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Phunk Phenomenon, America's Best Dance Crew, eTail East 2016

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No Fluff. Pure Strategy.

Hear secrets from heavyweights like Nordstrom, Amazon and Staples. Then have your paradigm shifted in no holds barred case studies from disruptors like The Honest Company, Boxed, and Stitch Fix.



BONOBOS

CREATING SEAMLESS CX

*Leveraging Data And Technology To
Bridge The Physical And Digital Divide*

WITH DOMINIQUE ESSIG

Chief Experience Officer,
Bonobos

Meet Dominique.

Dominique is responsible for overseeing everything from engineering to customer service, while managing 60 employees focused on building and growing the business.

Hear Dominique.

Dominique will share how to ensure every customer receives an innovative and positive shopping experience across multiple touch points (online, mobile, retail etc.).

Learn from Dominique.

You'll learn how to utilize and understand data in your organization to create seamless experiences across digital, mobile, and in-store needs to be a priority. Dominique showcases how Bonobos leverages data in this keynote.

**FEB
27** 9:20
AM





BARNES & NOBLE

A Digital Transformation

WITH FRED ARGIR

Chief Digital Officer, Barnes & Noble

Barnes&Noble | **nook**®

Meet Fred.

Frederic (Fred) D. Argir was appointed Vice President and Chief Digital Officer for Barnes & Noble, Inc., in July 2015. He oversees the E-Commerce and NOOK businesses.

Hear Fred talk.

Drawing from his track record for driving performance and profitability, Fred will describe NOOK's enhanced digital experience and glance ahead to new mobile experiences.

Learn from Fred.

Understand how Barnes & Noble is transforming digital, as well as taking advantage of future growth opportunities.

**FEB
28** 9:05
AM





LEARNING TO UNLEARN

What Got You Here Won't Get You There

WITH ANDREA BLADES

Sr Director Global eCommerce and Product Management, Vistaprint

AND ERIN DECESARE

VP Technology, Vistaprint

Meet Andrea & Erin.

Join two eCommerce leaders from Vistaprint to talk through their recent cultural revolution. Prior to joining Vistaprint, Andrea spent 15 years in eCommerce and Financial Services with leadership roles at American Express and The Vermont Country Store. As Vice President of Technology at Vistaprint, Erin DeCesare leads a team of global engineers that deliver the online experience for Vistaprint's 16 million customers.

Hear Andrea & Erin.

Andrea Blades and Erin DeCesare will share how Agile turned their world upside down, forced them to forget everything they've learned so far.

Learn from Andrea & Erin.

Andrea and Erin will take you on a journey to defining Product Management in eCommerce – and how it's working for them. Learn about the payback: motivated teams, innovative solutions, and getting things done faster and better than ever.

**FEB
27** 10:10
AM



BEYOND MARKETING RESEARCH VS. USER RESEARCH

A Call For a Holistic Person-Understanding In Business

WITH ALEX GENOV

Head of UX Research And Web Analytics Zappos.com Inc



Meet Alex.

Alex is an experienced customer research professional who applies his Social Psychology background and his passion for research, design, and innovation to the software industry.

Hear Alex talk.

Alex will introduce a new way of thinking about how companies approach understanding their customers, consumers.

Learn from Alex.

Study a cross-functional, cross-silo research case from Zappos – a company that was built and operates on challenging common wisdom and the status quo. Practical takeaways will be offered.

**MAR
01** 2:15
PM



GETTING OFF THE PROMOTIONAL CRACK

WITH CHARLIE COLE

Chief Digital Officer
TUMI

Meet Charlie.

Formerly head of e-commerce at Lucky Brand, CEO of The Line and head of e-commerce for Schiff Nutrition. Charlie brings a mix of entrepreneurial and institutional knowledge with success in both fields.

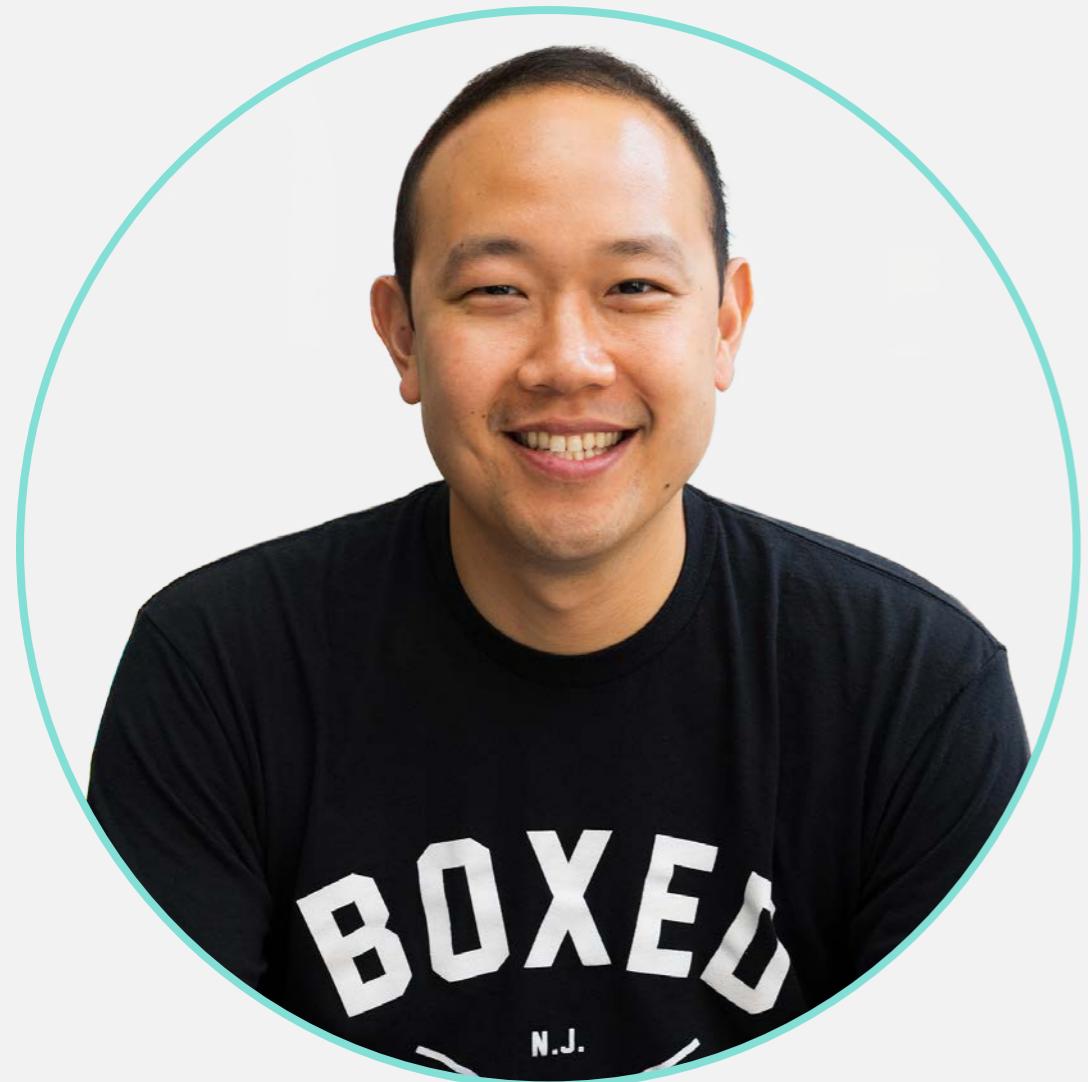
Hear Charlie talk.

The streets of crushed dreams are lined with brands who have promoted and killed margin, brand, or both. Tumi was on this path, and Charlie had to figure out how to dig out of it.

Learn from Charlie.

Get real life examples of the tactics and strategies that Tumi implemented, and learn the cultural changes needed to accomplish the goal of getting off of promotional crack.

**MAR
01** 2:15 pm



MOBILE COMMERCE AND MILLENNIALS

*The Next Step In The Evolution
Of The Wholesale Shopping*

WITH CHIEH HUANG

Co-Founder and CEO
Boxed

Meet Chieh.

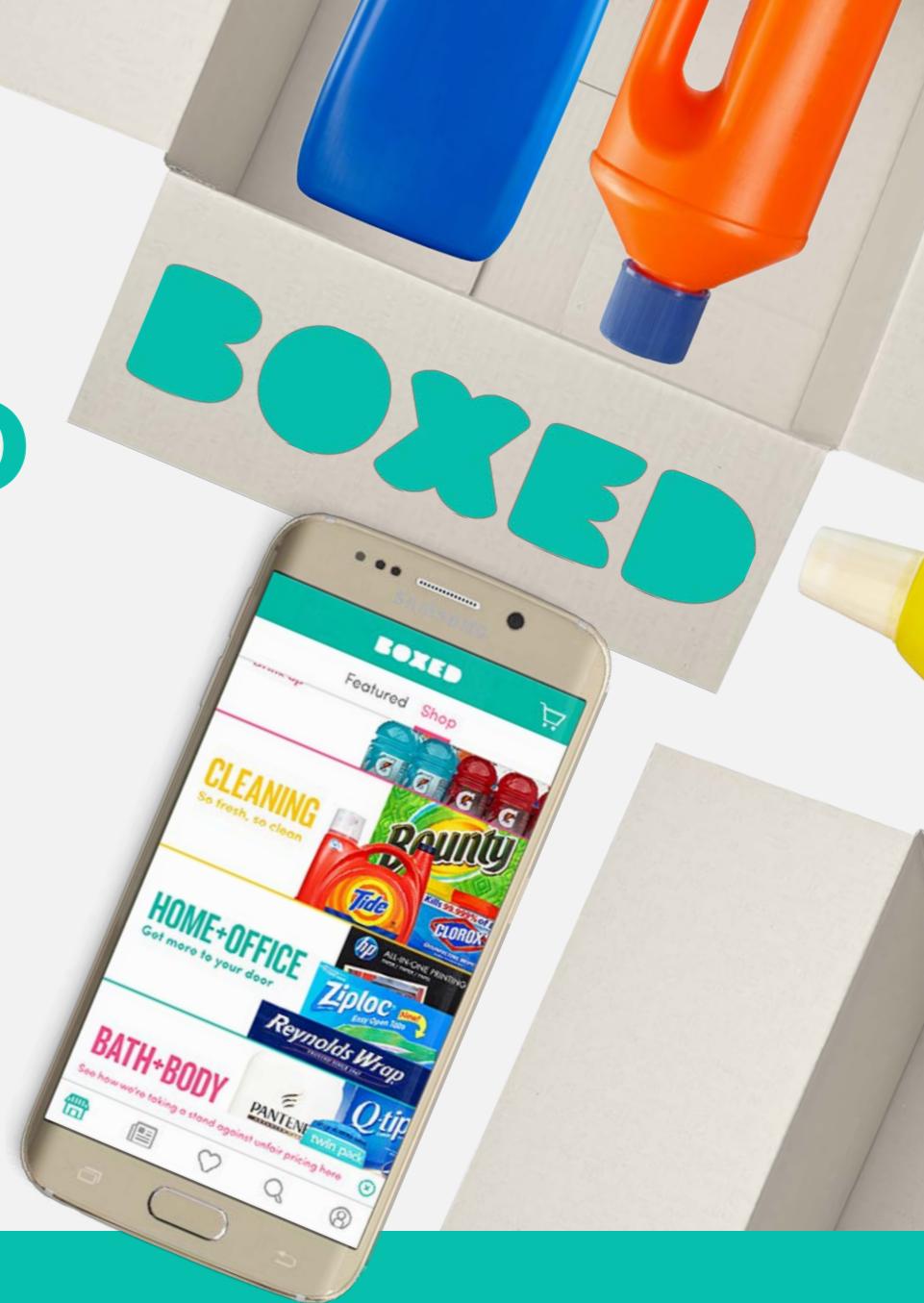
He is the CEO and a Co-founder of Boxed Wholesale. Boxed is the wholesale experience for those without the time, means or patience for a brick-and-mortar warehouse club trip, and has raised 150 million in funding to date. In 2015, Chieh announced he would be personally paying for the college tuition of all of his employees' children.

Hear Chieh talk.

The next generation of shoppers are increasingly moving away from the brick and mortar store model, in favor of the convenience of shopping from their handheld device. In a recent nationwide survey, over 90 percent of Millennials report making purchases on their smartphone each month, and advancements in technology have even changed how we shop in bulk for everyday essentials. Boxed Wholesale was created specifically for millennial consumers.

Learn from Chieh.

Learn how today's shopper can save time, save money and have an easy and convenient shopping experience.



**FEB
28** 10:50
PM



EXTREME VALUE SHOPPING

Driving Impulsive Purchases

WITH DAVID YEOM

Co-Founder and CEO
Hollar



Meet David.

David Yeom is the CoFounder & CEO of Hollar, the ultimate mobile destination for cool products at incredible deals starting at \$2.

Hear David talk.

David will give an overview of the \$100bn+ and growing Dollar and Off-price world.

Learn from David.

In this session, you will learn how to differentiate and compete in an Amazon / Walmart dominated space and how to get online customers to buy immediately and frequently.

**MAR
02**
10:10
AM

What You'll Only Get at eTail



FOCUS ON GROWING YOUR BUSINESS.

eTail is designed to help you make more money. Bottom line. To help you grow profitably. We give you disruptive content designed to help you optimize the profits from your business. 50% of our speakers are C-level. 75% are VP level and higher. We purposely find the executives that are in the trenches, doing the dirty work – so they can tell you the why, how, and what they would change next time – you're benchmarking against the best of the best. Talk is cheap! We cut out the fluff to give you hundreds of strategic takeaways. Guaranteed.



NO TALKING HEADS. NO BIG EGOS. NO COMMERCIALS.



INTERACTIVITY. A TRUE COMMUNITY.

Attended tradeshows where you feel like you're lost at an airport? Not at eTail. We design the show so that you meet different people every day. You constantly interact with fellow attendees in small group discussions, workshops, meet-ups, retailer-only sessions, roundtables and a lot more. We slice and dice the networking so you can meet whomever you want. You come as an attendee, but leave as part of a community.



NOT A MASSIVE TRADESHOW.



AN AWESOME EXPERIENCE.

We're known in the industry for awesome experiences you can't get anywhere else. Want to sip some of California wine country's best offerings? You can. Try new tequila? Done. Want to attend private chef tastings? We've got you covered. Our infamous receptions and tastings can't be missed. They're every day of the show. You'll make memories that last a lifetime.



NOT HYPE WITHOUT SUBSTANCE.



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What You'll Only Get at eTail



AT A RESORT, IN PALM SPRINGS.

To us, you're a VIP, and should be treated like it. That's what you get at our venue in Palm Springs. You're at a luxury resort, surrounded by palm trees, 80 degree weather; a desert playground where excitement and adventure seamlessly blend. That's why eTail is held at a luxury resort, and not a convention center.



NOT AT A CONVENTION CENTER.



60% RETAIL ATTENDANCE.

Being pitched all day? Distracted? Presentations full of commercials? That's not us. We protect our buyer to seller numbers to make sure you are meeting and interacting with the right people; 220 leading retail speakers, 1200 retailer attendees from 600 companies.



NOT PACKED WITH SOLUTION PROVIDERS



FANTASTIC CUSTOMER SERVICE.

We've been in this business since 1999 – yup, eighteen years, and we're here to stay. We've changed as the industry has. We're not here to make a quick buck, but are invested in your success, for the long term. Our staff offer you a concierge service. You can call or email any of us, and we're more than happy to help you, anytime. And we don't hire temps to run the show. Delivering a great experience for you is imperative to us.



NOT HIRED HELP.



