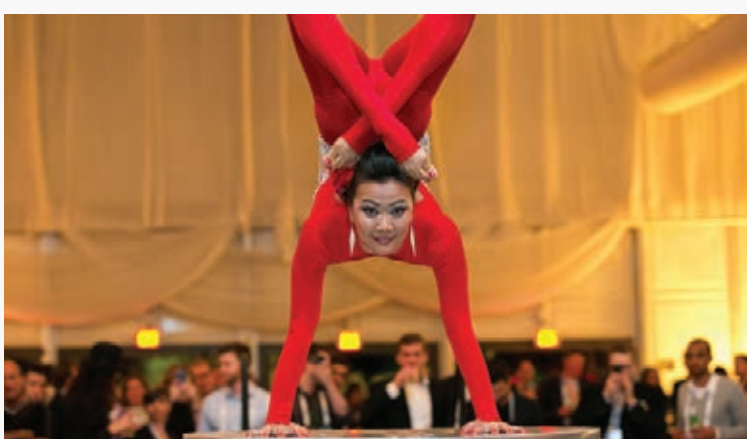
Hosted By:



**Andrea Grant**  
Director Digital Marketing  
**Cabela's**

6:20 **Conclusion Of Retailer Hosted  
Chats**

6:20 **eTail Best-In-Class Awards  
Reception**





# Main Conference Day Three:

Mobile, Social & Digital Innovation Strategies


THURSDAY, FEBRUARY 25, 2016

7:50 | Private Breakfast  
8:00 | Networking Breakfast For All Attendees

8:25 | Chairperson's Remarks



**Al Lalani**  
Chief Strategist  
**Social Annex**

8:40 |  **Keynote Mobile Innovation Panel Discussion: Optimizing The Overall Customer Experience For The Mobile Customer Through Innovation**



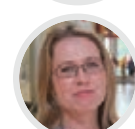
**Amit Shah**  
SVP Online Marketing,  
Mobile, Social  
**1800Flowers**



**David Katz**  
SVP Product Management  
**Fanatics**



**Andrea Grant**  
Director Digital Marketing  
**Cabela's**



**Amber Otero**  
VP Interactive, User  
Experience  
**QVC**




**Tomer Molovinsky**  
Sr. Product Marketing Manager,  
Payments, Opentable  
**Usertesting.com**

9:25 |  **Keynote: Mobile + Social + Content = Success**



**Stan Pavlovsky**  
President  
**Allrecipes.com**


9:50 |  **Executive Presentation**  
**Trueeffect** Executive

10:05 |  **Keynote Interactive Tutorial: Unlocking Instagram — Connecting In A Mobile-First World**



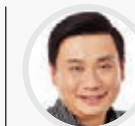
**Mike Hondorp**  
Brand Development Lead  
**Instagram**

10:30 | **Pre-Lunch Refreshment Break**

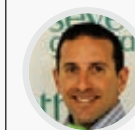
11:00 |  **Mobile Content Panel Discussion: Using Mobile As A Content Driver To Engage Customers And Meet Their Needs**



**Val Duvernet**  
Sr. Program Manager-  
Content & Social Media  
Strategy  
**Advance Auto Parts**

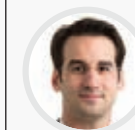


**Carlson Choi**  
VP Digital Initiatives  
**Mattel**




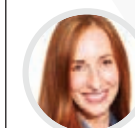
**Reid Greenberg**  
Director eCommerce and  
Consumer Engagement  
**Seventh Generation**

11:30 | **Don't Leave Money On The Table: Beyond The Rack's Mobile Review**



**Richard Cohene**  
VP Marketing  
**Beyond The Rack**

11:55 |  **Social Panel Discussion: Attributing The Right Value To Social Media**



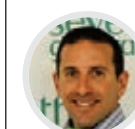
**Kimberly Tobman**  
VP Global  
Communications  
**JUSTFAB**



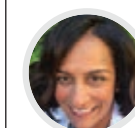
**Val Duvernet**  
Sr. Program Manager-  
Content & Social Media  
Strategy  
**Advance Auto Parts**

12:25 | **Executive Micro-Session**  
**Interana** executive

12:40 |  **Social Panel Discussion: Integrating Social Into Your Site Experience To Drive Engagement**



**Reid Greenberg**  
Director eCommerce and  
Consumer Engagement  
**Seventh Generation**



**Meera Bhatia**  
VP Product  
**Stella & Dot**



**Tracy Hermans**  
Digital Marketing Manager  
**Wet Seal**

1:10 | **Lunch & Networking For All Attendees**

## Track A: Mobile

2:00 | **Chairperson's Opening Remarks**

2:10 | **Executive Presentation**

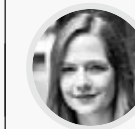
2:35 | **Executive Micro-Session**

2:50 | **Executive Presentation**

## Track B: Social

2:00 | **Chairperson's Opening Remarks**

2:10 | **The Growing Role Of Social Advertising Within Media And Digital Marketing**



**Emily Dybwad**  
Global Digital Marketing  
Manager  
**Benefit Cosmetics**

2:35 | **Executive Micro-Session**

2:50 | **Executive Presentation**

3:15 | **Conclusion Of Day 3/ Afternoon Networking & Refreshments Served**

REGISTER NOW

**RETAILERS:** Register your place by November 30th and instantly **save a whopping \$700!** Call 888-482-6012 or register online.



# About 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](http://www.akamai.com) or [blogs.akamai.com](http://blogs.akamai.com), and follow @Akamai on Twitter.



## Bluecore

At Bluecore we are transforming the way eCommerce marketers use data and automation to communicate with customers. Bluecore's marketing automation software is designed to simplify the process of ingesting terabytes of behavioral data and automatically taking action on precise insights, driving engagement and conversion rates that defy industry standards. Backed by FirstMark Capital, Bluecore is one of New York City's fastest growing SaaS start-ups and works with more than 120 customers representing more than 150 high-end apparel, electronics, automotive and other consumer brands.



## Bronto Software

Bronto Software, a subsidiary of NetSuite (NYSE: N), provides a cloud-based commerce marketing automation platform to mid-market and enterprise organizations worldwide. Bronto is the number one ranked email marketing provider to the Internet Retailer Top 1000, with a client

roster of leading brands, including Armani Exchange, Timex, Samsonite, Theory and Vince Camuto. The Bronto Marketing Platform is deeply integrated with commerce platforms, such as Netsuite, Magento, Demandware and MarketLive. The company is headquartered in Durham, NC, with additional offices in London, Sydney, New York and Los Angeles. 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.



## 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>



## Curalate

Curalate is the most comprehensive platform for marketing with images. Hundreds of the world's leading brands, including Gap, Neiman Marcus, Swarovski, Better Homes & Gardens, and Michaels, rely on Curalate's advanced image-analytics algorithms and robust marketing tools to understand visual conversations, increase fan engagement, and grow revenue across Pinterest, Instagram, Tumblr and Facebook.



## DataScience

## DataScience

Based in Culver City, Calif., DataScience, Inc. combines human intellect with machine-powered analysis to extract information from data that drives real business results. DataScience has proven experience helping the world's leading retailers dramatically improve their key metrics through churn analysis, customer cohort design, seasonal sales trend analysis, discounting strategy, and much more.

Founded by a team of accomplished entrepreneurs with a background in data science and big data, and experience in such Fortune 500 mainstays as American Express, AOL and Sprint, DataScience traces its lineage to Sometrics, which was acquired by American Express in 2011. DataScience is backed by Greycroft Partners, Pelion Venture Partners, Crosscut Ventures, and TenOneTen. To learn more or request a demo, please visit: [www.DataScience.com](http://www.DataScience.com).