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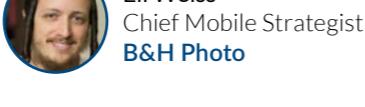
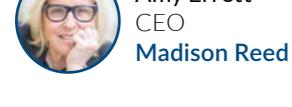
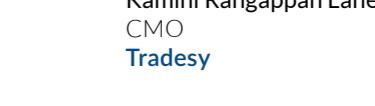
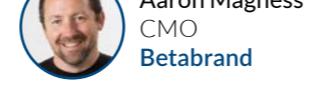
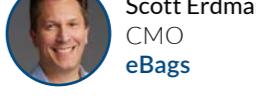
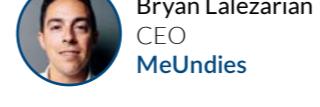
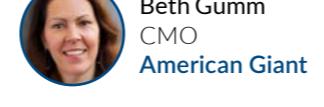
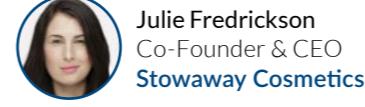
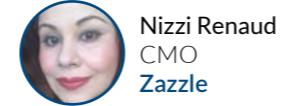
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Your 2017 Speaker Faculty

Is your company speaking at eTail West? Join your co-workers at an additional 20% off the current price. Register using code: **SPEAKERWEB**

You'll hear from more retail leaders who are actually doing the work than ever before. You'll leave with ideas to implement immediately. Learn from their successes (and avoid pitfalls). No commercials, no high level overview, just specifics from those who do it best.



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Your Speakers continued



David Yeom
Co-Founder and CEO
Hollar



Diane Loviglio
Co-Founder and CEO
Boon + Gable



Chau Banks
EVP, CIO and Channel Integration
New York & Company



Ivka Adam
Founder & CEO
Iconery



Anishiya Taneja
CEO & Founder
ICON



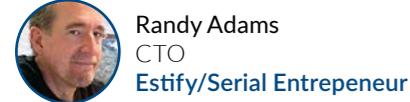
Andrea Moore
Former SVP Digital and eCommerce
Alex + Ani



Ivy Chin
SVP Digital
Petsmart



Traci Inglis
CMO
Techstyle Fashion Group



Randy Adams
CTO
Estify/Serial Entrepreneur



Alex Chang
Head of eCommerce
Lolli and Pops



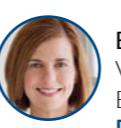
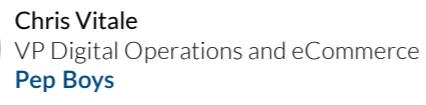
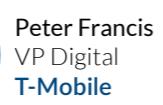
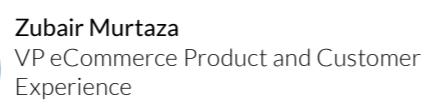
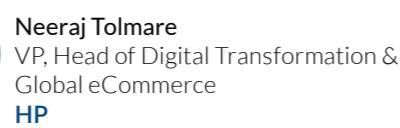
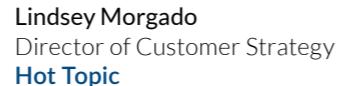
John Tabis
Founder and CEO
The Bouqs



Bruce Valk
President
Silver Star Brands



Ron Bester
Former President, eCommerce
Bliss Home and Design



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Your Speakers continued

 <p>Jon Mandell VP, Multi-Brand Customer Marketing 1-800 Flowers</p>	 <p>Eric Adams VP, Operations Dollar Shave Club</p>	 <p>Krista Deshayes Senior Director, Marketing Saatva Mattress</p>	 <p>Harsh Acharya Head of Product Management Dell.com</p>	 <p>Amanda Kendrick Director of eCommerce Pep Boys</p>
 <p>Kim Lewis VP, Omnichannel Marketing Golfsmith International</p>	 <p>Greg Banks VP, Marketing Hubert Co.</p>	 <p>Mike Broderick Sr Director, Product Management Marriott International</p>	 <p>Alex Genov Head of UX Research and Web Analytics Zappos</p>	 <p>Alex Laney Director of Product & User Experience Build.com</p>
 <p>Boaz Ariely VP, Online Marketing GlassesUSA.com</p>	 <p>Bert Jackson Vice President - Omni Channel Engagement Mattress Firm</p>	 <p>Alanna Vallee Sr Director, Targeted Marketing Staples</p>	 <p>Kunal Banerjee Director, Digital Store Operations, Walmart</p>	 <p>Lara Childers Director of Retention Marketing Zazzle</p>
 <p>Jeff Buysse VP, Sales and Marketing GOJO Industries</p>	 <p>Blair Dunn VP/GM OldNavy.com, Gap Inc</p>	 <p>Min Cho Sr. Director, Digital Marketing Cars.com</p>	 <p>Kristin Hangebrauck Director, Product Management Target</p>	 <p>Cara Ferguson Director of Search Marketing Living Direct</p>
 <p>Leslie Leifer VP, eCommerce and Product Development 1-800 Flowers</p>	 <p>Paul Miller Former VP eCommerce WW Grainger</p>	 <p>Rico Arrastia Sr. Director, eCommerce, Sales and Account Management Levi Strauss & Co.</p>	 <p>Courtney Connell Marketing Director Cosabella</p>	 <p>Loren Simon Head of Digital Marketing Everlane</p>
 <p>Frank Malsbenden VP, eCommerce HHBrown Shoe Company</p>	 <p>Jamieson Yee Global VP, Product - Fast Fashion JustFab</p>	 <p>Mike Bibbey Sr. Director, Mobile Business Operations Fanatics</p>	 <p>Kathleen Leigh Marketing Director, eCommerce and Digital Content GOJO Industries</p>	 <p>Tommy Lamb Director, CRM & Loyalty Teleflora</p>
 <p>Cody Cho VP, Marketing & Technology DITA Eyewear</p>	 <p>Sarah Veit Wallis GM, Lifestyle, Digital Store Operations Walmart</p>	 <p>Adam Sant Senior Director of Experience Design Dollar Shave Club</p>	 <p>Alyssa Larson Digital Marketing Manager RuMe, Inc.</p>	 <p>Darin Hardy Director, Acquisition Marketing Nasty Gal</p>
 <p>Joel Stevenson VP and General Manager - Business Sales Wayfair</p>	 <p>Andrea Blades Senior Director, Global eCommerce and Product Management Vistaprint</p>	 <p>Chelsea Mueller Head of Digital Marketing and Ecommerce Cheaper Than Dirt</p>	 <p>Isamar Batista Director, CRM ShoeDazzle</p>	 <p>Jeff Steeves VP Marketing Rue La La</p>
 <p>Carrie Matuga VP, Digital TooFaced</p>	 <p>Meghna Sinha Sr. Director for Enterprise Data Analytics and Business Intelligence Target</p>	 <p>Mike Rokovich Head of Engagement Marketing Balsam Brands</p>	 <p>Nathan Decker Sr. Director, eCommerce evo</p>	 <p>Chrissie Webster VP Ecommerce Lime Crime</p>
 <p>Jenna Habayeb VP of Marketing Splendid (VF Corporation)</p>	 <p>Chris Woodard Senior Director of Retention & Loyalty FreshDirect</p>	 <p>Rafael Mejia Head of Marketing Fathead</p>	 <p>Ross Higgins Director, User Experience and Design Newegg</p>	 <p>Kai Li VP International Revolve Clothing</p>
 <p>Mark Keeney VP Marketing Ritani</p>	 <p>Leslie Jurgens Senior Director, CRM and Email Walgreens</p>	 <p>Shehnaaz Chenia Director of Global e-Commerce LEGO</p>	 <p>Dr. Chris Lentini Director of Acquisition Zazzle</p>	 <p>Mike Olson Sr. Director, Online Experience Beachbody</p>
 <p>Jeff McRitchie VP Marketing MyBinding.com</p>	 <p>Stefanie Taylor Senior Director, Ecommerce & Marketing Sears Holdings Corporation</p>	 <p>Josh Halpern Founding Director, eCommerce Innovation Lab</p>	 <p>Bryan Benavides Director of Digital Marketing Abt Electronics Inc.</p>	 <p>Shilo Jones Director of Ecommerce Destination Lighting</p>
 <p>Patti Clauss VP, Global Talent Acquisition Williams-Sonoma Inc.</p>			 <p>Andrea Grant Director of Digital Marketing Cabela's</p>	 <p>Robert Muzingo Director, E-Commerce And Online Marketing Joe's Jeans, Inc.</p>



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Kinjal Shah
Director, Digital and Operations
Analytics- Omnichannel Group
JCPenney



Angela Gruszka
Director, Marketing and
Communications
ABC Carpet & Home



Stuart Weiss
E-Commerce Marketing Strategy
Manager
Virgin Vacations



Susan Jit
Sr. Marketing Manager
Harry & David



Beau Kemeys
Former Senior Manager, Web Analytics
Vineyard Vines



Haley Neman
Director, Digital Experience
Crocs, Inc



Bobby Lyons
Director, Online Marketing - SEO
Walgreens



Cynthia Kleinbaum
Sr Director Performance Marketing
Bonobos



Jon Bausman
Social Media Manager,
Cabela's



Lillian Hammah
Digital Marketing Manager
Brentwood Home



Mike DiMiele
Director, Digital Experience
Pampered Chef



David Markle
Director, Product Management & UX
OmahaSteaks



Paul Diehl
Senior Director - Content, Social and
Consumer Trends
The Finish Line



Kevin Sakamoto
Product Owner - Web
Lululemon Athletica



Julie Kim
Social Media Manager
Brentwood Home



Mari Corella
Director, Digital Merchandising &
Operations
Avon



Luke O'Hare
Director, Sales and Store Operations
Urban Barn



Cameron Gabriel
Sr. Manager, Digital Merchandising
Harry & David



Sarah Landsman
Sr. Director, LensCrafters Brand
Strategy and Eye Care Marketing
Luxottica



Kelly Mazanti
Product Manager, Global eCommerce
Sales Enablement
Staples



Sean Fisher
Director, eCommerce
Signature Hardware



Courtney Maglaras
Director, Site Merchandising and
eCommerce Operations
Nasty Gal



Carrie Thovson
Manager, Digital Imaging
ModCloth



Nick Lamothe
Senior Manager, CRM
Reebok



Michael Cameron
Manager
Blindsight



Brita Turner
Director, eCommerce
Godiva Chocolatier



Charis Marquez
Director, Site Merchandising
Sam's Club



Amy Labroo
Director Digital Marketing
Virgin America



Lauren Picasso
Associate Director, Marketing
Jet.com



Patrick Holt
Manager, Paid Search
Crate & Barrel



Anna Veit
Director, eCommerce
Benefit Cosmetics



Mark Deruyter
Advisor
Soccerloco



Krista Fisher
Social Media Manager
SEVEN Hair Care



Jason Ovshak
eCommerce & Digital Marketing
Executive
Brighton Collectibles



Aaron Buchanan
Digital Personalization & Operations
The Finish Line



Rob Elzner
Director, eCommerce Marketing
Dell



Matt Storms
SEO Advisor
Viator



Anshu Bhardwaj
Sr. Director - Site & Mobile Experience
Sams Club



Matt Nedbalsky
Senior Manager of Email Marketing
1800flowers.com



Jason Ovshak
eCommerce & Digital Marketing
Executive
Brighton Collectibles



Neil Ackerman
Director, Global eCommerce
Mondelz International



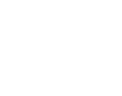
John Donnelly
SEO Manager
Cabela's Inc



Lindsay Varney
Director of Talent
Stitch Fix



Martin Smiley
Director of Digital Marketing Channels
American Apparel



Scott Allen
Senior Director, Digital Marketing
Purchasing Power



John Perrone
Director, Loyalty Marketing
Peapod



Eric Miller
Email & Affiliate Marketing Manager
Cabela's



Gregory Rice
Marketing Manager
Newegg



Carly Dahlen
Director, Customer Acquisition
Marketing
Fabletics



Lauren Whipple
Director, Channel Marketing
Purchasing Power



Andrea Daily
Director, Marketing
Door to Door Organics



Meredith Wollman
Manager, Customer Marketing
Mattel



David Gottesman
Director of Digital Marketing
Teleflora



Alicia Radabaugh
Director, eCommerce
MVMT Watches



“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. We've made great strides with vendor relationships and have done a few scoping calls. Major change is afoot! Only time will tell what a difference it has made overall, but it's already been huge.”

April Kling Meyer, Sales and Marketing Manager, **Lammes Candies**



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Together

No one does networking like eTail.

Every day, in every session you have the opportunity to make valuable business contacts, connect one on one with other retailers and catch up with friends. During sessions and outside of them, we want you to meet people at the event. Below are some of the ways you'll do just that!

PANEL REVOLUTIONS

After a brief panel discussion, the audience will discuss a challenge posed by the panel.



FIRE-SIDE CHATS

A 20 minute moderated session with a senior level retail leader to share insight on a particular topic.



CASE STUDY REVOLUTIONS

Every day of the event, you'll hear from a speaker around a specific challenge, as well as how they overcame it. You'll gather in small groups and present your findings alongside other groups.



C-LEVEL THINK TANKS

Exclusive, invite-only small group discussion in a private room on pressing, mission critical topics. For C-Level retail executives only. **For more information contact lori.hawthorne@wbresearch.com**



RETAILER-ONLY MEET-UPS

Meet fellow retailers and get your challenges solved. You have the chance to mix it up with executives who can give you free advice in tons of different areas like customer acquisition, omni-channel, mobile and more!



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Together

WOMEN IN eTAIL COCKTAIL HOUR & LEADERSHIP PANEL

Okay ladies, let's get in formation! Listen and be motivated by an accomplished panel of fierce femmes; then, cultivate new friendships with your table group and discuss the issues that were raised on the panel.



MIXOLOGY MASTER CLASS HOSTED BY VISA

Take that martini shaker and mix it up with your new friends on the afternoon on February 28th. *By invite only.*



SOMMELIER- LED WINE TASTING HOSTED BY ZETA GLOBAL

Kick start your exploration of California's wines during our special premium wine and cheese tasting on February 28th. *By invite only.*



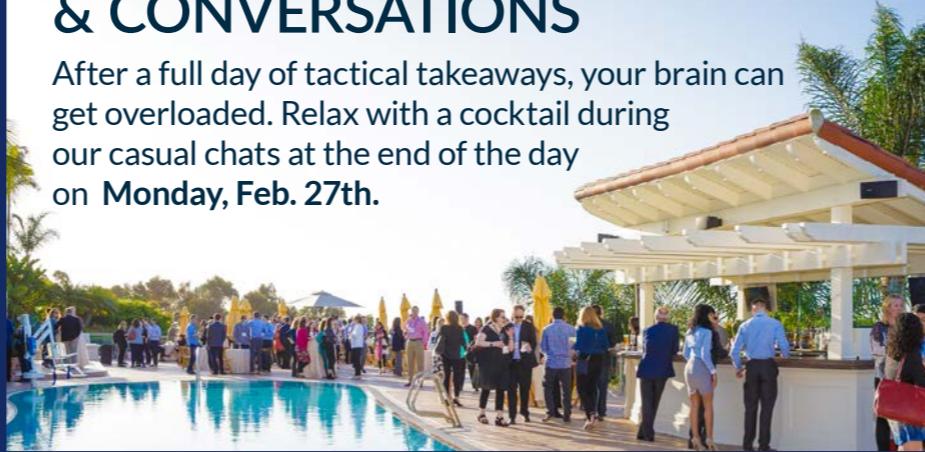
TEQUILA TASTING HOSTED BY BAZAARVOICE

Know anything about agave? Join our brand new tequila tasting the afternoon of February 28th and get your tequila on! *By invite only.*



RETAILER-ONLY COCKTAILS & CONVERSATIONS

After a full day of tactical takeaways, your brain can get overloaded. Relax with a cocktail during our casual chats at the end of the day on **Monday, Feb. 27th**.



CAREER DEVELOPMENT GROUP ROUNDTABLES

eTail is a community where attendees help each other get a leg up in their careers. With topics like crafting and refining your elevator pitch, mentoring, and staffing, these roundtables will have a lasting effect on you personally and professionally.



One of the most interesting parts is the retailer only meet ups which helps us connect with our peers in the industry and discuss our problems and solutions. If there is one conference I go to every year, it is this one!

Vishal Agarwal, EVP & CMO, Choxi



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It's Time to Party...

...And You're Invited



eTail West 2016 has set the bar pretty high for digital conferences. Great content and spectacular events. It's going to be hard to be wowed at the other conferences this year.

Anshuman Taneja, Senior Director and Head of Digital Product Management, Abercrombie & Fitch

VINTAGE CARNIVAL

MONDAY
FEBRUARY
27
2017
6-7:30 PM

Food, * * *
DRINKS, GAMES
& LIVE CARNIVAL
* * * **ACTS**



ETAIL PRESENTS



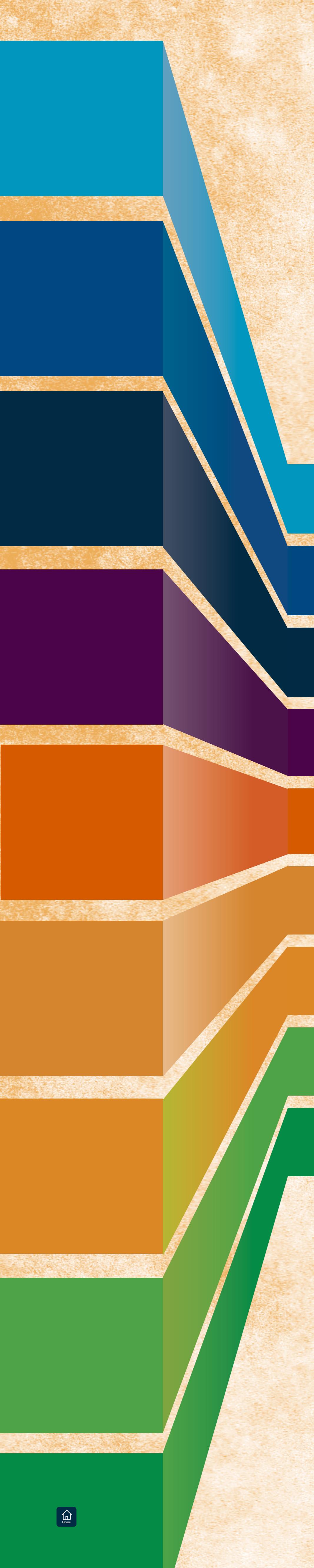
SUMMER NIGHTS

FESTIVAL

2/28/2017 • JW MARRIOTT • 6PM

4 PARTIES IN ONE: FIRE & ICE • MARDI GRAS • JAPANESE HIBACHI • TIKI LUAU

MARDI GRAS (COSTAS): MARDI GRAS MASKS + THEMED COCKTAILS + FOOD + DJ + DANCING // FIRE & ICE (ROCKWOOD PATIO): RELAXED LIVE MUSIC + DRINKS + EATS // TIKI LUAU (OASIS POOL BAR & GRILL): HULA DANCERS + UKULELE BAND + SPECIAL EATS // JAPANESE HIBACHI (MIKADO): HIBACHI CHEFS + JAPANESE DRUMMERS + AND MUCH MORE



3.1.2017

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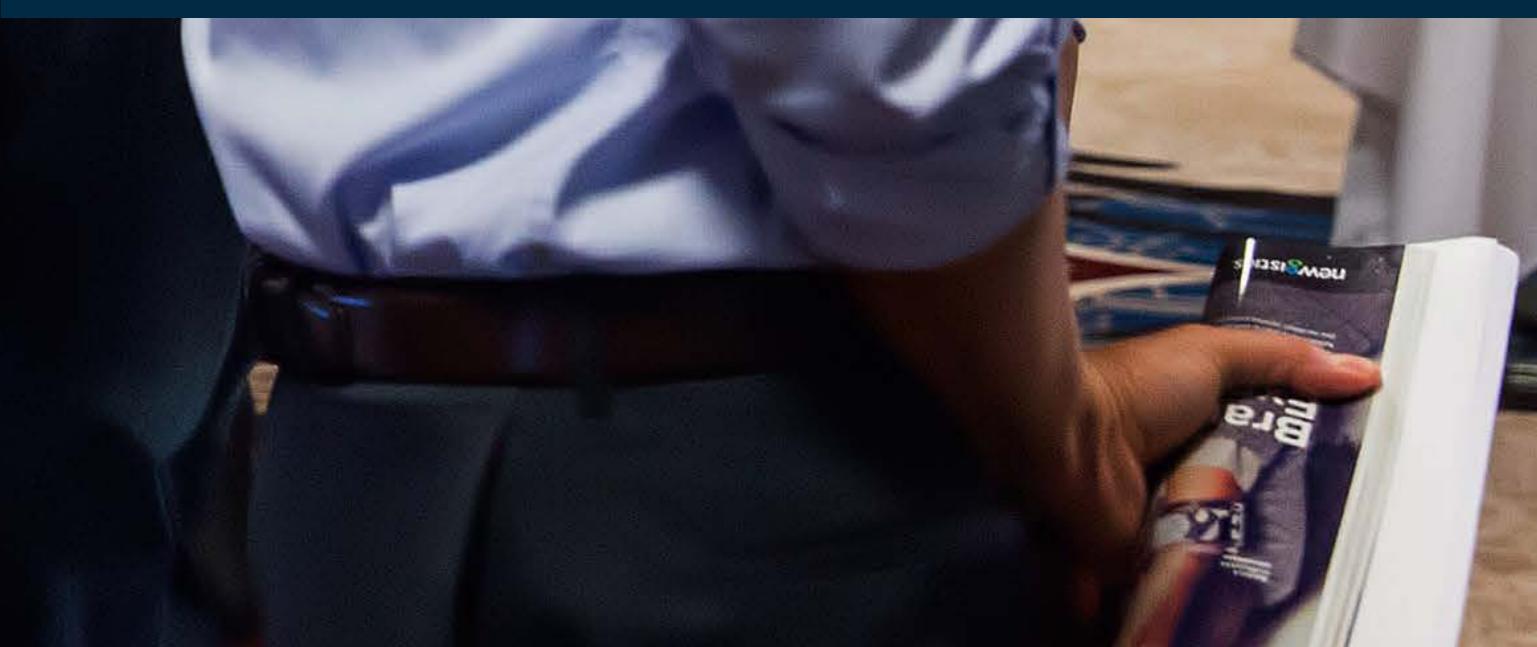
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This Isn't Your Average Exhibit Hall

We've done all the legwork before the show, so you'll be able to identify which solution will work for your business as soon as you walk into the room. Check out the most relevant solutions here, and find your next long-term partner. For solution providers, there's no better place to showcase your brand. And did we mention the XBOX tournaments, retailer chats, giveaways, cash prizes, specialty cocktails, mimosas and much more? You won't want to leave the 2017 Exhibit Hall!

FEB
28
Tuesday
7:25am-
6:00pm

7:25am - 8:00am	Breakfast & Networking
10:00am - 10:50am	Morning Break: Game Challenge & Mimosa's
3:00pm - 4:00pm	Afternoon Break: Game Challenge & Beer
6:00pm	Hall Closes

MAR
1
Wednesday
7:30 am-
4:55 pm

7:30am - 8:10am	Breakfast & Networking
10:25am - 11:10am	Morning Break: Game Challenge & Irish Coffees
3:35pm - 4:25pm	Afternoon Break: Final Game Challenge & Wine
4:55pm	Hall Closes



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Gary Smith, VP - Global Marketing & Sales, YourAmigo

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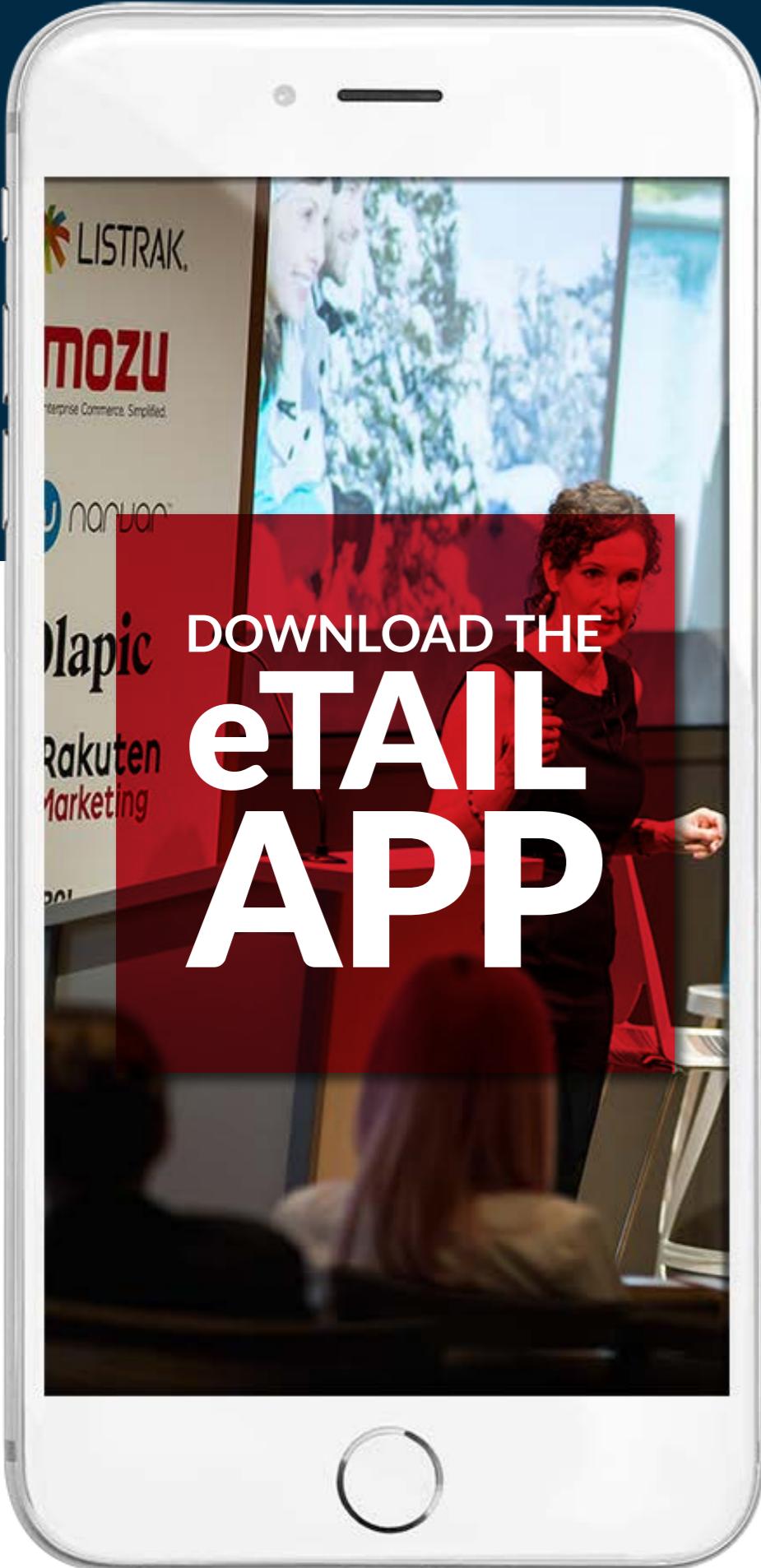
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A Total Game Changer



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



Group Discussion:

Found a good local restaurant? Want to know where tonight's after party is? Post anything you want on the app's timeline and the audience will respond.



Direct Messaging:

Need to follow-up with the person you just met? You can view & message all attendees to continue the conversation or set up meetings.



The Agenda:

To choose which sessions to attend & to view the real-time agenda, use the app. You can also highlight your favorite speakers, and receive a notification when they go onstage. And remember, your pre-event printouts will be out of date!



Live Polling:

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Agenda Highlights

Display, Online Media & Search Summit

Don't Blow Your Budget On Search.

Here we delve into search vs. display, SEO, SEM and online advertising. Which of these vehicles heavily influence the purchase, and how can you get the most out of them without spending too much? You'll talk to other retailers asking these questions too- we'll run roundtables with subject experts throughout the day, mixing in case studies and panels that get into the nitty gritty.

**FEB
27** Monday

11:30AM

PANEL DISCUSSION REVOLUTION: Search Vs. Display: Which Influences The Purchase More?

Search marketers focus their time and effort on keywords needed to drive the purchase decision, while display marketers prefer to follow the customer down the funnel as they discover. With a strong background in SEO and acquisition marketing, our panelists explain the methodology that provides the highest long-term success and bang for your buck.



JEAN-MARX MANTILLA
VP, Digital Marketing
APMEX



JOHN DONNELLY
SEO Manager
Cabela's



UDAYAN BOSE
Founder & CEO
Netelixir

2:15 PM

Case Study Revolution: SEO Awesomeness And Key Ways To Get More From Your SEO Strategy

Matt Storms and Eric Wu will present SEO to focus on Schema Markup, SEO Testing, Machine Learning, Voice Search and Mobile and complete three mini audits to demonstrate where some of our attendees could increase their SEO value. This presentation has been a highlight of many attendees over the last few years, this is a very hands on view of what you can do, what you should do and what you are really doing. This session will help you increase your revenue now!



MATT STORMS
SEO Advisor
Viator



ERIC WU
VP Product
Bloomnation

4:40 PM

Adding SEO to Your Brand Protection Strategy

Brand protection in a global economy is a significant challenge for retailers. Leveraging existing resources and processes, SEO can be a significant weapon in both proactive defense of your brand, and a reactive response to a negative brand event. Learn the tools of the trade utilized to create barriers online to deflect negative brand event attempts as well as tools in the SEO arsenal that can be used to suppress negative events that arise before protective measures are in place.



BOBBY LYONS
Director, Online Marketing - SEO
Walgreens



A "must attend" event for retailers

The caliber of retailers presenting and attending is second to none. The networking and opportunities to learn from your peers is the best of any conference I attend.

Ashley Serotta, Senior Digital Marketing & eCommerce Director,
Living Proof



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Agenda Highlights

Email Marketing & CRM Summit

You Can Get More Out Of Your Email Programs.

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 leave with not only tons of notes, but tangible ways to solve your challenges. As a bonus we have roundtables designed to get you talking with your peers.

**FEB
27** Monday

8:35AM

KEYNOTE: Email Personalization Is Hard

Personalized emails deliver proven lifts in transaction rates, but major brands still aren't using them. Why? Achieving true email personalization – customer-centric, data-driven, dynamic, personalized emails (at scale) – isn't easy. Staples explains the journey from merchant-driven batch & blast to data-driven personalized sends... and all the building blocks required to pull it off.



ALANNA VALLEE
Sr Director, Targeted Marketing
Staples



Information Overload... in a Good Way!

I had a wonderful time at eTail, learning valuable industry insights & analytics from a variety of top-notch retailers and vendor partners. Armed with pages and pages of notes, I'm excited to share recommendations with my team for new customer engagement opportunities & stronger Q4 marketing plans!

Heather Shipe, Digital Marketing Specialist, **Dollar Tree**

11:40AM

PANEL DISCUSSION REVOLUTION: Recognize The Individual Through Email Personalization

You need to know more than your customer's name and email address—you need to know their buying psychology. Thanks to today's technology, focusing on their buying patterns is the easiest it's ever been, but it can be challenging to have everything up and running, and the dividing and conquering the information. The leaders on this panel present solutions as to how to make the most of your eMail campaigns by appropriately segmenting your customers.