## Forter

Forter provides Decision as a Service™ fraud prevention for the challenges of modern e-commerce. Forter's solution is entirely automated, evaluating every transaction in real-time and providing an instant approval or rejection decision so that genuine customers

aren't even aware that they're being examined. Forter is so confident in the accuracy of its decisions that the company offers a chargeback guarantee, something that gives online retailers the peace of mind to leave fear behind and make the choices that are best for their business and its growth.



## Google Analytics Premium

Google Analytics Premium is the enterprise-class analytics solution that offers rich insights into digital audiences and marketing effectiveness. With powerful, flexible, and easy-to-use features, companies large and small measure engagement to create more effective marketing initiatives, improve user experience, and optimize digital strategies. Sophisticated conversion attribution and experimentation tools help savvy marketers determine the best allocation of media and resources to drive results. For more information, visit [google.com/analytics](http://google.com/analytics)



## Merkle

Merkle is a global data-driven, technology-enabled performance marketing agency and the largest independent agency in the US for CRM, digital, and search. For more than 25 years, Fortune 1000 companies and leading nonprofit organizations have partnered with Merkle to maximize the value of their customer portfolios. Our heritage in data, technology, and analytics forms the foundation for our unmatched skills in understanding consumer insights. When combined with our strength in performance media, we create customer experiences that drive improved marketing performance and shareholder value.



# About Our Lead Sponsors



## ROI Revolution

ROI Revolution is an ecommerce-

focused digital marketing agency providing expert full-service management of paid search, online shopping, social media advertising, and search engine optimization. ROI's unique approach puts their proprietary software suite in the hands of dedicated account teams whose singular focus is delivering remarkable results for their clients. Founded in 2002, ROI manages over \$150 million in yearly online advertising spend for 250+ clients in seven countries. Request a free campaign review at the ROI booth or online: [www.ROIRevolution.com](http://www.ROIRevolution.com)



## Silverpop

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](http://silverpop.com).



## SmarterHQ

SmarterHQ is the intelligent contextual marketing engine brands use to drive conversion and customer loyalty. Our engine powers triggered emails and website transformations that leverage real-time and

historical data to deliver the personalized experiences your customers demand.

We combined our expertise in data science and retail best practices to create a streamlined product with built-in campaign prioritization and suppression management, allowing you to automate personalized experiences that honor your customers' preferences.

We begin by ensuring you launch and optimize essential triggered campaigns that drive immediate value for your business and customers. We then work with your team to unlock additional revenue through new campaigns specific to your brand. Over time, you'll deliver an increasingly improved customer experience in a way that's scalable and manageable.



## Symantec

Symantec Corporation

(NASDAQ: SYMC) is the global leader in cybersecurity. Operating one of the world's largest cyber intelligence networks, we see more threats, and protect more customers from the next generation of attacks. We help companies, governments and individuals secure their most important data wherever it lives.



## Verizon Digital Media Services

When it comes to online commerce, we deliver fast, engaging and secure experiences for you to maximize sales. Powered by our next generation media platform, our Commerce Acceleration Solution is built for tomorrow's shoppers – to every screen and on the go. Verizon's Commerce Acceleration Solution is PCI compliant and purpose-built for online retail. Retailers leverage the control and agility of our platform to innovate faster, increase productivity and speed up time to market with

a greater degree of security and performance. By leveraging one of the most interconnected global networks, our solution extends your reach into all major international markets.

Learn how Verizon Digital Media Services can help you deliver an optimal online shopping experience to every screen. Visit us at [verizondigitalmedia.com](http://verizondigitalmedia.com)



## Visa

Learn how you can grow sales and increase conversion across devices with Visa Checkout. Visa is a global payments technology governments in over 200 countries and territories to fast, secure and reliable digital currency. For more information, visit [visacheckout.com](http://visacheckout.com)



## WINDSOR CIRCLE

GROW CUSTOMER VALUE

## Windsor Circle

Windsor Circle's Retention Automation Platform helps retailers retain customers through data-driven lifecycle marketing automation by connecting their eCommerce platform to their email marketing. Power your abandoned cart recovery emails, sophisticated personalization, and email marketing automation by updating targeted customer segments, product data, and purchase history directly into your email account. Windsor Circle clients have achieved an average of 18x ROI, increasing revenue from repeat buyers by 20% year-over-year, generating open rates of 59% and click rates of 12%. This is accomplished across the 9 pillars of retention automation, a comprehensive framework for retailers to plan and implement customer retention marketing programs and campaigns.





# About Our Sponsors & Exhibitors



**4Cite**

4Cite maximizes return on digital marketing investment through real-time, automated personalization of email and web-based customer interactions. 4Cite stands above its competitors by offering an integrated suite of tools powered by proprietary CrossLink, a superior web visitor identification technology: More visitors identified means reaching more people interested in your products and more sales. 4Cite tools are easy to implement, up and running in a matter of days. Now celebrating its five-year anniversary, the company's roots date back to 2000 when 4Cite's management team founded I-Centrix and later Alexa Marketing. After selling I-Centrix, Alexa was merged into 4Cite.



**Adestra**

Adestra is a leading global provider of one-to-one email and lifecycle marketing solutions for global and growing brands alike. The company's industry leading digital marketing platform provides marketers with a powerful infrastructure that helps them communicate more effectively with their customers and subscribers by providing hyper-relevant content. This proprietary technology also allows for automated messaging and incorporates enterprise-class native functionality. Along with a superior platform to execute marketing automation, Adestra was founded on the principle that marketing success takes more than technology, which is why customer service is at the heart of our business. Adestra was the winner of the 2014 Customer Focus Award from the Customer Service Institute, and we continue to maintain one of the highest customer retention rates in the industry. Adestra is trusted by top companies like UBM, Franklin Covey, Incisive Media and The London Symphony Orchestra, among others. Established in 2005, Adestra is based in Oxford, United Kingdom with offices in London, Dallas and Sydney.



**Adlucent**

Adlucent is an innovative digital advertising partner chosen by retailers to deliver profitable solutions through a unique data-centric approach to paid search advertising. Adlucent's Customer Spectrum™ platform combines advanced audience data with predictive advertising technology—backed by 10+ years of retail digital advertising expertise—to help retailers find, engage, and convert their most valuable customers. 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 the global leader in digital marketing solutions. Our tools and services enable our customers to create groundbreaking digital content, deploy it across media and devices, measure and optimize it over time, and achieve greater business success. We help our customers make, manage, measure and monetize their digital content across every channel.



**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.



**Agile One**

AgilOne is the industry's first Predictive Marketing Cloud that allows marketers to deliver the most relevant and profitable customer relationships, online and offline. We have simplified the science of marketing with an easy-to-use, integrated marketing solution that delivers out-of-the-box campaigns built from integrated customer data and powered by data science and machine learning. Leading consumer brands, including The Body Shop, BetaBrand, Shazam, Deckers, Moosejaw and shopPBS.org, use AgilOne to boost customer engagement and revenue. Headquartered in Silicon Valley, AgilOne investors include Sequoia Capital, the Mayfield Fund, and Tenaya Capital. For more information, please visit [www.AgilOne.com](http://www.AgilOne.com).



**Amplience**

The AmplienceOne Big Content Platform is a cloud content platform optimized for the visual, mobile, and social web. The platform's powerful content authoring and automation tools connect ecommerce marketers and merchandisers with their channels and customers, creating a seamless workflow for product media, promotional campaigns, user generated and social content. This integrated approach reduces content production costs by up to 90% and eliminates inefficient content silos, while improving quality and reach.



enabling e-success worldwide

**Anders Innovations Inc.**

"We build custom e-commerce sites better than any other company." Anders Innovations Inc. is an international Tech solution company with more than 2500 successful e-commerce customer projects. "Our mission is to understand and digitize our customers'

business focal points with the best software tools available and to create breathtaking customer experiences."