LARA CHILDERS
Director Retention Marketing
Zazzle



KARA TRIVUNOVIC
VP Digital Solutions
Epsilon



SUSAN JIT
Sr. Marketing Manager, Email
Harry & David



JULIE KIM
Social Media Manager
Brentwood Home

2:10PM

Delivering Personalized E-mails From Online Behavior

eMail marketing can be one of the most effective revenue generators available to retailers today. By tracking and analyzing customers' browsing and purchasing behavior, one is able to effectively build personalized eMail campaigns that maximize customer value. In this session, Eric discusses how he builds Cabela's e-mail success to be more effective with budget, with more tailored messaging to cut out "blast and batch emails"



ERIC MILLER
Email & Affiliate Marketing Manager
Cabela's



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Agenda Highlights

User Experience Optimization & Merchandising Summit

Give what the user wants. And make it a top experience. The key to good and profitable retailing is presenting product based on customer behavior. There is a need for frictionless buying from discovery to checkout to move the product. We cover both merchandising and UX topics in this summit to really boost your bottom line.

**FEB
27** Monday

9:20AM

KEYNOTE: Creating Seamless CX: Leveraging Data And Technology To Bridge The Physical And Digital Divide

There has been a shift in retail, and the expectations on the customer experience are higher than ever. Understanding how to utilize data in your organization to create seamless experiences across digital, mobile, and in-store needs to be a priority. Dominique showcases how Bonobos leverages data sharing across teams in an organized fashion.



DOMINIQUE ESSIG
Chief Experience Officer
Bonobos

10:10AM

KEYNOTE CASE STUDY REVOLUTION: Learning To Unlearn: What Got You Here Won't Get You There

Innovation and change in eCommerce is becoming the norm. Customers are shifting patterns, devices and needs. eCommerce roles are converging and changing underfoot, teams are demanding empowerment and a whole new style of leadership, and Agile has turned your world of project management upside down. Join two eCommerce leaders from Vistaprint to talk through their recent cultural revolution. How they survived and how they came to be more excited than ever on where they are headed.



ANDREA BLADES
Sr Director Global eCommerce and Product
Management
Vistaprint



ERIN DECESARE
VP Technology
Vistaprint

3:40PM

PANEL DISCUSSION Revolution: Focusing On Usability Testing To Enhance Your Site Experience

Function first. Form second. Or is it vis versa? The executives on this panel zero in on how they are looking through the customer perspective to ensure seamless usability on their websites. They present tactics in today's test and learn environment by structuring your tests, determining what resources will be needed to execute them, and measuring ROI from a UX perspective.



ROSS HIGGINS
Director of User Experience and Design
Newegg



HALEY NEMANN
Director, Digital Experience
Crocs



ADAM SANT
Senior Director of Experience Design
Dollar Shave Club



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Agenda Highlights

Mobile Summit

Tap Into Mobile Moments. Want-to-know moments. Want-to-do moments. Want-to-buy moments. Mobile has fractured the customer journey into hundreds of real-time, intent-driven micromoments that happen anytime, anywhere. Today's speakers explain that each moment is an opportunity to influence your customer's decisions and path to purchase. Join us to learn how to meet your customer in the moment, and see why mobile is a research tool and transaction tool all in one.

**FEB
27** Monday

8:40AM

CASE STUDY REVOLUTION: Using Mobile To Drive Associate Engagement, Corporate Awareness And Customer Experience

We spend so much time focusing on the external customer's mobile interaction. While this is crucial to the success of your mobile program, we believe that engaging associates through the same means results in a better customer experience for all. Promoting associate adoption of the mobile experience via mobile communication, training and feedback orients the associate to be able to handle customer questions, issues and provide assistance on the mobile experience overall. The associate adoption of your mobile program closes the loop on providing a best-in-class mobile experience to your customers. Benefits of attending the session include, training tips for your associates; explanation of achieving associate adoption; examples of great customer experiences, Q and A session. Properly trained associates will help to drive conversion upwards of 20%, increase customer lifetime value of 18%, lift customer retention and potentially increase AOV and attach.



CHRIS VITALE
VP Digital Operations and eCommerce
Pep Boys



AMANDA KENDRICK
Director of eCommerce
Pep Boys

1:30PM

The Benefits Of A Service-Focused Mobile Experience

Retailers have faced many important decisions over the past several years on how best to handle the growth of mobile traffic, including decisions about responsive design, mobile sites or apps and what features to include. This presentation will reflect on the strategic mobile decisions made at Purchasing Power, LLC, ranked #103 in the recently-released Internet Retailer 2017 Mobile 500, up from #156 in 2016. And how Purchasing Power's focus on complimentary, service-focused mobile functionality helped to fuel its double-digit mobile growth.

SCOTT ALLEN
Senior Director, Digital Marketing
Purchasing Power

LAUREN WHIPPLE
Director, Channel Marketing
Purchasing Power



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Agenda Highlights

Getting to Global Leadership Summit

In conjunction with the Department of Commerce U.S. Commercial Services' eCommerce Innovation Lab and the Global Retail Insights Network (GRIN), the Getting to Global Leadership Summit examines the business perspectives needed for overseas markets. With perspectives from leading international leaders, as well as Commercial Service Trade Specialists, this interactive summit will give you the do's and don'ts for global expansion. Key sessions include; developing a global strategy, logistics, payments, regulation, and the emerging markets.

FEB
27 Monday

9:20AM

Retailer Fireside Chat: "Getting to Global"

Learn from Revolve Clothing how they first approached cross-border ecommerce, their pain points, and best advice they have for other retailers.

- Getting started: the path to developing an international strategy
- Mistakes made: common pitfalls and headaches to avoid
- Lessons learned: best practices and advice for moving forward



KAI LI
VP, International
Revolve Clothing

10:00AM

Customer Acquisition Panel Discussion – Lessons learned in overseas market strategies

Now that you've identified your target markets, how do you acquire or grow your consumer base? This panel discussion will take lessons learned, best practices, and considerations from some of the top cross-border ecommerce retailers.

- Consumer culture: tips on how to understand your value proposition fit
- Building your brand: hear creative examples of how your brand can cut through the noise
- Reaching consumers: optimize your consumers' ability to find and interact with you online



KIM WALLS
EVP/GM
Lime Crime Cosmetics

DAVE GOODMAN
Founder & CEO
Coco Jack

3:15PM

Fireside Chat: Chasing the elephant - Emerging Markets (Brazil, Russia, India and China)

- Emerging markets are sought after but often misunderstood. A look at what retailers can do to investigate and prepare for doing business in the BRIC.
- Don't do this: techniques, tactics, and mistakes to avoid
- Do do this: techniques, tactics, and strategies that work



JOSE NINO
VP, eCommerce Marketing
Perry Ellis



ANTOINE POISSONNIER
Founder
Collection Privee

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Agenda Highlights

Omni-channel & Online Growth Strategies

Join a community of retail innovators.

Get fresh ideas to really drive innovation in your business, online and across channels. Our speakers tackle strategy, growth, disruption and more - how they are revolutionizing retail. Build a long-term vision that is grounded in examples of success from your peers.

**FEB
28** Tuesday

9:05AM

KEYNOTE: Barnes & Noble: A Digital Transformation

Barnes & Noble is reinventing its ecommerce experience, NOOK® experience and mobile engagement. In this session, Chief Digital Officer Fred Argir will provide details on the enhanced digital customer experience, offer a dialogue on our new mobile experiences and share how their complement of NOOK Books® is supporting our overall digital offering to people who love to read.



FRED ARGIR
Chief Digital Officer
Barnes & Noble

10:50AM

KEYNOTE: Mobile Commerce And Millennials - The Next Step In The Evolution Of The Wholesale Shopping

Technology has forever changed the way we live our lives, whether it's how we choose to receive our news online, make our doctor's appointments, even how we book travel. No one embraces these changes quite like Millennials. The next generation of shoppers are increasingly moving away from the brick and mortar store model, in favor of the convenience of shopping from their handheld device. In a recent nationwide survey, over 90 percent of Millennials report making purchases on their smartphone each month, and advancements in technology have even changed how we shop in bulk for everyday essentials. Boxed Wholesale was created specifically for consumers. Find out why.



CHIEH HUANG
CEO
Boxed



The bar has been set...

eTail has set the bar pretty high for digital conferences. Fantastic sessions, speakers, great content and even the mingling sessions were awesome. This was my first eTail and I got more out of it than I ever expected.

Tina Bruce, Senior Marketing Manager, Purchasing Power



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Agenda Highlights

Innovation. Disruption. The Future of Retail.

You'll hear more 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.

MAR
1 Wednesday

9:30AM

KEYNOTE: A Retailer's Path To Digitalization

Chau will provide insight in to planning and budgeting for Digital Initiatives. Hear about early results of testing in-store digital technology and NY&Co.'s roadmap for advancing digital in the Retail Environment. New York and Company is focused on pursuing digital initiatives that connect with current and new customers across all selling channels through increased investments in Digital Marketing and New Technology.



CHAU BANKS
EVP, CIO and Channel Integration
New York & Company

10:10PM

GUEST SPEAKER FIRESIDE CHAT: Creating Something From Nothing

Randy Adams is a serial entrepreneur who has founded six venture-backed startups in the last twenty five years in Silicon Valley. He founded the first ecommerce site, the Internet Shopping Network, helped the secure the intial venture funding for Yahoo, and the led the design the team for Acrobat and PDF formats (to name only a few of his accomplishments). He's providing an insider's look at how entrepreneurship has evolved in the digital world, and how to carry that entrepreneurial spirit into your every day.



RANDY ADAMS
CTO
Estify/Serial Entrepeneur/Creator of the First eCommerce Website



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Agenda Highlights

Mobile, Social & Digital Innovation

It's All About The Next Generation Of Retail

How much does mobile mean to your business? How transformative can social be? There's a lot of money left on the table if you can't convert mobile customers, or ignore content marketing and social engagement strategies. And of course you'll hear from disruptors and digital innovators who are reshaping the next gen of retail.

MAR
2 Thursday

8:30AM

KEYNOTE: Digital Destiny: The Next Generation of Family Owned Business

In the fast paced industries of both tech and fashion, it is survival of the fittest. The lingerie market has been flooded by tech start-ups, focused on quantity, not quality, burning lots of cash and making minimal headway. Focusing on tech alone is not enough to break into the world of intimates, however, neglecting the evolution of commerce on a global scale is equally dangerous. The balance of emotion and data is a trial that businesses across all industries must meet head on to be truly future-proof. As an independent, family owned company we are facing challenges all peers in the industry are also working to overcome. How do we shift our internal perspectives? Which technologies should we invest in? What should be in-house? How do we approach the direct to consumer market? We have adopted the "fail faster" mentality to answer these questions as quickly as possible. A major shift in our core operation is to view technology as an aid to creativity as opposed to an enemy and to quickly embrace, rather than fear for the future. As a second generation CEO and leader in the fashion community, it is my goal to mindfully innovate the lingerie space in tech, as my parents did in brick and mortar stores. As a father of two girls and future lingerie consumers, it is also my goal to think about the next generation and to leave the world a little better. We are working diligently to transform the world's relationship with lingerie; leveraging the tech space to move away from objectification towards empowerment and freedom of choice.



GUIDO CAMPELLO
CEO
Cosabella

10:15AM

KEYNOTE: Extreme Value Shopping Driving Impulsive Purchases

Dollar stores are the only vertical of retail that are not yet online in a meaningful way and it's a \$100bn+ business. Get a glimpse into this massive and growing segment and the key drivers that drives millions of consumers to buy impulsively and how to replicate that behavior online.



DAVID YEOM
Co-Founder
and CEO
Hollar



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Retailer Only Pre-Conference Summit: Display, Online Media & Search Summit

FEB
27 Monday

8:00	Networking Breakfast & Registration	1:25	Lunch & Networking	2	25 – 100 Million in online revenues roundtable Hosted By: Anna Veit Director, eCommerce Benefit Cosmetics
8:30	Welcome Remarks & Benchmarking Study	2:15	CASE STUDY REVOLUTION: SEO Awesomeness And Key Ways To Get More From Your SEO Strategy	3	100 – 500 Million in online revenues roundtable Hosted By: Krista Deshayes Sr. Director, Marketing The Saatva Company
8:40	Chairperson's Opening Remarks  Joe Melton Vice President of Search Marketing YourAmigo		 Matt Storms SEO Advisor Viator  Eric Wu VP Product Bloomnation	4	500 Million+ in online revenues roundtable Hosted By: Min Cho Sr. Director, Digital Marketing Cars.com
8:55	PANEL DISCUSSION: What's Working In Search Today (And For The Future)?  Chris Lentini Director Acquisition Zazzle  Bryan Benavides Director of Digital Marketing Abt Electronics Inc.  Amy Labroo Director, Digital Marketing Virgin America  Joe Melton VP Search YourAmigo Melissa Pegus Founder & VP, Business Development & Strategy Donde Fashion	2:55	Reimagining Digital: From Black Box To Total Transparency  Kathy Hecht VP Marketing and Business Development Silver Star Brands	5	Disruptor & Start-up roundtable Hosted By: Michael Broukhim and Daniel Broukhim Co-CEO & Co-Founders FabFitFun
9:25	Roundtable Host Introductions	3:20	Afternoon Coffee & Refreshments	6:00	Conclusion Of Cocktails & Conversations
9:45	Interactive Roundtables	4:00	PANEL DISCUSSION REVOLUTION: Making Paid Search Pay Off: Balancing Budgets And Reach  Stuart Weiss eCommerce Marketing Strategy Manager Virgin Vacations  Meredith Wollman Manager, Customer Marketing Walmart.com/Mattel  Chris Lentini Director Acquisition Zazzle  Cara Ferguson Director of Search Marketing Living Direct	6:00	eTail Vintage Carnival Reception
11:05	Morning Coffee & Refreshments	4:40	Adding SEO to Your Brand Protection Strategy  Bobby Lyons Director, Online Marketing - SEO Walgreens	7:00	Registration Closed Get Your Challenges Solved By Subject Experts From:
11:30	PANEL DISCUSSION REVOLUTION: Search Vs. Display: Which Influences The Purchase More?  Jean-Marx Mantilla VP, Digital Marketing APMEX  John Donnelly SEO Manager Cabela's, Inc  Udayan Bose Founder & CEO NetElixir	5:05	Conclusion Of Search, Display & Online Media Summit	Table 1: 3 Proven Paid Search Strategies For Driving Double Digit Sales Growth Moderator:  Udayan Bose CEO Netelixir	Retail Moderator:  Michael Cameron Marketing Manager Blindsgalore
12:05	Interactive Roundtables	5:15	COCKTAILS & CONVERSATIONS (RETAILER-ONLY): Connect With Retail Peers From Similar Sized Organizations  0-25 Million in online revenues roundtable Hosted By: Zachary Belinsky Vice President Village Hat Shop	Table 2:  Joe Melton EVP YourAmigo	Julie Daly VP Digital Commerce Ashley Stewart



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Retailer Only Pre-Conference Summit: Email Marketing & CRM

FEB
27 Monday

7:40 Networking Breakfast & Registration

8:10 Welcome Remarks & Benchmarking Study

8:20 Chairperson's Opening Remarks

8:35 Email Personalization Is Hard

 Alanna Vallee
Sr Director, Targeted Marketing
Staples

9:00 **KEYNOTE PANEL DISCUSSION:** Learning What Works, What Doesn't And How To Get A Greater ROI With Your Email Programs

 Ujjwal Dhoot
VP, Marketing
Charming Charlie

 Tim McCue
VP, eCommerce & D2C Technology
Jockey International

 Roshanna Sabaratnam
VP, eCommerce
J BRAND

 Rob Brosnan
VP, Strategy
Movable Ink

9:30 Roundtable Host Introductions

9:50 Interactive Roundtables

11:10 Morning Coffee & Refreshments

11:40 **PANEL DISCUSSION REVOLUTION:** Recognize The Individual Through Email Personalization

 Lara Childers
Director Retention Marketing
Zazzle

 Susan Jit
Sr. Marketing Manager, Email
Harry & David

 Kara Trivunovic
VP Digital Solutions
Epsilon



Julie Kim
Social Media Manager
Brentwood Home

12:10 Interactive Roundtables

1:10 Lunch & Networking

2:10 Delivering Personalized E-mails From Online Behavior



Eric Miller
Email & Affiliate Marketing Manager
Cabela's

2:35 Interactive Roundtables

3:35 Afternoon Coffee & Refreshments

4:05 **PANEL DISCUSSION REVOLUTION:** Getting More Out Of Your Email Lists



Leslie Jurgens
Senior Director, CRM and Email
Walgreens



Mike Rokovich
Head of Engagement Marketing
Balsam Brands



Ken Weiss
VP, Marketing
Shindigz



Hillary Knoll
VP of eCommerce
Velvet by Graham & Spencer



Diana Smith
Head Of Product Marketing
Segment

4:45 Conclusion Of Email & CRM Summit

5:15 **COCKTAILS & CONVERSATIONS (RETAILER-ONLY):** Connect With Retail Peers From Similar Sized Organizations



0-25 Million in online revenues roundtable
Hosted By: Zachary Belinsky
Vice President
Village Hat Shop

2

25 – 100 Million in online revenues roundtable
Hosted By: Anna Veit
Director, eCommerce
Benefit Cosmetics

3

100 – 500 Million in online revenues roundtable
Hosted By: Krista Deshayes
Sr. Director, Marketing
The Saatva Company

4

500 Million+ in online revenues roundtable
Hosted By: Min Cho
Sr. Director, Digital Marketing
Cars.com

5

Disruptor & Start-up roundtable
Hosted By: Michael Broukhim and Daniel Broukhim
Co-CEO & Co-Founders
FabFitFun

6:00 Conclusion Of Cocktails & Conversations

6:00 eTail Vintage Carnival Reception

7:00 Registration Closed

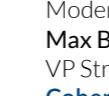
Get Your Email Challenges Solved By Expert Roundtable Moderators From:

Table 1:

 Moderator:
Ben Kruger
Senior Manager,
Client Success
Bluecore

 Retail Moderator:
Beau Kemeys
Senior Manager, Web Analytics
Vineyard Vines

Table 2: Grow Revenue Wiith The Right Email Diet

 Moderator:
Max Busselle
VP Strategic Accounts
Coherent Path

 Retail Moderator:
Alanna Vallee
Sr Director, Targeted Marketing
Staples

Table 3: Moderator: Executive Presenter, Iterable

 Moderator:
Arthur Tschopp
Executive Director
Listrak

Table 5:
Moderator:
Arthur Sweetser
CMO
eDataSource

 Retail Moderator:
Matt Nedbalsky
Senior Manager of Email Marketing
1800flowers.com

Table 6: Moderator: Executive Presenter, Webbula



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Pre-Conference Summit: User Experience Optimization & Merchandising Summit

FEB
27 Monday

8:25	Networking Breakfast & Registration		
8:55	Welcome Remarks & Benchmarking Survey		
9:05	Chairperson's Opening Remarks  Nij Chawla Chief Product Officer CognitiveScale	Mike Olson Sr. Director, Online Experience Beachbody	
9:20	Creating Seamless CX: Leveraging Data And Technology To Bridge The Physical And Digital Divide  Dominique Essig Chief Experience Officer Bonobos	12:10 How CGI Can Transform Your Business  John Costello Head of Digital, Americas eClerx	
9:45	Keynote: Do Merchandisers Have A Role In A Personalized World?  Monal Patel SVP & CBO Unbxd	12:45 The Price is Right: Using Testing to Refine Your Pricing Strategy  Sean Fisher Director, eCommerce Signature Hardware	
10:10	KEYNOTE CASE STUDY REVOLUTION: Learning To Unlearn: What Got You Here Won't Get You There  Andrea Blades Sr Director Global eCommerce and Product Management Vistaprint  Erin DeCesare VP Technology Vistaprint	1:10 Lunch & Networking For All Attendees  Meredith Wollman Manager, Customer Marketing Walmart.com/Mattel  Courtney Maglaras Director, Site Merchandising and eCommerce Operations Nasty Gal  Matt Sartor VP of Client Services Edgecase  Kelly Mazanti Product Manager, Global eCommerce Sales Enablement Staples, Inc.	
10:35	KEYNOTE: Testing For Success  Aaron Magness CMO Betabrand	2:05 PANEL DISCUSSION REVOLUTION: Evolving Your Site Merchandising Strategy To Engage And Convert Customers  Charis Marquez Director Site Merchandising Levi's	
11:00	Coffee & Refreshments	2:45 Transforming Your Site Merchandising Strategy To Drive Conversions  Ross Higgins Director of User Experience and Design Newegg	
11:30	PANEL DISCUSSION REVOLUTION: Reconsidering Conversion Optimization From A UX Perspective  Chris Daly VP, Head of Experience & Product Design Sotheby's  Erin Pilawski UX Product Lead – eCommerce Disney Interactive	3:10 Afternoon Coffee & Refreshments  Haley Nemann Director, Digital Experience Crocs	
		3:40 PANEL DISCUSSION: Focusing On Usability Testing To Enhance Your Site Experience  Adam Sant Senior Director of Experience Design Dollar Shave Club	
			4:20 Reshaping Your Digital Mindset  Greg Banks VP, Marketing Hubert
			4:45 Conclusion Of The Summit
			5:25 COCKTAILS & CONVERSATIONS (RETAILER-ONLY): Connect With Retail Peers From Similar Sized Organizations
			1 0-25 Million in online revenues roundtable Hosted By: Zachary Belinsky Vice President Village Hat Shop
			2 25 – 100 Million in online revenues roundtable Hosted By: Anna Veit Director, eCommerce Benefit Cosmetics
			3 100 – 500 Million in online revenues roundtable Hosted By: Krista Deshayes Sr. Director, Marketing The Saatva Company
			4 500 Million+ in online revenues roundtable Hosted By: Min Cho Sr. Director, Digital Marketing Cars.com
			5 Disruptor & Start-up roundtable Hosted By: Michael Broukhim and Daniel Broukhim Co-CEO & Co-Founders FabFitFun
			6:00 Conclusion Of Cocktails & Conversations
			6:00 eTail Vintage Carnival Reception
			7:00 Registration Closed



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Retailer Only Pre-Conference Summit: Mobile Summit

FEB
27 Monday

7:50	Networking Breakfast & Registration
8:20	Welcome Remarks & Benchmarking Survey
8:25	Chairperson's Opening Remarks Mario Ciabarra CEO Quantum Metric
8:40	CASE STUDY REVOLUTION: Using Mobile To Drive Associate Engagement, Corporate Awareness And Customer Experience Chris Vitale VP Digital Operations and eCommerce Pep Boys Amanda Kendrick Director of eCommerce Pep Boys
9:15	Roundtable Host Introductions
9:30	Interactive Roundtables
10:10	Coffee & Refreshments
10:40	KEYNOTE PANEL DISCUSSION: Working With A Mobile-First Mindset To Increase Sales Mari Corella Former Director, Digital Merchandising and Operations Avon Kent Phillips VP, eCommerce SmartPak Jerry Hum CEO Touch of Modern Mike Bibbey Sr. Director, Mobile Business Operations Fanatics
11:10	Interactive Roundtables
11:50	Lunch & Networking For All Attendees
12:50	PANEL DISCUSSION REVOLUTION: App Happy Customers Are Loyal Buyers Arvind Mishra VP, Product Dollar Shave Club

1:30	Eli Weiss Chief Mobile Strategist B&H Photo Anshu Bhardwaj Sr. Director - Site & Mobile Experience SamsClub
1:55	The Benefits Of A Service-Focused Mobile Experience Scott Allen Senior Director, Digital Marketing Purchasing Power Lauren Whipple Director, Channel Marketing Purchasing Power
2:30	Afternoon Coffee & Refreshments
3:10	PANEL DISCUSSION REVOLUTION: Driving Consumers To Purchase With Enhanced Mobile Design Nathan Decker Sr Director eCommerce evo Anshu Bhardwaj Sr. Director - Site & Mobile Experience SamsClub Carly Dahlen Director, Customer Acquisition Marketing Fabletics Shilo Jones Director of Ecommerce Destination Lighting
3:40	CASE STUDY REVOLUTION: Optimizing For Mobile Success Through Responsive Web Design Nathan Decker Sr Director eCommerce evo Optimizing for the Mobileverse with Web + Email Cameron Gabriel Sr. Manager, Digital Merchandising Harry & David Susan Jit Marketing Manager Harry & David
4:05	Conclusion Of The Mobile Summit

5:15	COCKTAILS & CONVERSATIONS (RETAILER-ONLY): Connect With Retail Peers From Similar Sized Organizations 1 0-25 Million in online revenues roundtable Hosted By: Zachary Belinsky Vice President Village Hat Shop 2 25 – 100 Million in online revenues roundtable Hosted By: Anna Veit Director, eCommerce Benefit Cosmetics 3 100 – 500 Million in online revenues roundtable Hosted By: Krista Deshayes Sr. Director, Marketing The Saatva Company 4 500 Million+ in online revenues roundtable Hosted By: Min Cho Sr. Director, Digital Marketing Cars.com 5 Disruptor & Start-up roundtable Hosted By: Michael Broukhim and Daniel Broukhim Co-CEO & Co-Founders FabFitFun
6:00	Conclusion Of Cocktails & Conversations
6:00	eTail Vintage Carnival Reception
7:00	Registration Closed Get Your Email Challenges Solved By Expert Roundtable Moderators From: Table 1: Proving Mobile ROI: How jet.com Connects The Dots Across Channels And Devices Moderator: Sunil Bhagwan VP Sales North America Appsflyer Table 2: Moderator: Amanda Wilson VP, Global Marketing MobileBridge Table 3: Kevin Prior Director of Marketing Button Table 4: Moderator: Mario Ciabarra CEO Quantum Metric
	Retail Moderator: Lauren Picasso Associate Director of Marketing Jet.com Justin Thomas VP of Partnerships Button



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Pre-Conference Summit:

Getting To Global Leadership Summit

FEB
27 Monday

8:15 Networking Breakfast & Registration

8:45 Welcome Remarks

 Josh Halpern
Founding Director
eCommerce Innovation Lab at U.S. Department of Commerce

9:00 The Global Mindset: Business Perspective And Overseas Markets

 Carl Miller
Managing Director
Global Retail Insights Network (GRIN)

9:20 Retailer Fireside Chat: "Getting To Global"

 Kai Li
VP, International
Revolve Clothing

10:00 Customer Acquisition Panel Discussion – Lessons learned in overseas market strategies

 Kim Walls
EVP/GM
Lime Crime Cosmetics

Dave Goodman
Founder & CEO
Coco Jack

10:30 Coffee & Refreshments

11:00 Developing your Global Strategy: An Interactive Exercise

11:45 Localization Panel: Everything From Merchandising To Translation

 Chrissie Webster
VP eCommerce
Lime Crime

Matthew Gardner
New Product Development
Quality Plastics

12:15 Lunch & Networking For All Attendees

1:15 Payments And Logistics Panel: Getting Your Product In-Country

Alicia Radabaugh
eCommerce Director
MVMT Watches

1:45 Roundtable Discussions

Industry experts will lead table top discussions, U.S. Commercial Service eCommerce Innovation Lab (EIL), GRIN, Retailers and Expert Vendors:

1. Identifying Market Opportunities To Expand
2. Building Your Digital Brand Regionally
3. Choosing The Right Cultural Channel Mix
4. Optimizing Your Users' Experience
5. Pricing Your Product To Competitively Sell

2:45 Afternoon Coffee & Refreshments

3:15 FIRESIDE CHAT: Chasing The Elephant—Emerging Markets (Brazil, Russia, India and China)

 Jose Nino
VP, eCommerce Marketing
Perry Ellis

Antoine Poissonnier
Founder
Collection Privee

3:55 The GREAT Canadian Debate: Retailer vs. Consumer

4:25 Conclusion Of The Summit

5:15 COCKTAILS & CONVERSATIONS

(RETAILER-ONLY): Connect With Retail Peers From Similar Sized Organizations

1 0-25 Million in online revenues roundtable
 Hosted By: Zachary Belinsky
Vice President
Village Hat Shop

2 25 – 100 Million in online revenues roundtable
 Hosted By: Anna Veit
Director, eCommerce
Benefit Cosmetics

3 100 – 500 Million in online revenues roundtable
 Hosted By: Krista Deshayes
Sr. Director, Marketing
The Saatva Company

4 500 Million+ in online revenues roundtable
 Hosted By: Min Cho
Sr. Director, Digital Marketing
Cars.com

Bendee Anzures
VP, Customer Database Marketing
Beachbody

5 Disruptor & Start-up roundtable
 Hosted By: Michael Broukhim and Daniel Broukhim
Co-CEO & Co-Founders
FabFitFun

6:00 Conclusion Of Cocktails & Conversations

6:00 eTail Official Gala Reception

7:00 Registration Closed



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Day 1: Omni-channel & Online Growth Strategies

FEB
28 Tuesday

7:25	Networking Breakfast & Registration	8:45	KEYNOTE: Demystifying Technology For Commerce Leaders Colin Bendell Director, CTO Office Akamai	10:00	Morning Refreshment Break In The Exhibit Hall
8:00	Opening Remarks & Icebreaker  Megan Kessler and Greg Ashton Program Directors eTail West 2017	9:05	KEYNOTE: Barnes & Noble: A Digital Transformation Fred Argir Chief Digital Officer Barnes & Noble	10:50	KEYNOTE: Mobile Commerce And Millennials - The Next Step In The Evolution Of The Wholesale Shopping  Blair Dunn VP/GM Oldnavy.com
8:10	Chairperson's Remarks  James Green CEO Magnetic	9:30	C-LEVEL KEYNOTE PANEL DISCUSSION: Organizational and Cultural Transformation To Execute Omni-Channel Experiences  Nick Worth CMO Selligent  Ivy Chin Divisional SVP Digital Petsmart	11:15	Executive Presentation  Jaysen Gillespie VP Analytics, Insights and Data Science Criteo
8:25	Keynote Fireside Chat With Walmart Matt Baer VP/GM, Home Walmart.com and Jet.com	11:40	C-LEVEL KEYNOTE PANEL DISCUSSION: The Next Generation Of Retail  Rakesh Tondon Co-Founder and CEO Le Tote  Beth Gumm CMO American Giant  Amy Errett CEO Madison Reed  Fred Waugh CMO Invodo	<p>C-Level Invitation-Only Boardroom</p> <p>Exclusive, by-invite-only small group discussion in a private room on pressing, mission critical topics. This is open exclusively to our C-level retail attendees to roadmap 2018 and beyond.</p> <p>Interested in joining? Email lori.hawthorne@wbresearch.com.</p>	
12:10	GUEST SPEAKER KEYNOTE: The Shift To OnDemand  Jeremiah Owyywang Founder Crowd Companies, Technology and Innovation Expert	12:30	Meet & Greet Lunches & Networking For All Attendees	12:30	Private Invitation Only Luncheon Hosted By MediaMath
	Private Invitation Only Luncheon Hosted By Trueffect		Private Invitation Only Luncheon Hosted By Mobify		Private Invitation Only Luncheon Hosted By Movable Ink
					Private Invitation Only Luncheon Hosted By Elite SEM