Anders specializes in building business critical online solutions in addition to crucial integrations, unbeaten UX design and meeting all imaginable customization requirements. Success comes from the top class competence and high motivation of its tech specialists.

Anders is also making waves in the e-commerce software industry with development of a next generation open source ecommerce SaaS product, Shoop® for its client Shoop Inc.

Anders employs professionals globally with offices in Santa Monica CA, Europe and Hong Kong. In 2015, Anders was awarded placement on the Deloitte Technology Fast50 list, Great Place to Work survey and European Business Awards.



**Appboy**

Appboy is pioneering a new vertical in the marketing automation industry with a powerful platform designed for companies looking to build better relationships with customers through mobile and other emerging channels. With its industry-leading 360-degree customer profiles and audience segmentation engine at its core, coupled with an advanced multi-channel campaign creation and delivery system that automates life-cycle marketing campaigns, Appboy empowers marketers to make intelligent, data-driven decisions around how to best engage, retain and monetize customers. The Appboy platform powers the most successful brands in the new mobile economy, such as PicsArt, iHeartMedia, EPIX, Urban Outfitters and many more. For more information, visit [www.appboy.com](http://www.appboy.com).



# About Our Sponsors & Exhibitors



Aramex is a provider of comprehensive logistics and transportation solutions. Established in 1982 as an express operator, the company rapidly transformed itself into a global brand recognized for its customized services and innovative multi-product offering. The range of services offered by the company includes international and domestic express delivery, freight forwarding, integrated logistics solutions, information and document management solutions, consumer retail services and e-commerce solutions. In January 1997, Aramex became the first Arab-based international company to trade its shares on the NASDAQ stock exchange. After five years of successful trading, Aramex returned to private ownership in February 2002 and continued to expand and excel as a privately owned company, establishing global alliances and gaining stronger brand recognition. In June 2005 Aramex went public on the Dubai Financial Market (DFM). Today, the Aramex network encompasses more than 354 offices and employs over 13,900 people offering comprehensive logistics and transportation solutions to both retail and wholesale customers worldwide.



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 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 worldwide. Learn more: [www.bloomreach.com](http://www.bloomreach.com)



**Blue Triangle Technologies**

Blue Triangle Technologies are leaders in lost revenue analysis and remediation for mobile and eCommerce merchants. eRevenueView, the company's flagship product, pinpoints causes of online shopper abandonment, measures the associated lost revenue that comes with that abandonment, and provides effective recommended prescriptive remediation to restore full revenue earning potential. The company's clients are some of the top online retailers in the world and its partners include leading technology companies.



**Bounce Exchange**

Founded in 2012 by Cole Sharp and Ryan Urban, Bounce Exchange provides a machine learning platform that automates conversion rate optimization and user acquisition. The technology is employed by digital marketers to build complete profiles of their site visitors and then, based on these profiles, direct marketing efforts towards the most valuable action possible. Headquartered in the New York Times Building, Bounce Exchange has hundreds of clients in the e-commerce, B2B and publishing industries, including: Ann Taylor, Sephora, RocketInternet, CNBC, Hearst, and USA Today.



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](http://www.clicktale.com).



**Coherent Path**

Coherent Path's personalization platform helps retailers increase loyalty, drive in-store purchases, and optimize customer engagement around strategic business objectives. In contrast to 1st generation recommendation tools that focus only on the next step, Coherent Path builds maps of product and transactional environments and identifies unique customer journeys through these spaces. With this foundation, retailers can deliver personalized multi-step offers and optimize promotional efforts around products that increase customer lifetime value. On average, Coherent Path clients realized a 20%-40% lift in key engagement metrics as well as revenue.



**Coremedia**

CoreMedia is a leading digital experience (DX) company that powers the online strategy of organizations, providing them with a digital stage to tell their stories and engage their audiences. For more than 19 years we have partnered with our customers to connect them with their audiences wherever they are by seamlessly integrating digital, e-Commerce and social media assets, accelerating time to market, and increasing the productivity of business users. Our solutions also help transform e-Commerce stores by infusing visually compelling and immersive content into the online customer experience, resulting in increased engagement, sales, and loyalty.



**Custora**

Custora is a predictive marketing platform for e-commerce teams. We help retailers acquire valuable customers and improve customer retention. Our software analyzes data to predict how customers will behave in future -- the things they're likely to buy, how much they'll spend, even how often they'll shop. These customer-specific insights enable brands to advertise and communicate in more effective and meaningful ways. We work with a variety of online and omnichannel retailers including LOFT, Guess, Reebok, Crocs, BaubleBar, Bonobos, Nasty Gal, and Etsy.



**Demandware**

Demandware Commerce is the only digital commerce platform that delivers the speed, agility, innovation and superior economics required to master the new retail reality of



# About Our Sponsors & Exhibitors

constant and unpredictable change. With intuitive applications for both business and technical users, retailers are empowered to quickly execute omni-channel merchandising and marketing; manage operations globally; and develop unique capabilities that differentiate their brand. Seamless upgrades deliver a continuous flow of innovation without disrupting business, ensuring that platform functionality is always current. Based on a scalable cloud infrastructure that delivers optimal performance, security and uptime, Demandware Commerce removes the barriers and complexities of traditional licensed software, and allows retailers to focus on the strategic business initiatives that drive growth.



**Distill Networks**  
Distill Networks, the global leader in bot detection and mitigation, offers the most automated and accurate way to identify and police malicious website traffic, blocking 99.9% of bad bots without impacting legitimate users. Distill protects against web scraping, competitive data mining, account hijacking, form spam and click fraud while slashing the high tax that bots place on your internal teams and web infrastructure.



## Domo

As a retailer, you need the right information at the right time.

Unfortunately, that information lives in an ever-increasing mess of disconnected spreadsheets, systems, databases and applications. Domo solves that problem by bringing your business and its data together in one intuitive platform. With Domo, it's easy to see all the information you care about in one place, to make better-informed decisions, faster.



## DynamicAction

DynamicAction gives meaning to retail data. Inspired by a group of retail executives and big data experts with a shared vision, DynamicAction is a system that offers one source of truth that instantly connects data from every part of the organization – merchandising, customers, marketing, operations, returns and finance – across all channels. It is a prescriptive analytics solution that determines what's impacting profit and revenue, and then prescribes the actions to most positively impact the business.

DynamicAction is touted by the world's top retailers as a "business revolution" and "like walking into a dark room with a very bright torch." Research firm Frost & Sullivan declares it's "first-of-its-kind technology" and "critical for retail success." It enables retailers across the globe, including Neiman Marcus, Brooks Brothers, Sur la Table, Tesco, T.M. Lewin, Nine West and Cole Haan, to make more accurate decisions and to get to fast, profitable action on more than \$15 billion of consumer transactions each year.



## Edgecase

Edgecase is the leading provider of curated product data that fuels retail and helps shoppers find what they are actually looking for. By identifying and creating enriched product attributes that align with how consumers think and communicate, Edgecase empowers retailers to speak the language of their shoppers. Edgecase's Adaptive Navigation tools leverage this expanded product vocabulary to power discovery experiences that connect shoppers with the products they'll love, resulting in higher engagement, conversion, and cross-channel revenue. Forward-thinking retailers using Edgecase include Crate & Barrel, LD Products, Pier 1 and Urban Decay.

Edgecase was founded in 2012 and is based in Austin, Texas. The team is comprised of passionate and innovative thinkers who know that company success is created through the powerful combination of unique technology, expertise and deep client relationships. The Edgecase team is committed to creating memorable shopping experiences and propelling what's next in retail.



## Emarsys

Emarsys provides the industry's first B2C Marketing Cloud purpose built for the unique challenges facing brands and ecommerce companies today. The B2C marketing Cloud integrates customer intelligence, personalization, predictive recommendations and multichannel marketing automation at scale, across all devices and social channels into a single cloud platform. Customers include Lacoste, Volvo, eBay, Toys R Us and Canon. With more than 500 employees in 17 global office locations, Emarsys serves more than 1,500 clients in 140 countries. Every month, Emarsys segments and analyzes more than one billion customer profiles and creates over 250,000 personalized campaigns, helping customers increase revenue and ROI.

## ensighten Ensignten

Ensignten, the global leader in omnichannel data and tag management, is changing the face of digital marketing by transforming the way enterprises collect, own and act on their customer data across all marketing channels and devices. The Ensignten Agile Marketing Platform (AMP) enables enterprises to achieve true one-to-one personalization, accelerate the execution and optimization of their marketing initiatives and deliver superior user experiences. The Ensignten AMP, with its unique hybridtagging

technology, powers companies generating over \$1.9 trillion in revenue in over 150 countries. The world's leading brands (Microsoft, Capital One, United Airlines, T-Mobile and Walmart) achieve marketing agility by implementing Ensignten's single line of code. Ensignten is headquartered in the heart of Silicon Valley in San Jose, with offices in San Diego, London and Sydney. To learn more visit HYPERLINK "<http://www.ensighten.com>" [www.ensighten.com](http://www.ensighten.com), and join the conversation on LinkedIn [linkedin.com/company/ensighten](https://www.linkedin.com/company/ensighten) and Twitter @ensighten.



## Evergage

Evergage's cloud-based platform empowers e-commerce companies to convert more shoppers into buyers and increase average order values with real-time web personalization based on deep behavioral analytics...without the need for developers. Evergage tracks each visitor's shopping behavior on your site, and empowers you to respond in real time with relevant offers or messages, automatically promoted products or brands, and timely incentives. You can also A/B test your content for different audiences to optimize conversion rates. And with the innovative Evergage Tribes™ solution, you can differentiate the shopping experience by empowering your visitors to browse products and reviews based on the behavior of like-minded shoppers, guiding them to purchase decisions faster. Evergage works with 150 organizations including Rue La La, Cartera Commerce, Wayfair, and Gardener's Supply Company.



## Experian Marketing Services

Experian Marketing Services is a leader in data-driven marketing and cloud-based marketing technology. Experian® is the only company in the world to offer a comprehensive Marketing Suite that unites customer insights, analytics, data quality and cross-channel marketing technology into a single platform. Backed by the industry's



# About Our Sponsors & Exhibitors

highest-rated client services team and the world's largest consumer database, we provide more than 10,000 brands in more than 30 countries with unique competitive advantages through marketing services and technology. Our extended legacy in data security, management and consumer privacy has earned the trust of organizations and consumers from around the world for more than three decades. For more information, please visit [www.experian.com/markingservices](http://www.experian.com/markingservices) or follow us @ExperianMkt.



**Extole** Extole helps retailers acquire their best new customers. Our referral marketing platform powers large-scale refer-a-friend programs that turn the love your existing customers have for your brand and products into new customers. Our technology lets marketers easily launch, scale, and optimize refer-a-friend to convert new customers while cementing brand loyalty and driving reactivations among the ones they already have. Clear analytics give visibility into what's working. Instant reward fulfillment keeps customers engaged, and expert services make it easy. Referral programs can apply to your brands, target specific customer segments, and promote individual products and categories. Deep advocate insights, flexible reward options, and a powerful API let marketers integrate referrals everywhere, including mobile, social, web, and offline.



**Fanplayr** Fanplayr is an innovative eCommerce solutions company tackling the most important and fundamental challenge in the space - converting online window shoppers into loyal customers. Fanplayr's cloud-based, data-driven Smart & Targeted Conversions tool tracks online shoppers in real time, then using a rich variety of segmentation attributes, targets cohorts of those visitors with messages or offers. Our sophisticated UX tools ensure

a customer experience that's not only relevant and timely, but also seamless and on-brand. Results: sharply increased conversion rates and AOV, plus a healthy lift to new customer acquisition. In-depth insights and analytics, dedicated account managers, and in-house industry experts have enabled Fanplayr to improve over 500 million online shopping experiences across the globe.



**Fastly** Founded in 2011, Fastly is the only content delivery network that gives businesses complete control over how they serve content, unprecedented access to real-time performance analytics, and the ability to cache frequently changing content at the edge. Our secure, global network allows enterprises to increase revenue and improve customer experiences across their websites and mobile applications while maintaining fast, consistent, and reliable performance. Fastly is funded by Amplify Partners, August Capital, Battery Ventures, Iconiq Capital, IDG Ventures, and O'Reilly AlphaTech Ventures. With offices in San Francisco, New York, London and Tokyo, Fastly powers popular online destinations including Twitter, the Guardian, GOV.UK, Imgur, Fast Company, GitHub, Wayfair, Pinterest, and Shazam. Learn more at [Fastly.com](http://Fastly.com) and follow us at @fastly.



**Feefo** Feefo, the global feedback engine, is an award-winning consumer ratings and reviews platform. Offering a comprehensive solution that harnesses the power of customer reviews using Feefo can enhance your online visibility, grow sales conversions and provide valuable customer insight. As a Google licensed Content Partner, Feefo publishes its output to Google. Reviews are shown in search listings, and ratings can

be converted in to stars in Ad campaigns. The Feefo service gives consumers making purchasing decisions real feedback from customers about merchants and their products, and merchants discover what genuine customers think about their service and products. Feefo is independent, simple to use and provides definitive results for the benefit of consumers and merchants; these come together to make Feefo's ratings and reviews the most trusted in the world. From major online retail websites to special interest merchants and to high street stores, Feefo is the preferred partner for retailers seeking customer insight in to service levels and product quality. Feefo has a huge presence within the retail sector with over 2000 retailers using the platform. These include, FeelUnique.com, Heels.com, GANT, Beautybay.com and Charles Tyrwhitt. Feefo continues to innovate its system, responding to the needs of merchants, the expectations of consumers and, through our close partnership with Google, the needs of search engines. Our goal is to be the number one choice for both consumers and merchants when it comes to giving and receiving feedback online. For more information, visit [www.feefo.com](http://www.feefo.com)



**Instart Logic** Instart Logic accelerates cloud application delivery for the world's most performance-obsessed organizations. Its unique software-defined application delivery technology solves performance challenges inherent in wireless connections and makes content delivery networks (CDNs) obsolete. Using Instart Logic, organizations can provide ultra-fast, visually immersive experiences on any device to maximize revenue, deliver superior customer experiences and gain competitive advantage. Learn more at <http://instartlogic.com> or follow us on Twitter at @InstartLogic.



**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](http://www.invodo.com).



**Kount** Merchants don't win by only stopping fraud. They win by approving the maximum number of orders...while safely and cost effectively mitigating fraud. Kount's Software as a Service platform helps online merchants approve more orders, uncover new revenue streams, simplify fraud detection and dramatically improve bottom line profitability. Our proprietary technology has reviewed transactions for some of the world's best-known brands. Most importantly, Kount's turnkey solution is both easy to implement and easy to use. With minimal time and no disruption, your business will accept more orders from more people in more places than ever before.