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Day 1: Continued

	TRACK A: Conversion Optimization & How To Beat Amazon	TRACK B: Omni-Channel Everything (From Operations to Fulfillment)	TRACK C: Retention, Loyalty & Engagement	TRACK D: Customer Acquisition Strategies & Marketplaces	TRACK E: Global Fundamentals of eCommerce & B2B	TRACK F: Omni-Channel Marketing	EXHIBIT HALL Retailer Meet-Ups
1:30	Chairperson's Opening Remarks  Keren Zimmerman Co-Founder and President USA Personali	Chairperson's Opening Remarks	Chairperson's Opening Remarks Akash Bhatia Co-Founder & CEO Infinite Analytic	Chairperson's Opening Remarks Michael Strachan Associate Director, Client Services Elite SEM	Chairperson's Opening Remarks  Brian Beck SVP Ecommerce & Omni-Channel Strategy Guidance	Chairperson's Opening Remarks Romney Evan Co-founder True Fit	
1:35	Retail: State of the Union  Mark Walker CEO JackThreads	CASE STUDY REVOLUTION: The Relevance Of Supply Chain In A Customer/ Merchandising Focused Organization  Willis Weirich VP, Logistics Neiman Marcus	Using Data For Dynamic Personalization And Recommendations To Drive Purchases  Jason Gowans VP Marketing Analytics and Technology Nordstrom	CASE STUDY REVOLUTION: Drive Revenue By Fueling The eCommerce Flywheel  Neil Ackerman Director, Global eCommerce Mondelēz International	Setting Up A Framework For Thinking About Centralized, Regionalized, Localized Global Expansion  Sarah Veit Wallis GM Lifestyle, Digital Store Operations Walmart	CASE STUDY REVOLUTION: Combining Data Sources From Online And Instore To Generate Insights  Kinjal Shah Director, Digital and Operations Analytics- Omnichannel Group JCPenney	JOIN US IN THE TVPage SOCIAL LOUNGE FOR OUR RETAILER MEET-UP SESSIONS. Get Free Advice You Can't Get Anywhere Else How To Move From Batch-And-Blast To One-To-One Email Marketing
2:05	Personalized Product Discovery: A New Era in Online Merchandising  Meyar Sheik CEO Certona Scott Erdman Chief Merchandising Officer eBags	Making Omnichannel A Reality Patrick Hounsell General Manager, Retail Practice Merkle	Creating Customer Loyalty By Reinventing Lifecycle Best Practices Greg Zakowicz Sr. eCommerce Marketing Analyst Bronto	Implementing Sophisticated Cross-Channel Retention Strategies Without Burning IT Resources  Fayez Mohamood Co-Founder & CEO Bluecore  Nick Lamothe Senior Manager, CRM Reebok	Winning in eCommerce: A Playbook to eCategory Management Sam Bhavnani Area VP 1010 Data Chris Attadia eCommerce Manager Vega	Create Repeat Buyers From First-Time Shoppers  Denis Coombes Director ROI Revolution  Jason Ovshak eCommerce & Digital Marketing Executive Brighton Collectibles	Hosted By:  Chelsea Mueller Head of Digital Marketing and Ecommerce Cheaper Than Dirt
2:30	PANEL DISCUSSION: Here's What eCommerce Will Look Like In The Future  Michael Hughes CEO PlushBeds  Stephanie Messiter VP, Marketing Revolve Clothing  Amy Labroo Director Digital Marketing Virgin America  Allon Caider CEO TVPage	PANEL DISCUSSION: Surprising And Delighting Your Customers With Delivery  Mike DiMiele Director of Digital Experience Pampered Chef  Eric Adams VP, Operations Dollar Shave Club  Amit Sharma CEO & Founder Narvar	PANEL DISCUSSION: Keep Your Customer Coming Back For More: Enhancing The Relationship With Your Brand  Lindsey Morgado Director of Customer Strategy Hot Topic  Chris Woodard Senior Director of Retention & Loyalty FreshDirect  Andy Mantis EVP, Checkout Tracking SM NPD Group  Mark Deruyter Advisor Soccerloco	PANEL DISCUSSION: Marketplaces: What You Need To Know About Your Friend (Or Foe)  Paul Lin CEO DrillSpot.com  Angela Gruszka Director, Marketing and Communications ABC Carpet & Home  Ian MacDonald Director, eCommerce Silver Star Brands	B2B PANEL DISCUSSION: Putting The "CX" In B2B  Paul Miller Former VP eCommerce Grainger  Rob Elzner Director, eCommerce Marketing Dell  Martin Rohde VP, B2B eCommerce HP	OMNI PANEL DISCUSSION: Digitizing The Store: Bringing The Online Experience Alive In Brick And Mortar  Eileen Meade VP Omni-channel Strategy and Customer Experience DICK's Sporting Goods  Diane Loviglio Co-Founder and CEO Boon + Gable  Luke O'Hare Director, Sales and Store Operations Urban Barn  Josh Olayos Principal Strategic Consultant Rich Relevance	



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Day 1: Continued

	TRACK A:	TRACK B:	TRACK C:	TRACK D:	TRACK E:	TRACK F:	EXHIBIT HALL
2:35	Invite-Only Mixology Master Class Hosted By Visa	Invite-Only Tequila Tasting Hosted By Bazaarvoice	Invite-Only Wine Tasting With A Sommelier Hosted By Zeta Global				
3:00	Games & Refreshment Break In The Exhibit Hall						
4:00	Digital Merchandising At T-Mobile: Driving Engagement/Conversion At The Un-Carrier 	The 3 Pillars Of Omnichannel Strategy 	Digital Strategies For Revitalizing Rebates and Creating Customer Loyalty 	Connecting Your Apps And Trading Partners: The Key To A Best-In-Class eCommerce Strategy 	Global Perspectives: Adopting Your User Experience For LatAm 	Influencer Marketing Demystified- Finding the Synergy between Creators and Brands for Successful Direct Response Campaigns 	JOIN US IN THE TVPage SOCIAL LOUNGE FOR OUR RETAILER MEET-UP SESSIONS. Get Free Advice You Can't Get Anywhere Else Drive Revenue By Fueling The eCommerce Flywheel Host: 
4:25	Executive Presentation Darren Johnson Chief Sales Officer Bloomreach	Cosabella Goes All-In On Artificial Intelligence 	The Business To Human Revolution: Omnichannel Personalization For The Modern Shopper 	How To Acquire And Activate Your Most Valuable Customers  Kamini Rangappan Lane CMO Tradesy	Why is Tech Leaving the Chief Merchant Behind? 	Executive Presentation Justin Zhu Co-Founder and CEO Iterable	
4:40	PANEL DISCUSSION REVOLUTION: Educating And Enticing The Consumer To Lead Them To Purchase    	CASE STUDY REVOLUTION: Out Of Stock, But Not Out Of Luck 	PANEL DISCUSSION REVOLUTION: Increasing Revenues Using Loyalty Programs    Bill Aicher Former CMO Musicnotes.com	PANEL DISCUSSION REVOLUTION: Slice, Dice, And Build: The New Foundation Of Innovative Digital Marketing Programs   	CASE STUDY REVOLUTION: Developing Consistency In Your Online Brand 	PANEL DISCUSSION REVOLUTION: Here's How To Create Your Omni-Channel Retail Future    	



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	TRACK A:	TRACK B:	TRACK C:	TRACK D:	TRACK E:	TRACK F:	EXHIBIT HALL
5:10	PANEL DISCUSSION: Form Versus Function—Building An Effective And Exciting Online Experience  Sam Norpel VP, Digital Commerce David's Bridal  Liz Greenberg VP eCommerce The Morét Group  Carrie Thovson Manager, Digital Imaging ModCloth  Laurie Weisberg CRO Curalate	PANEL DISCUSSION: The Roadmap To Omni: Checkpoints For A Targeted And Cutting-Edge Approach  Eileen Meade VP Omni-channel Strategy and Customer Experience DICK's Sporting Goods ,  Anthony McLoughlin VP Digital Marketing The Men's Wearhouse  Sahil Gupta CEO Onera	PANEL DISCUSSION: It's Personal: Contextual Offers And Marketing To Drive Business Value  Tari Huddleston Former VP eCommerce Wet Seal  John Perrone Director, Loyalty Marketing Peapod  Mike Rokovich Head of Engagement Marketing Balsam Brands  Ryan Deutsch SVP Global Customer Success Persado	PANEL DISCUSSION: Engaged At First Glance With Shopping PLAs  Cara Ferguson Director of Search Marketing Living Direct  Ian MacDonald Director, eCommerce Silver Star Brands  Amy Chernoff VP Marketing AJ Madison	PANEL DISCUSSION: Taking Flight: International Expansion Of Your eCommerce Site  Rob Elzner Director, eCommerce Marketing Dell  Chris Daly VP, Head of Experience & Product Design Sotheby's  Matt Falcinelli CEO TheShop.com  Chris Attewell Global Sales Director Search Laboratory Inc.	PANEL DISCUSSION: Determining New Omni-KPIs To Hit Goals And Key Drivers  Meghna Sinha Sr. Director for Enterprise Data Analytics and Business Intelligence Target  Liat Zakay Co-Founder & CEO Donde Fashion  Martin Smiley Director of Digital Marketing Channels American Apparel	JOIN US IN THE TVPage SOCIAL LOUNGE FOR OUR RETAILER MEET-UP SESSIONS. Get Free Advice You Can't Get Anywhere Else Creating Video To Market Across Platforms While Enhancing SEO  Binsen J Gonzalez Chief Marketing Officer Singular Sound
5:40	Attain Profitability Through Smart Design & Development  Alex Morales CDO Yard Freaks	What Do You Do When Google Doesn't Love You Anymore?  Jeff McRitchie VP Marketing MyBinding.com	Why "One Size Fits All" is Not The Optimal Fit  Kathleen Leigh Marketing Director, eCommerce and Digital Content GOJO Industries  Jeff Buysse VP, Sales and Marketing GOJO Industries	Making CRO Magic With Branding - How A Brand Update Leads To A Huge CR Uplift  Anya Geimanson VP, Brand and Product Management GlassesUSA	Buying Marketing Tech Smartly  Keith O'Brien Editorial Director DM News  Tommy Lamb Director, CRM & Loyalty Teleflora	CASE STUDY REVOLUTION: Combining Data Sources From Online And Instore To Generate Insights  Chris Kobus VP, Marketing and eCommerce Sunglass Hut	
6:00	Conclusion of Main Day One						
6:00	eTail Summer Nights Reception						
7:30	End of the eTail Summer Nights Reception						



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Day 2: The Digital Revolution – Your Next Steps

MAR
1 Wednesday

7:30 Networking Breakfast & Registration

8:00 Chairperson's Opening Remarks

 Buddy Brewer
SVP Product
SOASTA

8:15 **KEYNOTE:** Disrupting The Fashion Industry Through Technology

 Traci Inglis
CMO
Techstyle Fashion Group

8:40 **KEYNOTE PANEL DISCUSSION:** The Digital Revolution Is A Culture Evolution

 Bruce Valk
President
Silver Star Brands

 Neeraj Tolmare
Vice President - Head of Digital Transformation & Global eCommerce
HP

 John Tabis
Founder and CEO
The Bouqs

 Katherine Rizutto
VP Oracle Data Cloud
Oracle

9:10 Keynote Executive Presentation

 Vish Shastry
VP Visa Digital Products
Visa

9:30 **KEYNOTE:** A Retailer's Path To Digitalization

 Chau Banks
EVP, CIO and Channel Integration
New York & Company

9:55 **KEYNOTE PANEL DISCUSSION:** The Evolving Role Of The CIO: The New vs. The Old

 Eduardo Frias
CIO
Stella and Dot

 Anishiya Taneja
CEO and Founder
ICON

10:25 Morning Refreshment Break & Games In The Exhibit Hall

Play For A Chance To Win Cold Hard Cash

11:10 **FIRESIDE CHAT:** Can Your Brand Win Vs. Amazon

 Mike Edwards
CEO
eBags

11:30 **C-LEVEL KEYNOTE PANEL DISCUSSION:** Defining Innovation And Disruption Within The Retail Industry

 Jeff Steeves
SVP Marketing
Rue La La

 Michelle Lam
Co-Founder and CEO
True & Co.

 Ben Jones
Chief Digital Officer
The Honest Company

 John Theiss
SVP, Retail & Brand Solutions
RetailMeNot

12:00 **KEYNOTE:** 5 Key Marketing Trends for 2017

 Jodi Wearn
Senior Portfolio Marketing Manager - IBM, Watson Marketing
IBM

12:25 **KEYNOTE:** Innovating Business Engagement

 Zubair Murtaza
VP eCommerce Product and Customer Experience
Staples

12:45 **GUEST SPEAKER FIRESIDE CHAT:** Creating Something From Nothing

 Randy Adams
CTO
Estify/Serial Entrepreneur/Creator of the First eCommerce Website

1:10 Meet & Greet Lunch

1:10 Private Lunch Hosted By Adgorithms

1:10 Private Lunch Hosted By ContentSquare



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Day 2: Continued

	TRACK A: Data, Analytics, Security & IT	TRACK B: Testing & User Experience Optimization	TRACK C: Brand Innovation, Brand Marketing & Creative	TRACK D: Content & Personalization	TRACK E: Mobile & Social	TRACK F: Career Development/Leadership	EXHIBIT HALL Retailer Meet-Ups
2:10	Chairperson's Opening Remarks Ron Pereira Sr. Director Product Marketing - Retail/CG Salesforce Marketing Cloud	Chairperson's Opening Remarks Craig Smith Founder & CEO Trinity Insight	Chairperson's Opening Remarks Efrat Ravid CMO Contentsquare	Chairperson's Opening Remarks Tom Wilde Chief Product Officer Cxense	Chairperson's Opening Remarks Mario Ciabarra CEO Quantum Metric	Chairperson's Opening Remarks Debbie Hauss Editor-in-Chief Retail TouchPoints	JOIN US IN THE TVPage SOCIAL LOUNGE FOR OUR RETAILER MEET-UP SESSIONS. Get Free Advice You Can't Get Anywhere Else
2:15	Leveraging Technology To Enhance User Experience  Wayne Liu GM & Vice President of Business Development Perfect Corp	Beyond Marketing Research vs. User Research: A Call For A Holistic Person-Understanding In Business  Alex Genov Head of UX Research and Web Analytics Zappos	Getting Off The Promotional Crack  Charlie Cole Chief Digital Officer Tumi	Capitalizing On C2C Marketing For Content Success Jaime Dennis Director of Social Media Too Faced Krysta Brown Director of Digital Marketing Too Faced	Mobile Site Presentation: A Staples Case Study Noah Xu Mobile Product Manager Staples	Aligning Your Brand Talent To Work Across All Customer Touchpoints  Jenna Habayeb CMO Splendid (VF Corporation)	Using Fewer Clicks To Get A Speedier Sale Hosted By: Kevin Sakamoto Product-Owner lululemon
2:40	The Third Wave: The Experience-Led Business Michael Klein Director Industry Strategy and Marketing Adobe	Behavioral-Based Personalization Applied To Real-Time Shopping Experiences Michael Osborne CEO SmarterHQ  Aaron Buchanan Digital Personalization & Operations The Finish Line	Competing In The Consumer Age: How Personalization, Identity, And Privacy Converge To Drive Brand Experiences Sheila Adams Director, NA Channel and Global Alliances Gigya  Paul Gulbin Managing Director Cohnreznick	Recipe For Success: Shifting The Focus Of Commerce To The Customer  Brita Turner Director, eCommerce Godiva Chocolatier  Kurt Heinmann CMO Reflektion	Digital Risk Impact: The Blind Spots in Your Digital Transformation Strategy  Mike Lee Director Product Management Proofpoint		
3:05	PANEL DISCUSSION REVOLUTION: Consolidating Online And Offline Data For A 360-Degree View Of The Customer  Angela Caltagirone VP CRM Pottery Barn & Mark and Graham, Williams-Sonoma, Inc.  Scott Perry SVP, Digital & IT Jerome's Furniture Martin Smiley Director, eCommerce Marketing American Apparel Carl Fredericks Managing Consultant - Oracle Maxymiser Oracle Marketing Cloud	PANEL DISCUSSION REVOLUTION: Captivating Your Customer And Keeping Them On Your Site  Carrie Thovson Manager, Digital Imaging ModCloth  Cara Ferguson Director of Search Marketing Living Direct  Lillian Hammah Digital Marketing Manager Brentwood Home Robert Muzingo Director, eCommerce & Digital Marketing Joe's Jeans	CASE STUDY REVOLUTION: Translating Customer Insights Into Marketing Strategies  Cynthia Kleinbaum Sr. Director Performance Marketing Bonobos	PANEL DISCUSSION REVOLUTION: Micro-Storytelling: Building Consumable Content To Engage Customers  Binsen Gonzalez CMO Singular Sound  Brita Turner Director, eCommerce Godiva Chocolatier  Jon Bausman Social Media Manager Cabela's	PANEL DISCUSSION REVOLUTION: The Rise Of Conversational Commerce To Complete The Purchase  Jamieson Yee Global VP, Product - Fast Fashion JustFab  Jon Mandell VP, Multi-Brand Customer Marketing 1-800 Flowers  Kristin Hangebrauck Director Product Management Target Jon Panella VP SapientNitro	PANEL DISCUSSION REVOLUTION: Creating A Collaborative Cross-Team Culture  Kathy Hecht VP Marketing and Business Development Silver Star Brands  Sheila Howell VP, Marketing Cheryl's  Mike Janover VP, Marketing ModCloth  Bert Jackson Director, Digital Marketing Mattress Firm	