**Linc** Linc helps the world's best brands to turn their order tracking and return experience into revenue opportunity. Linc's data-driven shopper experience platform integrates with over 300 shipping carriers globally to provide a branded carrier agnostic shopper experience. It's premier recommendation engine is optimized to recoup revenue from return and inspire new sales from order status tracking experience. Linc is a certified partner with leading commerce platforms like Demandware, Magento and Hybris and serves some of the most customer-centric brands like Carter's, Crocs, GoPro, Hugo Boss, L'Oreal, KiKo Milano and more. Get to know us at [www.letsinlc.com](http://www.letsinlc.com)



# About Our Sponsors & Exhibitors



**LISTRAK. 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.

**MAGNE+IC™ Magnetic**  
Magnetic is a technology company with a marketing platform for enterprises, brands and agencies. Our ad, email and site solutions help marketers find, keep and bring back customers. These solutions are powered by our unique data including purchase intent data from more than 450,000 partner sites, shopping profiles of over 250 Million individuals, and behavioral insights across a billion active devices. For more information, visit [magnetic.com](http://magnetic.com)



## Media Math

MediaMath is the software company for marketers. Our tools enable marketers to reach the audiences they want at the scale they need. Since 2007, when we created the first programmatic platform for marketers, MediaMath's global infrastructure, vast partner network and quantitative approach have delivered transformative results – truly strength in numbers. MediaMath is partnering with the most forward-thinking marketers and agencies to accelerate these changes. We build on the leading edge of technology, hyper-focused on scalable innovation, resulting in a history of industry firsts. Our offering marries software – purpose-built for marketers – with premium partners, data and training.



## Mobify

Mobify powers the mobile shopping experiences of leading global retailers including Ann Taylor, Crocs, Superdry, Eddie Bauer and Tommy Bahama. Our platform enables online retailers to use all their existing digital commerce tools across smartphones, tablets, apps and in-store technology in a way that is fast to implement, easy to manage, and accelerates business growth. Established in 2007, Mobify is a technology company with headquarters in Vancouver, Canada, an office in London, and a network of partners in Europe, North and South America, Asia and Australia. To learn more, visit [mobify.com](http://mobify.com) or call +1 (866) 502 5880.



## 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 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.



## Narvar

Narvar believes a good customer experience shouldn't end once a purchase is made. Customers demand convenient shipping, tracking, and returns options. With Narvar, retailers are able to convert one-time shoppers into lifelong brand advocates.

Our mission is to enable convenient shopping experiences: how, when and where customers want. Our approach is to create turnkey SaaS solutions that are equal parts intuitive, beautiful & engaging. We pride ourselves in making the complicated seem amazingly simple. Our powerful enterprise platform leverages the latest machine learning built on a SaaS framework to enable rapid deployment and continuous optimization. It interfaces with e-commerce platforms and carriers around the world to deliver flexible post-purchase options. By leveraging Narvar technology, brands can quickly respond to customers without separate integrations with the ever-growing ecosystem of small package carriers, freight carriers, couriers, consolidators, 3PLs, and regional logistics vendors. Narvar translates all this into a seamless experience tailored for each brand that drives customer engagement and loyalty.



## 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](http://www.needle.com) – or email us [athello@needle.com](mailto:athello@needle.com) – to learn more.



## NetElixir

It takes a certain precision and expertise to thrive in the hyper-competitive digital marketing arena 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](http://www.netelixir.com) to learn more.



## Netmining

Netmining provides intelligent audience targeting, powered by data and shaped by the best analytical minds in the business. Marketers today have access to more consumer data than ever before. Netmining develops powerful strategies that unlock the maximum value in data, transforming it into actionable audience intelligence. We believe your marketing should be driven by human insights using data as a tool, not the other way around. This approach creates a deeper understanding of your brand. The result is your most important audience, delivered. Netmining. Know Your Audience.



## NPD Group

The NPD Group provides market information and business solutions that drive better decision-making and better results. The world's leading brands rely on us to help them get the right products in the right places for the right people. NPD's Checkout TrackingSM is the first service that provides detailed information on consumer buying behavior at the market basket level, based on receipts for both online and brick-and-mortar retail purchases from the same consumers over time -- providing category, brand, and item-level purchase detail for analyzing competitive market baskets and identifying purchase patterns. NPD offers expertise in more than 20 practice areas, including fashion, footwear and technology.



# About Our Sponsors & Exhibitors

## ObservePoint

The accuracy of your data is paramount when it comes to making informed strategic decisions, increasing workplace efficiency, and ensuring the privacy of yours and your customer's data. ObservePoint's DataAssurance™ technology ensures that your data is accurately collected, utilized, and safeguarded.



## Offerpop

Offerpop's Visual UGC Marketing SaaS platform empowers brands to

encourage and leverage user generated content at every stage of the buyer journey, improving marketing performance. Leading brands and agencies use Offerpop's Visual UGC platform to create campaigns and promotions from a library of templates to inspire the creation of quality UGC, manage and leverage UGC across marketing channels, and build consumer profiles to improve segmentation and targeting. The company is headquartered in New York City, with offices in London.



## OpinionLab

OpinionLab is a high-growth SaaS provider of continuous Voice of Customer listening solutions that drive smarter, real-time business action to deliver a high quality and consistent customer experience. The world's largest brands, including: 4 of the top 5 U.S. retailers; 8 of the 10 largest American banks; the 5 largest U.S. insurance companies; and 3 of the top 4 U.S. airlines use OpinionLab to optimize customer experience and drive engagement across channels. OpinionLab continuously introduces new innovation to serve marketing and customer experience leaders, and is accelerating all aspects of its business to best serve the needs of its global customer base.

## 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.



## PCA Predict

The checkout is the final step between shoppers and paying customers, optimizing your online forms and removing unnecessary friction for users, can be the difference between complaints and repeat orders. Our checkout optimization tool, Checkout+, removes friction on web forms allowing you to verify customer email addresses, cell phone numbers AND delivery addresses in real-time. Going way beyond checking the format of the text entered into form fields, Checkout+ can detect if an email has a valid mailbox, if cell phone numbers actually exist and verify international addresses using predictive type-ahead technology, making it quicker and easier for customers to complete contact forms. Checkout+ assures customers that the details entered are correct, improving user experience and reducing cart abandonment rates. Visit our booth to see a demo of what Checkout+ could look like in your online checkout.



## Persado

Persado's digital marketing platform uses math and science to automate the creation of marketing messages. The system uses semantic algorithms to map human emotions and generate the most persuasive pitch for any given email, SMS, social message or other marketing communication. By parsing marketing language into emotional, descriptive, and stylistic components, Persado linguistically engineers the optimal wording, replacing the guesswork implicit in human copywriting.



## Pitney Bowes

Pitney Bowes is a global technology company offering innovative products and solutions that enable commerce. Our end-to-end global ecommerce solutions help businesses successfully develop and manage their cross-border ecommerce platforms in over 220+ countries and territories by providing marketing services, website localization, compliance management, payment solutions, fully landed costs, and customer care services.



## PM Digital

PM Digital, a digital business of Paradysz, Inc., is a full-service, integrated digital marketing agency specializing in Paid Media, Content Marketing, Social Media, Shopping Feed Management, Email Marketing, Direct Mail, Performance Management, 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](http://www.pmdigital.com).



## PowerReviews

PowerReviews is the choice of more than

1,000 global brands and retailers to collect and display ratings and reviews on 5,000 websites. An essential resource for consumers as they search and shop online and in-store, ratings and reviews drive relevant traffic, increase sales, and create actionable insights to improve products and services. PowerReviews' mobile-friendly rating and review and Q&A software is fast to implement and simple to customize, making it easy for brands and retailers to generate more authentic content that is seen by more consumers. The PowerReviews Open Syndication Network is the largest in the industry, reaching 2,500 retailers and more than 700 million in-market shoppers every month, giving retailers and brands the power to reach shoppers wherever they are. For more information, visit [www.powerreviews.com](http://www.powerreviews.com).



## 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 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



# About Our Sponsors & Exhibitors

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.

## Quantcast

Quantcast is a technology company specialized in real-time advertising and audience measurement. As the pioneer of direct audience measurement in 2006, Quantcast has the most in-depth understanding of digital audiences across the Web, allowing marketers and publishers to make the smartest choices as they buy and sell the most effective targeted advertising on the market. More than 1,000 brands rely on Quantcast for real-time advertising. As the leader in Big Data for the digital advertising industry, Quantcast directly measures more than 100 million Web destinations, incorporates over 2 trillion new data records every month and continuously processes as much as 30 petabytes of data every day. Quantcast is headquartered in San Francisco and is backed by Founders Fund, Polaris Venture Partners and Cisco Systems. For more information, visit [www.quantcast.com](http://www.quantcast.com).

## Qubit

Qubit offers a blank canvas for businesses to deliver their big ideas. Whether it's acting on data science or creating highly targeted personalizations, we fuel innovation and ensure marketers are never held back by digital roadblocks. Our digital experience hub integrates analytics, segmentation, A/B testing, and web personalization with the Visitor Cloud, a real-time data supply chain connecting all your brand touchpoints through a single view of the

customer. From website optimization to in-store merchandizing, we put the data in your hands to make informed decisions and bring your most creative strategies to life. Qubit is trusted to deliver real impact to the bottom line for the biggest brands in ecommerce including TOPSHOP, Uniqlo, John Lewis, Hilton Hotels, Jimmy Choo, bebe, and Staples. To date, we have received over \$36 million in funding from Accel Partners, Balderton Capital, and Salesforce Ventures. Qubit. Deliver your big ideas. [www.qubit.com](http://www.qubit.com)

## Rakuten Marketing

### Rakuten Marketing

Rakuten Marketing is the global leader in omnichannel marketing, delivering its vision of driving the omni experience - marketing designed for a streamlined consumer experience. Offering an integrated strategy that combines consumer centric insights with e-commerce expertise, Rakuten Marketing aims to inspire better marketing. Rakuten Marketing's omnichannel services include Rakuten Affiliate Network (formerly LinkShare), Rakuten Display (formerly MediaForge), Rakuten Attribution (formerly DC Storm), and Rakuten Search.

## 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 O'Neill, and Metal Mulisha have achieved a sustainable revenue lift of between 13% - 46%.

## RetailMeNot, Inc.

### 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 September 30, 2014, RetailMeNot, Inc. experienced more than 655 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. The RetailMeNot, Inc. portfolio includes [www.RetailMeNot.com](http://www.RetailMeNot.com), the largest digital offer marketplace in the United States; [www.RetailMeNot.ca](http://www.RetailMeNot.ca) in Canada; [www.VoucherCodes.co.uk](http://www.VoucherCodes.co.uk), the largest digital offer marketplace in the United Kingdom; [www.Deals.com](http://www.Deals.com) in Germany; [www.Actiepagina.nl](http://www.Actiepagina.nl), a leading digital offer site in the Netherlands; [Bons-de-Reduction.com](http://Bons-de-Reduction.com) and [www.ma-reduc.com](http://www.ma-reduc.com), leading digital offer sites in France; [www.Poulpeo.com](http://www.Poulpeo.com), a leading digital offer site with cash back in France; and [www.Deals2Buy.com](http://www.Deals2Buy.com), a leading digital offer site in North America. RetailMeNot, Inc. is listed on the NASDAQ stock exchange under the ticker symbol "SALE." Investors interested in learning more about the company can visit: <http://investor.retailmenot.com/>.

## richrelevance

### 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 visit [www.richrelevance.com](http://www.richrelevance.com).

## Rocketfuel

Artificial intelligence. Real results.

Rocket Fuel delivers a

leading programmatic media-buying platform at Big Data scale 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-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.

## Rubicon Project

Founded in 2007, Rubicon

Project's mission is to keep the Internet free and open and fuel its growth by making it easy and safe to buy and sell advertising. Rubicon Project pioneered advertising automation technology to enable the world's leading brands, content creators and application developers to trade and protect trillions of advertising requests each month and to improve the advertising experiences of consumers. Rubicon Project is a publicly traded company (NYSE: RUBI) headquartered in Los Angeles, California



# About Our Sponsors & Exhibitors

## **Sailthru**

Sailthru is a customer retention platform that helps modern marketers at leading retail and media companies build deeper, longer-lasting relationships with their customers. Sailthru personalizes individual customer experiences across digital communication channels – in email, on a brand's website and in their mobile applications. Sailthru-powered 1:1 relationships with consumers drive higher revenue and reduce churn for more the world's most innovative publishers, including The Economist, Business Insider, and Mashable, and the world's most digitally sophisticated retailers, including JustFab, Alex and Ani and Everlane.

## **SapientNitroSM**

SapientNitroSM, part of Sapient® (NASDAQ: 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 [www.sapientnitro.com](http://www.sapientnitro.com).

## **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 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.

## **Signal**

Signal is a global leader in real-time people-based marketing. With one platform, Signal's integrated technology combines data collection, persistent identification, data onboarding and media activation for real-time cross-channel engagement. By leveraging Signal's platform, brands and publishers gain immediate knowledge of buyers, access to high quality audiences and a simplified activation process to engage consumers within minutes of recognition. Today, Signal's technology runs on more than 45,000 digital properties in 158 countries. The 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. Signal has been recognized with numerous awards and honors, including being named the third-fastest growing software company in the country, and the 51st-fastest growing company overall, on the 2015 Inc. 5000 list. Visit [www.signal.co](http://www.signal.co) to learn more.

## **SiteSpect**

SiteSpect is the only digital optimization platform that enables the world's leading online businesses to optimize the entire user experience, increase conversions, and drive more revenue. SiteSpect offers advanced testing for serious analysts,

enabling you to test every aspect of your site, target anyone, run more tests in less time, and deliver measurable wins for the entire organization. With SiteSpect's patented, tag-free solution, you can test content, features, and functionality across websites, mobile sites, and apps, enabling you to find new optimization opportunities where other tools can't. SiteSpect's offerings include A/B testing, multivariate testing, behavioral targeting and personalization, mobile optimization, and site speed solutions. SiteSpect's patented technology and professional services are used by companies such as Wal-Mart, Target, Urban Outfitters, Overstock.com, Bed Bath and Beyond, Intuit, SurveyMonkey, Trulia, and leading financial services companies. Sign up for a demo to see SiteSpect in action today at <http://www.sitespect.com/learnmore> or call 617-859-1900.

## **SLI Systems**

SLI Systems enables e-commerce retailers to increase sales by connecting shoppers with the products they're most likely to buy. With proven search technology that learns from the behavior of real site visitors, SLI delivers site search, navigation, merchandising, mobile, recommendations and SEO solutions that arm retailers with the tools they need for rapid growth. SLI Systems is the most chosen SaaS-based site search provider to U.S. Internet Retailer Top 1,000 retailers and operates on five continents. To learn more, visit [sli-systems.com](http://sli-systems.com) or email [discovery@sli-systems.com](mailto:discovery@sli-systems.com).

## **SOASTA**

SOASTA is the leader in performance testing, monitoring, and analytics. The SOASTA platform enables digital business owners to gain unprecedented and continuous insights into their real user

experience on mobile and desktop devices in real time and at scale. With more than 3 billion user experiences monitored, measured, tested and optimized every week, SOASTA is the digital performance expert trusted by industry-leading brands, including 41 of the top 100 internet retailers such as Target, Nordstrom, Staples, Sears, Walmart, Etsy, Nike, Best Buy, Adobe, Intuit, Microsoft, DirectTV, Netflix, and BBC. SOASTA is privately held and headquartered in Mountain View, CA. For more information about SOASTA, visit <http://www.soasta.com>

## **SparkPost**

SparkPost is the cloud solution from Message Systems, the world's number one email infrastructure provider, whose customers—including Facebook, LinkedIn, Twitter, Groupon, Salesforce, Marketo, Pinterest, Zillow and Comcast—send over 3 trillion messages a year, over 25% of the world's legitimate email. Our software outperforms every other cloud or on-premises alternative, and these companies choose us to provide the deliverability, speed and insight they need to drive customer engagement for their business. Follow us on Twitter @SparkPost or go to [sparkpost.com](http://sparkpost.com).