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Day 2: Continued

	TRACK A:	TRACK B:	TRACK C:	TRACK D:	TRACK E:	TRACK F:	EXHIBIT HALL
3:05	Invite-Only Wine Tasting With A Sommelier Hosted By PebblePost			Invite-Only Whiskey & Bourbon Hosted By KLARNA		Invite-Only Craft Beer Session Hosted By SessionM	
3:35	Refreshment Break In The Exhibit Hall						
4:25	IT PANEL DISCUSSION: Checkmarks To Being A Disruptive Customer-Centric Organization  Leslie Leifer VP, eCommerce and Product Development 1-800 Flowers  Loren Simon Head of Digital Marketing Everlane  Greg Bowen SVP & CTO Dell Commerce Services, Dell  Jay Calavas Chief Innovation Officer Tealium	PANEL DISCUSSION: A/B Critical: Executing Tests To Get Results  Beth Monda VP, eCommerce Teleflora  Dan Frailey CRO RuMe, Inc  Mike DiMiele Director of Digital Experience Pampered Chef  Kunal Banerjee Director, Digital Store Operations Walmart	PANEL DISCUSSION: Boosting Your Brand Image And Traffic With A Fresh Design  Alex Laney Director of Product & User Experience Build.com  Brita Turner Director, eCommerce Godiva Chocolatier  Anya Geimanson VP, Brand and Product Management GlassesUSA.com	PANEL DISCUSSION: Converging Content Across Channels To Enhance The Customer Experience  Isamar Batista Director CRM Shoe Dazzle  Daniel Gaugler CMO PrintingForLess.com  Lauren Beck Director - Category Management HSN  Gregory Rice Marketing Manager Newegg	PANEL DISCUSSION: Mobile-First And Customer-Centric: A Hand-In-Hand Combination  Ken Chen Co-Founder NatureBox  Stefanie Taylor Senior Director, Ecommerce & Marketing Sears Holdings Corporation  Eli Weiss Chief Mobile Strategist B&H Photo	Discussion Rounds: <ol style="list-style-type: none"> 1. Optimizing Your Hiring Approach for High-Volume Recruiting  Lindsay Varney Director of Talent Stitch Fix 2. Owning Your Career: Milestones To Measure And Continually Grow  Andrea Grant Director of Digital Marketing Cabela's 3. Creative Ways To Target (And Inspire!) Good Talent  Patti Clauss VP, Global Talent Acquisition Williams-Sonoma Inc. 4. Addressing Your Staffing Challenges In A Digitally Optimized Environment  Sarah Pearson Director, Global Talent Acquisition TechStyle Fashion Group 	Join Us Outdoors For The Women In eTail Networking Event And Leadership Panel Hosted By:  Nizzi Renaud CMO Zazzle Panelists:  Ivka Adam Founder & CEO Iconery  Anishiya Taneja CEO & Founder ICON  Chelsea Mueller CMO Cheaper Than Dirt
4:45	Beer And Wine Retailer Hosted Chats – Pick A Focus Table, Bring Your Challenges And Get Solutions (And A Cocktail!) TABLE 1: Brand Protection: Policing Counterfeits To Reduce Grey Market Distribution  Hosted By: Cody Cho VP, Marketing and Technology DITA Eyewear TABLE 2: Brand Equity And Evoking Emotion In Consumers Is Key To Surviving The Future  Hosted By: Courtney Connell Marketing Director Cosabella TABLE 3: Determine The Importance Of Social Based On Your Specific Industry  Hosted By: David Gottesman Director, Digital Marketing Teleflora	TABLE 4: Omni-Fulfillment Best Practices  Hosted By: Eileen Meade VP Omni-channel Strategy and Customer Experience DICK's Sporting Goods TABLE 5: Logistical Issues With Merging Analytics With Creative To Develop A Smart Strategy  Hosted By: Krista Deshayes Sr. Director, Marketing The Saatva Company TABLE 6: Putting The "CX" In B2B  Hosted By: Joel Stevenson VP and General Manager - Business Sales Wayfair TABLE 7: Digital Attribution: How Are You Doing It?  Hosted By: Loren Simon Head of Digital Marketing Everlane	TABLE 8: How To Drive Sales At A Prestige Brand When You Can't Discount To Compete  Hosted By: Anna Veit Director, eCommerce Benefit Cosmetics TABLE 9: The Seller's Journey To China Using Marketplaces Hosted By: Martin Smiley Director of Digital Marketing Channels American Apparel	5:40 Conclusion of Retailer Hosted Chats 5:40 eTail Awards Reception			



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Day 3: Mobile, Social & Digital Innovation

MAR
2 Thursday

7:45	Networking Breakfast For All Attendees	9:45	KEYNOTE FIRESIDE CHAT: Mobile: It's Not Just A Smaller Internet	11:45	KEYNOTE PANEL DISCUSSION REVOLUTION: Looking At Innovation In Mobile Today
8:15	Chairperson's Remarks				
	 Al Lalani Co-Founder & Chief Strategist Social Annex	 Amit Shah SVP Online Marketing, Mobile and Social 1800Flowers	 Greg Stuart CEO Mobile Marketing Association	 Scott Perry SVP, Digital and IT Jerome's Furniture	
8:30	KEYNOTE: Digital Destiny: The Next Generation of Family Owned Business	10:10	KEYNOTE: Extreme Value Shopping Driving Impulsive Purchases	12:20	KEYNOTE: Affiliate Made For Mobile: Your App And Products In Context
	 Guido Campello CEO Cosabella	 David Yeom Co-Founder and CEO Hollar	 Michael Jaconi Co-Founder and CEO Button		
8:55	KEYNOTE PANEL DISCUSSION: Revolutionizing The Retail Company Of The Future	10:35	Morning Refreshment Break	12:35	LensCrafters Vision Care Business: New Platforms
	 Carrie Bienkowski CMO Peapod		 Lee McCabe VP North America Alibaba Group	 Sarah Landsman Sr. Director, LensCrafters Brand Strategy and Eye Care Marketing Luxottica	
9:30	KEYNOTE: Solving The Challenge Of Facebook Attribution For Ecommerce	11:00	KEYNOTE CASE STUDY REVOLUTION: Understanding China And The Future Of Ecommerce	1:00	Lunch & Networking For All Attendees
	 Laura Joukovski SVP, Media and Analytics TechStyle Fashion Group	 David Geisinger VP Product Marketing Magento Commerce	 Martin Barthel Global Head Ecommerce and Retail Strategy Facebook		
	 Anssi Rusi COO & CFO Smartly.io	11:25	KEYNOTE GUEST SPEAKER: Reaching Your Customers At Every Point In Their Shopping Journey		



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Day 3: Continued

	TRACK A: Collaboration And Digital Innovation	TRACK B: The Next Gen Of Retail Is Now
2:00	CASE STUDY REVOLUTION: The Value of Photography: A Photo Is Worth 1,000 Words, But Is It Worth \$1,000?  Mike Broderick Sr. Director, Product Management Marriott International	CASE STUDY REVOLUTION: Augmented Reality In Retail  Scott Perry SVP, Digital and IT Jerome's Furniture
2:30	PANEL DISCUSSION: Empowering Social Media For Relationship Building  Alyssa Larson Digital Marketing Manager RuMe, Inc.  Binsen Gonzalez CMO Singular Sound  Krista Fisher Social Media Manager SEVEN Hair Care  Frank Malsbenden VP, eCommerce HHBrown Shoe Company	CASE STUDY REVOLUTION: Machine Learning & AI In Retail Applications  David Markle Director, Product Management & UX Omaha Steaks
3:00	Wine And Cheese Pairing Experience – Sip Wine With A Professional Sommelier!	
3:45	Conclusion Of Day 3	



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A close-up, slightly blurred photograph of two hands holding wine glasses. One hand, with red-painted fingernails and a small heart-shaped ring, holds a glass. The other hand, with a gold watch and a gold ring, holds another glass. The background is dark and out of focus.

Thursday
MARCH
02 3:30
PM

Wine And Cheese Pairing Experience

Sip Wine With A Professional Sommelier

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1010DATA

1010data

Gaining actionable insight requires the best analytical tools and access to all relevant data. 1010data is a complete solution that provides both, with the only out-of-the-box, self-service, cross-enterprise insights platform. More than 850 of the world's largest companies trust 1010data to manage, share and analyze over 32 trillion rows of data because of the company's proven ability to deliver results more quickly, easily and accurately than any other solution.

adlucent

Adlucent

Adlucent makes it easy for people to find and buy products online, with consumer-intent based advertising technology and services that power the world's most successful Internet retailers.

Adlucent provides brands with powerful and scalable technology to effectively create, launch and manage high-volume, high-value, PPC, PLA, display, and paid social ad campaigns. Leveraging its' Deep Search technology, Adlucent helps the smartest retailers acquire new customers and grow revenue profitably through personalized advertising.

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.

Affirm

Affirm offers services that empower consumers to advance their financial well-being. Our goal is to revolutionize the banking industry to be more accountable and accessible to consumers. Today, Affirm shoppers get the flexibility to buy now and make simple monthly payments for their purchases. Unlike payment options that have compounding interest and unexpected costs, Affirm shows customers upfront exactly what they'll owe — with no hidden fees and no surprises. Affirm also reaches a broader population of consumers through advanced technology and analytics that look beyond traditional FICO scores. These features increase customer satisfaction over other options. <https://www.affirm.com/merchants/>

Akamai

As the global leader in Content Delivery Network (CDN) services, Akamai makes the Internet fast, reliable and secure for its customers. The company's advanced web performance, mobile performance, cloud security and media delivery solutions are revolutionizing how businesses optimize consumer, enterprise and entertainment experiences for any device, anywhere. To learn how Akamai solutions and its team of Internet experts are helping businesses move faster forward, please visit www.akamai.com or blogs.akamai.com, and follow @Akamai on Twitter.

artifi

Artifi

Artifi is a turnkey, 100% mobile capable, SaaS-based product customization engine that allows users to visually customize any product. It eliminates the need for custom personalization configurators and offers your business unlimited scale. Artifi integrates with any eCommerce platform to seamlessly match the look and feel of your site, putting you in control of the user interface and offering your customers a better brand experience. Artifi increases conversion rates by helping your business deliver a better brand and customer experience.

bazaarvoice

Bazaarvoice

Bazaarvoice is creating the world's smartest network of consumers, brands, and retailers. Each month, more than one-half billion consumers view and share authentic consumer-generated content (CGC), including ratings and reviews, curated photos, videos, and social posts, about tens of millions of products in the Bazaarvoice Network. Our CGC and targeted advertising solutions influence purchase decisions to help marketers and advertisers provide engaging experiences that drive brand awareness, consideration, and sales.

Founded in 2005, Bazaarvoice is headquartered in Austin, Texas with offices across North America and Europe. For more information, visit www.bazaarvoice.com.

bloomreach

BloomReach

The BloomReach Personalized Discovery Platform understands and matches your content to what people are seeking, across marketing channels and devices. BloomReach makes your content more discoverable with applications for organic search, site search and digital marketing and merchandising. BloomReach Organic Search wants. 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

BLUECORE

Bluecore

At Bluecore we are transforming the way eCommerce marketers use data and automation to communicate with customers. Bluecore's platform 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 and Georgian Partners, Bluecore is one of New York City's fastest growing SaaS start-ups and works with more than 190 customers representing more than 250 high-end apparel, electronics, automotive and other consumer brands.

BOOMERANG COMMERCE

Boomerang Commerce

www.boomerangcommerce.com

Based in Silicon Valley, Boomerang Commerce is a leading retail technology company led by veterans from Amazon, eBay and McKinsey. Our Retail Performance Management suite enables retailers to drive profitable growth, streamline operations and realize their merchandising strategy in today's hyper-competitive, customer-driven world. Our flagship product, Boomerang Pricing Performance Management, rapidly analyzes, tests and deploys smart pricing strategies at scale for products across multiple channels. Boomerang customers -- including ten of the top 30 omni-channel retailers -- see a 5 - 15% percentage growth in revenue and margin.

bounceexchange

Bounce Exchange

Bounce Exchange is a software company that created the behavioral marketing cloud. Their behavioral marketing platform reads user-intent and digital body language that drives incremental revenue per visitor and increases the return on all other marketing channels. Top enterprise companies employ this technology to build complete behavioral profiles from their current traffic. These cohorts are then used to create digital experiences that drive the most productive action possible to maximize revenue per visit. Learn more by visiting www.bouncex.com.

BRIGHT SCOOP

Bright Scoop

Bright Scoop provides business users with the power to personalize anything, create rich product recommendations, view analytics data & A/B test. Bright Scoop's proprietary big data analytics help you understand your site visitors faster, more accurately, and more insightfully than ever before. This allows you to serve up the right content at the right time. Leveraging the user friendly analytics tool, you'll be able to measure and share the success stories. Tasty Intelligence Delivered Instantly.

Bronto Software

Bronto Software

Bronto Software, a NetSuite (NYSE: N) company, 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 Vince Camuto, Lucky Brand, Theory, Björn Borg, Ashley Homestore and Christopher & Banks. The Bronto Marketing Platform is deeply integrated with commerce platforms, such as NetSuite, Magento, Demandware and Kibo. The company is headquartered in Durham, NC, with additional offices in London, Sydney, Toronto, New York and Los Angeles. For more information, visit bronto.com.

CERTONA

Certona

Certona's robust omnichannel personalization solutions power individualized customer experiences for over 500 top e-commerce websites in more than 70 countries. Certona's platform delivers 60 billion personalized experiences per month and generated \$4 billion in client revenue in 2015. The company's Personalized Experience Management™



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platform, powered by the Certona Predictive Cloud™, increases engagement and conversions by leveraging one-to-one behavioral profiling, Big Data insights, and real-time predictive analytics to present individualized content, promotional offers and product recommendations across all customer touchpoints.



CJ Affiliate by Conversant

Formerly Commission Junction, is the leading global affiliate marketing network, specializing in pay-for-performance programs that drive results for businesses around the world. The CJ Network helps to reach and connect with millions of online consumers every day by facilitating productive partnerships between advertisers and publishers. Drive more sales and expand your reach - experience the network effect with CJ.