## **Steelhouse**

SteelHouse is the most powerful end to end solution that enables marketers to get the most out of their performance marketing budgets. With industry leading audience segmentation and creative development tools, Steelhouse gives advertisers the ability to find, and reach the right customer with the right message at the right time. Coupled with its targeting capabilities and reach only Steelhouse enables advertisers to drive results at scale. All from one platform.



# About Our Sponsors & Exhibitors

## Selligent

Selligent is a global omnichannel marketing platform that powers customer relationships for Samsung, Walmart, ING, and more than 700 other premium brands in retail, travel, automotive, publishing, and financial services. Featuring enterprise-strength performance, Selligent's technology leads the industry in data management, campaign orchestration, and audience analytics. Selligent increases conversions and enhances engagement for mid-market to enterprise B2C marketers with its ability to deliver integrated, customer-centric experiences across email, display, mobile, and social.

Selligent serves more than 30 countries around the world, including more than 75 agencies and MSPs. Selligent has offices in Silicon Valley, Boston, New York, London, Belgium, Paris, Munich, Barcelona, and Australia. Learn more at [www.selligent.com](http://www.selligent.com) and connect with the team at Twitter, LinkedIn, and our blog.

## 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 Vizio. For more information, visit [www.tealium.com](http://www.tealium.com).

## Trackif

Recent research confirms that consumers are more annoyed than ever with ads and unwanted email. With TrackIf's Customer-Controlled, Self-Personalized Alerting technology retailers allow customers to control marketing content sent to them and when. TrackIf customers report 40% higher opt-in rates versus traditional marketing tactics. Some e-tailers capture up to \$1M daily in future purchase intent, with retargeting delivering 10% to 30% more return visitors and revenue per customer. TrackIf embeds in an e-commerce site with a simple script, requiring little to no integration. TrackIf captures future purchase interest via opt-in and powers fully automated white label alerts on price drops, new items and reviews added, back-in-stock, wish lists and favoriting, gift registries and more. TrackIf's customers include Target, World Market, the top home improvement and consumer electronics retailers, Neiman Marcus and others. This customer centric solution beats the challenges of the increase in ad blocking and email unsubscribe rates.

## TurnTo

TurnTo is the fastest-growing provider of customer-generated content (CGC) solutions to top merchants and brands, with a suite including Ratings & Reviews, Community Q&A, Checkout Chatter, and Visual Reviews. Built on an innovative platform that tightly integrates to stores' customer profiles, TurnTo delivers a more personalized user experience that captures 2-4X more content, faster, with less work, while ensuring authenticity. That's why eCommerce leaders like GNC, Saks, Newegg, Sur La Table, and brands like Cole Haan and Clarins rely on TurnTo for their customer-voice programs.

## TVPAGE

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](http://www.tvpage.com) to learn more. For a free demo, stop by our booth or contact [sales@tvpage.com](mailto:sales@tvpage.com)

## Unbx

Unbx helps eCommerce companies improve customer engagement with their relevant Site Search and Personalized Recommendations platform. Unbx's intelligent engine make it incredibly easy for eCommerce players to showcase targeted & relevant products to visitors and personalize the online shopping experience. Having been incorporated in October 2011, Unbx has quickly grown in to a leading search and personalization provider. Unbx's optimized cloud infrastructure has helped 150+ medium and large ecommerce companies like Flag Lady Gifts, Redmart, Pepperfry etc., radically improve conversions and increase sales volumes. Unbx is backed by IDG Ventures and Inventus Capital and closed their series A round of funding last year.

## Yotpo

Yotpo is the world's most trusted reviews solution, serving over 100,000 retailers. At Yotpo, we believe that reviews are more than just valuable user feedback: they are the most powerful data-driven marketing tool. Today, Yotpo is responsible for more than 15% of our clients' overall Facebook traffic, as well

as 23% of their overall Twitter traffic. Our proprietary algorithms learn to choose the best reviews to share on search engines and social networks, enabling our brands to gain visibility and trust with a global audience.

## Yottaa

Yottaa is the leading cloud platform for optimizing web and mobile applications. Through Yottaa's patented ContextIntelligence™ architecture, enterprises can manage, accelerate, and secure end user experiences on all devices in real-time with zero code change. Top Internet 500 businesses have adopted Yottaa's platform to realize billions in incremental revenue through dramatic improvements across key performance and business metrics. To learn more about how Yottaa can maximize your users' experience, please visit [www.yottaa.com](http://www.yottaa.com) or follow @yottaa on Twitter.

## Your Amigo

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](http://www.youramigo.com)



# About Our Media Partners

## Official Media Partner

**internetRETAILER®** 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 200,000+ retail executives and direct marketers every month.

## Official Research Partner

**eMarketer** 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

**TheLBMA** Location Based Marketing Association

The Location Based Marketing Association is a international group dedicated to fostering research, education and collaborative innovation at the intersection of people, places and media. Our goal is to educate, share best practices, establish guidelines for growth and to promote the services of member companies to brands and other content-related providers. Members of the LBMA include retailers, agencies, advertisers, media buyers, software and services providers, and wireless companies. Simply put, we want to help those engaging location-based services be as successful as possible.



**Mobile Marketing Association**

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. The MMA's mission is to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.



**Web Marketing Association**

The Web Marketing Association was founded in 1997 to help define the standard of excellence for online marketing. Our internationally known award programs, such as WebAward Competition for Website Development, Internet Advertising Competition and the MobileWebAwards, recognize the people and organizations responsible for developing the most effective online marketing programs on the Internet today. Entrants benefit from assessment of their marketing efforts by a professional judging panel and the marketing opportunities presented by being recognized as an award-winning web developer.



**WOMMA**

WOMMA is the official non-profit trade association for the word of mouth and social media marketing industries. Focusing on ethics, education and advocacy, our members include some of the biggest brands, agencies and service providers across the globe—Google, Nestle, McDonalds, Edelman, PWC, Motorola—just to name a few.

## Supporting Publications



**About Payments**

About-Payments - Your Source for Ecommerce Payments. About-

Payments is the source that provides news and insights on online payments and simplifies the selection process for ecommerce merchants to find the right payment provider and payment methods for their online business. About-Payments consists of a Newsroom, Knowledge Base and Marketplace (for comparison of credit card processors) - bringing more transparency in the online payments industry.



**Chain Store Age**

Chain Store Age is the one publication and online website (including e-newsletters) that targets, influences and educates the retail c-suite from a business intelligence perspective. We reach senior titles from every segment within retail: from big box to food service; from ecommerce to brick and mortar. We also reach the following titles: CEO, CIO, CFO, CMO, COO; including those key titles that report into the c-suite for decision-making.



**CMS Wire**

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.



**Direct Marketing News**

Marketers need insight that drives customer action and profitable revenue. Getting to that insight takes the right mix of data, strategy, and technology. Direct Marketing News provides the comprehensive coverage of the hottest trends, success strategies, and core technologies that marketers need to get from raw data to profitable insight. DMN delivers that timely information through a robust set of digital offerings that include a website, email newsletters, eBooks, social media, virtual events, and webcasts, as well as a monthly print edition, Essential Guides series, and live events that collectively serve an opt-in audience of more than 150,000 senior marketing executives per month.





# About Our Media Partners



**EMARKETING +  
COMMERCE (EM+C)**

**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.

## **FierceRetail** FierceRetail

FierceRetail is a daily email news briefing delivering the latest news & analysis for busy retail executives. Coverage areas include business strategy, consumer trends, financial operations, e-commerce, store operations, and more delivered straight to your inbox. Follow us on Twitter @FierceRetail. Sign up to receive our free daily newsletter at [www.fierceretail.com](http://www.fierceretail.com).



**Innovative Retail  
Technologies**

Innovative Retail Technologies (formerly Integrated Solutions for Retailers) - a free monthly magazine helping 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  
Commerce Daily**

The News leader in Mobile Marketing, Media and Commerce

-The most read publication on mobile marketing, media and commerce

-Content focused on how marketers use

the mobile channel for branding, customer acquisition and customer retention

-Target audience is advertisers, agencies, mobile service providers, publishers and wireless carriers

Sign up for the daily newsletters: [www.mobilecommercedaily.com](http://www.mobilecommercedaily.com)

## **Mobile Marketer** 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](http://www.mobilemarketer.com) and [www.mobilecommercedaily.com](http://www.mobilecommercedaily.com)



**Multichannel Merchant**

Multichannel Merchant is the indispensable resource covering marketing and operations management for ecommerce and catalog companies that sell merchandise direct-to-customer through multiple channels. We provide targeted, compelling content both in-print and online, including our magazine, buyers guides, webinars, whitepapers, special reports and events.



**The Response Group**

The Response Group is the leading source of information for performance-based marketers. Response Magazine, Response Expo and the DRMA are gateways to the top marketers, networks, agencies and service providers in the leaders who implement, manage and facilitate the best direct-to-consumer campaigns.



**Retail Merchandiser**

Retail Merchandiser is a 54 year old, award winning, bi-monthly retail publication which reaches over 215,000 decision makers worldwide. Our readers are buyers, CEO's, financial investors, visual merchandisers, licensors, licensees, licensing agencies and consultants to almost every major chain. We also distribute at trade shows and food and wine festivals, as well as social media such as LinkedIn, Pinterest, Twitter, Instagram, Facebook and RM's Blog: Merchandise Monday.



**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.



**Retail TouchPoints**

Retail TouchPoints (RTP) is an online publishing network for retail executives, offering content focused on optimizing the customer experience across all channels. RTP provides an array of editorial opportunities and content designed to guide

the retail companies in their quest for long-term success. Focusing on the importance of thinking innovatively in a new media climate, we provide optimal vehicles to share industry insights and announcements, such as digital newsletters, video and audio podcasts. More than 28,000 retail executives tap into the weekly RTP newsletter, covering every type of line of business, from C-level executives, to Marketing, Merchandising, Store Operations, IT and Supply Chain.



**RetailingToday**

Retailing Today is focused on the nation's top tier retailers, their trading partners and the wide range of service providers who support them. We help readers understand the strategic implications of industry leaders' constantly evolving strategies in the areas of merchandising, marketing, operations, format development, multichannel integration, mobile and social commerce and the senior executives responsible for their execution.



**Social Media  
Examiner**

The world's largest online social media magazine, Social Media Examiner® helps millions of businesses discover how to best use social media, blogs and podcasts to connect with customers, drive traffic, generate awareness and increase sales. Our mission is to help you navigate the constantly changing social media jungle. Our editorial team works with the world's top social media pros to bring you original and comprehensive articles, expert interviews, reviews of the latest industry research and the news you need to know to improve your social media marketing.



# About Our Media Partners



## 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.

## TotalRetail Total Retail

Total Retail is the go-to source for marketing, e-commerce, operations and management executives looking for the latest news and analysis on the omnichannel retail industry. A quarterly print issue, daily e-newsletter (Total Retail Report), daily-updated website, and virtual and in-person events offer brick-and-mortar retailers, e-tailers, catalogers, brand manufacturers and retail industry consultants the information they need to do their jobs more effectively.

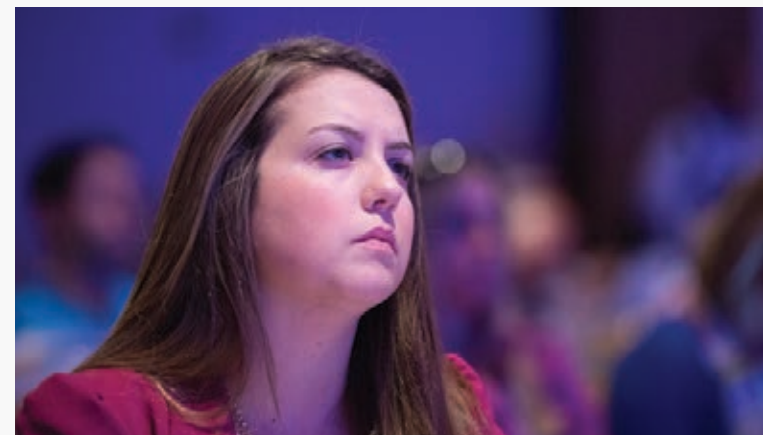


## The Ecommerce Club

The Ecommerce Club is a member-led group dedicated to encouraging and supporting retailers in developing ecommerce expertise. Building collaboration through information sharing, market insight, networking and events, we're bringing the industry together to develop best practice for an omnichannel future.

## THE PAYPERS The Paypers

The Paypers ([www.thepaypers.com](http://www.thepaypers.com)) 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 digital identity space.





# Registration Information

- Call 1-877-476-8452 or 646-200-7530
- e-mail: [etail@wbresearch.com](mailto:etail@wbresearch.com)
- Register online [www.etailwest.com](http://www.etailwest.com)

Register Today & Save \$\$\$'s!

## INDIVIDUAL PRICING FOR RETAILERS

	Book By Nov 30, 2015	Book By Dec 31, 2015	Book By Jan 29, 2016	Standard Price
4 Day Conference Pass (Feb 22-25)	SAVE \$700 \$1599	SAVE \$500 \$1799	SAVE \$300 \$1999	\$2299
3 Day Conference Pass (Feb 23-25)	SAVE \$700 \$1299	SAVE \$500 \$1499	SAVE \$300 \$1699	\$1999

## GROUP DISCOUNTS FOR RETAILERS

Groups of 3		15% off the current price (per person)
Groups of 4		20% off the current price (per person)
Groups of 5+		30% off the current price (per person)
Groups of 10+	We have large corporate discounts - Contact us to find out more	

## PRICING FOR VENTURE CAPITALISTS

	Price
4 Day Conference Pass (Feb 22-25)	\$2249
3 Day Conference Pass (Feb 23-25)	\$1999

## PRICING FOR NON-RETAILERS

	Price
4 Day Conference Pass (Feb 22-25)	\$4499
3 Day Conference Pass (Feb 23-25)	\$3899

## All 4 Day Conference Passes Include Feb 22nd Workshops:

- Online Media & Search Summit (Retailer Only)
- Email Marketing & CRM Summit (Retailer Only)
- UX, Merchandising & Design Summit
- Mobile Summit

## Please Note:

- \*A qualified retailer is not:** Any service provider to business to consumer organizations - Including software vendors, internet developers, technology vendors, solution providers, third party logistics providers, consultants or companies with primary revenues resulting from commissions, subscriptions and/or advertising. Worldwide Business Research reserves the right to enforce the rate for retail brands.
- All fees include continental breakfast, lunch, cocktail receptions and conference documentation.
  - Online Media & Search Summit (Feb 22) and Email Marketing & CRM Summit (Feb 22) are for retail companies only.
  - Payment is due in full at the time of registration. Your registration will not be confirmed until payment is received and may be subject to cancellation.
  - Teams must be from the same company to receive the savings.
  - Connecticut residents must add 6% sales tax to their registration fee
  - To secure space for your team, contact Steve Peters at 1-416-597-4782 or email [etail@wbresearch.com](mailto:etail@wbresearch.com).
  - Cancellation Policy: Any cancellations received in writing not less than eight (8) days prior to the conference, you will receive a 90% credit to be used at another WBR conference which must occur within one year from the date of issuance of such credit. An administration fee of 10% of the contract fee will be retained by WBR for all permitted cancellations. No credit will be issued for any cancellations occurring within seven (7) days (inclusive) of the conference.





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