Clearhead

Clearhead is the leading digital optimization company. An award-winning agency and consultancy, we help iconic brands and entrepreneurial leaders build better customer experiences and transform their business through data. Headquartered in Austin, TX, Clearhead was founded in 2012 by former ecommerce executives obsessed with the intersection of design, analytics and product innovation. Today, we provide user experience design, product development, analytics and strategic consulting solutions grounded in pioneering testing and personalization expertise. Our diverse roster of clients includes Adidas, CVS, Express, Patagonia, Tesco, Tory Burch, Ulta, Vitamix and Whole Foods. To learn more, visit www.clearhead.me.



Clicktale

Clicktale lights up the digital world, revealing customer behavior, needs and intent across all key touchpoints: web, mobile and apps. The world's #1 enterprise-class experience management platform, Clicktale's deep drill-downs get to the heart of the "how" and "why" behind customer behavior. Via session replays, high-fidelity heatmaps, conversion analytics, powerful integrations and in-depth expert analysis, Clicktale provides critical insights needed to remove friction, delight every customer and achieve digital success. Winner of the Adobe Marketing Cloud Innovation Partner of the Year, Clicktale is also an inaugural Premier Partner in Adobe Exchange. Clicktale's global customer base includes Walmart, UBS, The North Face, MetLife, Lenovo, Adobe and CNN.



Coherent Path

Coherent Path's platform delivers self-optimizing campaigns that drive revenue today and learn for tomorrow. The software creates an automated data-driven marketing calendar to cross-sell existing customers, build engagement with new ones, and drive impact in the categories that matter most. Our deep learning technology uses the retailer's data to guide each customer to the right offers, products, and content. In contrast to next step focused personalization tools, Coherent Path applies advanced geometry to build a map of the product and transactional space, and identifies the optimal path forward for each customer. With this foundation, retailers can deliver personalized multi-step offers and optimize promotional efforts around products that increase customer lifetime value. Fortune 500 retailers, such as Staples and Neiman Marcus, trust Coherent Path to deliver targeted campaigns that generate engagement and increase revenue.



CohnReznick

CohnReznick LLP is one of the top advisory firms in the United States, combining the deep resources of a national firm with the hands-on, agile approach that today's dynamic business environment demands. With diverse industry expertise, the firm provides companies with the insight and experience to help them break through and seize growth opportunities. Our origins dating back to 1919, we're headquartered in New York, NY with 2,700 employees in offices nationwide. CohnReznick is a member of Nexia International, a global network of independent accountancy, tax, and business advisors. For more information, visit digital.cohnreznick.com.



Conversant

A leader in personalized digital marketing, transforming the industry through cutting-edge technology, bold creative and a staggering amount of data. Our roster of 4,000 clients includes 400+ blue chip brands and 65 of the Internet Retailer Top 100. Coupled with the world's largest affiliate marketing network, CJ Affiliate, we drive measurable, remarkable results. Conversant is part of Epsilon, a global leader in creating customer connections that build brand and business equity.

For more information, please visit www.conversantmedia.com and follow us on Twitter @Conversant.

C O R R A

Corra

Corra is a New York, Los Angeles and London based digital commerce agency creating unified commerce experiences for fashion, lifestyle and beauty. Corra's ecommerce strategy, design and technology professionals are trusted by retailers of all sizes to implement and support the Magento Enterprise and hybris platforms.



Criteo

Criteo delivers personalized performance marketing at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure. Criteo has over 2,000 employees in 31 offices across the Americas, EMEA and Asia-Pacific, serving over 12,000 advertisers worldwide with direct relationships with 16,000+ publishers. Criteo ads reach over 1.1 billion unique Internet users (comScore, September 2015). For more information, please visit www.criteo.com.



Curalate

Curalate's visual commerce software helps more than 800 brands tell their stories through imagery in order to drive engagement, build awareness, and form stronger, more meaningful relationships with consumers.



Distil Networks

Distil Networks, the global leader in bot detection and mitigation, is the only easy and accurate way to protect web applications from bad bots, API abuse, and fraud. With Distil, you automatically block 99.9% of malicious traffic without impacting legitimate users.

Distil Web Security defends websites against web scraping, brute force attacks, competitive data mining, account takeovers, online fraud, unauthorized vulnerability scans, spam, man-in-the-middle attacks, digital ad fraud, and downtime.

Distil API Security protects all types of APIs including those serving web browsers, mobile applications, and Internet of Things (IoT) connected devices. Distil API Security defends APIs against developer errors, integration bugs, automated scraping, and web and mobile hijacking.

For more information on Distil Networks, visit us at <http://www.distilnetworks.com> or follow @DISTIL on Twitter.



Dynamic Yield

Dynamic Yield's unified customer engagement platform helps marketers increase revenue by automatically personalizing each customer interaction across the web, mobile web, mobile apps, and email. The company's advanced customer segmentation engine uses machine learning to build actionable customer segments in real time, enabling marketers to take instant action via personalization, product/content recommendations, automatic optimization, and real-time messaging without having to rely heavily on IT. Dynamic Yield personalizes the experiences of more than 500 million users globally, and counts industry leaders like Under Armour, The New York Times, Europe's fashion leader Lamoda, MakerBot, and Liverpool Football Club among its many customers. Based in New York, the company has more than 100 employees in eight offices worldwide. Dynamic Yield was founded in 2011. Its investors include Bessemer Venture Partners, New York Times Company, ProSiebenSat.1 Media AG, Marker LLC and Innovation Endeavors, founded by Google Chairman Eric Schmidt and Dror Berman.

eClerxDigital

eClerx

eClerx provides critical business operations services to more than 30+ global Fortune 500 clients, including many of the world's leading financial services firms, online retail and distributors, interactive media and entertainment, high tech and industrial manufacturing, travel and leisure, and software vendors, through operational support, data management and analytics solutions. Incorporated in 2000, eClerx is India's first and only publicly listed knowledge processing (KPO) company and is today traded on both the Bombay and National Stock Exchanges of India. eClerx was ranked as one of Forbes Asia's 200 Best Under a Billion List and named as finalist in Teleos' Most Admired Knowledge Enterprise award. For more information, please visit www.eclerxdigital.com.



Edgecase

Edgecase empowers retailers with enriched product data and actionable insights to improve product findability and relevancy.



Emarsys

Emarsys provides the Marketing Cloud purpose built for the unique challenges facing brands and ecommerce companies today. The B2C marketingCloud 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



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more than 500 employees in 17 global 1,500 clients in 140 countries. Every month, Emarsys segments and analyzes more than 250,000 personalized campaigns, helping customers increase revenue and ROI.



Epsilon

Epsilon is a global leader in creating connections between people and brands. An all-encompassing global marketing company, we harness the power of rich data, groundbreaking technologies, engaging creative and transformative ideas to get the results our clients require. Recognized by Ad Age as the #1 World's Largest CRM/Direct Marketing Network, #1 Largest U.S. Agency from All Disciplines and #1 Largest U.S. Mobile Marketing Agency, Epsilon employs over 7,000 associates in 70 offices worldwide. Epsilon is an Alliance Data company. For more information, visit www.epsilon.com, follow us on Twitter Epsilon Mktg or call 1.800.309.0505.



Experian Marketing Services

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



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, Denver, 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 and follow us at @fastly.



GIGYA

Gigya's Customer Identity Management platform is helping companies build trusted digital relationships with over 850 million consumers. With Gigya's technology, businesses increase registrations and identify customers across devices, consolidate data into rich customer profiles and provide better services, products and experiences by integrating data into marketing and service applications. For global businesses operating in an increasingly complex regulatory landscape, Gigya optimizes compliance and customer trust, with discrete regional data centers and customer self-service options for managing profile, preference, opt-in and consent settings. More than 700 of the world's leading businesses rely on Gigya to build identity-driven relationships and to provide scalable, secure and compliant customer identity and access management.



IBM Marketing Solutions

IBM Marketing Solutions make it easier to design and analyze meaningful customer experiences across applications, devices and time. From omnichannel marketing to real-time personalization to lead management, IBM's offerings provide a range of solutions that help marketing organizations develop timely, relevant and responsive communications and collaborate more efficiently. The solutions can address a broad range of customer requirements, from simpler single channel campaigns to the most complex environments needing advanced segmentation capabilities, and include multiple deployment options. To learn more about the IBM Marketing Solutions visit ibm.com/marketing or contact your IBM representative or IBM Business Partner.

IGNITION ONE

IgnitionOne

IgnitionOne simplifies life for marketers through the use of a proprietary scoring algorithm and integrated marketing and advertising solutions. IgnitionOne offers a full-featured digital marketing platform which significantly improves performance across all devices and paid and owned channels throughout the customer journey. IgnitionOne allows marketers to better understand their customers and activate personalized 1:1 messaging across search, display, social, mobile, email, and website personalization. With a global footprint of over 450 employees in 10 countries, IgnitionOne is one of the largest independent marketing technology companies in the world, currently scoring over 300 million users monthly in 75 countries and powering more than \$60 billion in revenue each year for leading brands, including General Motors, CenturyLink, Bridgestone, La Quinta and Acer, as well as advertising agencies such as 360i, GroupM and Zenith Optimedia.



invodo

invodo provides rich online product content that drives more sales for retailers and brands. From video to interactive shopping experiences, Invodo's technology-enabled services provide a complete approach to planning, creating, publishing, and optimizing content. Invodo has helped leading retailers scale their visual content across thousands of products to drive conversion.



Iterable

Iterable empowers growth marketers to create world-class user engagement campaigns throughout the full lifecycle, and across all channels. Marketers segment users, build workflows, automate touchpoints, and test strategies at scale without engineering support. Using Iterable, marketers quickly build high-performance campaigns. Examples include welcome series that engage new users, abandoned shopping cart campaigns that convert customers, or win-back series that reactivate lapsed users. Campaigns can seamlessly include transactional, triggered, and blast emails, as well as mobile push notifications and SMS text messages. Iterable provides marketers with a 360° view of their users via a flexible data model that accepts any data point and can segment users and trigger workflows based on any behavior, event or criteria.



Linc

Linc is the first end-to-end global enterprise AI consumer engagement powered platform that enables brands to form a direct relationship with their customers to increase their brand retention and value. Consumers experience engagement with Linc's network of over 350 global carriers for expedited returns & exchanges through their preferred social channels including Voice from Amazon Echo, Facebook Messenger, SMS, email, and web browser which increases customer satisfaction and reduces service and return costs. Linc's Cortex product recommendation engine drives increases revenue and longterm value through upsells in order status pages, smart exchange products, and product recommendations based on the consumer's purchase behavior in Messenger. Linc's Cortex platform serves millions of Consumers for brands like Hugo Boss, L'Oréal, GoPro and Carter's – learn more at www.letslinc.com.



Listrak

Listrak is the only marketing automation platform designed specifically for online and omni-channel retailers. Listrak is helping digital marketers create personalized interactions to reach, engage and convert their shoppers across email, mobile, social, display, web and in the store. The Listrak platform boasts a comprehensive set of retail-specific solutions that enhance promotional campaign performance, shopping cart and browse abandonment solutions that recoup lost revenue, post-purchase solutions to increase lifetime value and product recommendations to personalize every customer touchpoint across multiple channels and more.



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.



MBuy

MBuy, a division of Mediaocean, combines everychannel media expertise and the best advertising technology in the industry – providing advertisers with superior media buying and planning services that reach and engage the right audience, in the right channels. Clients trust MBuy to deliver high performance campaigns that meet their advertising and business objectives. To learn more about MBuy's everychannel media solutions, go to www.MBuy.com.



MediaMath

MediaMath is a global technology company that is transforming marketing through the application of technology and math. A pioneer in the industry since introducing the first Demand-Side Platform in 2007, MediaMath empowers marketers to manage all digital channels (display, mobile, video, social) in one platform, providing a single view of their customers and the ability to create brand experiences. With its seasoned management team leading 16 global locations across five continents, MediaMath works with major online, offline and omnichannel retailers and their agencies to help acquire new customers and drive lifetime value from their best customers.



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Merkle

Merkle is a leading data-driven, technology-enabled, global performance marketing agency

that specializes in the delivery of unique, personalized customer experiences across platforms and devices. For more than 25 years, Fortune 1000 companies and leading nonprofit organizations have partnered with Merkle to maximize the value of their customer portfolios. The agency's heritage in data, technology, and analytics forms the foundation for its unmatched skills in understanding consumer insights that drive people-based marketing strategies. When combined with its strength in performance media, Merkle creates customer experiences that drive improved marketing results and shareholder value. With more than 3,400 employees, Merkle is headquartered in Columbia, Maryland with 15 additional offices in the US and offices in Barcelona, London, Shanghai, and Nanjing. In 2016, the agency joined the Dentsu Aegis Network. For more information, contact Merkle at 1-877-9-Merkle or visit www.merkleinc.com



Mobify

Mobify has invented The Mobify Platform, a leading mobile customer engagement solution for retailers and brands

that want to boost revenues, keep up with customer expectations, and protect their competitive edge. The core of Mobify's platform is Progressive Mobile and Engagement Marketing. Progressive Mobile delivers a unified customer experience across mobile web and apps, while Engagement Marketing builds customer relationships through push notifications and store drivers. Leading global brands including Burlington Coat Factory, Dollar Tree, Matalan, British Telecom, Crocs, Carnival Cruise Line, Bosch, Superdry, Eddie Bauer, PureFormulas and Tommy Bahama generate extensive revenue through the Mobify Platform and rely on Mobify to grow their customer lifetime value. HYPERLINK "<http://www.mobify.com>"



Moovweb

Moovweb's mission is to make mobile shopping significantly easier. Our platform handled over \$2B in mobile revenue in 2015 and one-third of Americans visit a Moovweb-powered experience each month. Our products allow companies to deliver better experiences in record time through the collective intelligence of our network, driving mobile conversion rates 95% higher than the market average. Moovweb is trusted by market leaders including Macy's, AIG, Kaiser, McKesson, Fairmont, and many more. Visit: www.moovweb.com.



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.



Navistone

NaviStone® is breaking new ground acquiring customers for our clients; adding the high response power of direct mail to the insights provided by web browsing behavior that traditionally drives retargeting display ads. NaviStone tracks the site behavior of anonymous browsers and matches 60-70% of them to accurate Postal names and addresses, in a privacy compliant way, allowing you to send highly personalized direct mail communications to new prospects who are "ready to buy." Consumers today provide companies with more data than ever before. They expect companies to use that data to understand what they want and when they want it. Well managed web browsing data allows you to reach a unique, engaged audience with a personalized message, at just the right time – a true "first mover advantage." NaviStone helps you leverage that advantage, either via our turnkey postcard program, or as a data feed to your existing direct mail campaigns.



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 to learn more.



Netmining

Netmining provides intelligent audience targeting across all platforms, powered by data and shaped by the best analytical minds in the business. Marketers today have access to more consumer data than ever before. We believe 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. We develop powerful strategies that unlock the maximum value in data, transforming it into actionable audience intelligence. The result is the most important audience delivered.



The NPD Group

Checkout TrackingSM uses millions of receipts from real people to create an incomparable trove of data based on actual buyer behaviors at your stores and those of your competitors', both online and brick and mortar. We then align those receipts to the POS and survey data collected by The NPD Group, ensuring that our insights reflect the data of record and that you receive the most complete and accurate picture of the market possible. We offer access to shoppers' total discretionary spend, not just individual categories. And we frame it in scenarios that provide unimaginable insight into customers' habits, buying sequences, and baskets.



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.



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. opinionlab.com



Optimizely

Optimizely is the world's leading experimentation platform, enabling businesses to deliver continuous experimentation and personalization across websites, mobile apps and connected devices. Optimizely enables businesses to experiment deeply into their technology stack and broadly across the entire customer experience. The platform's ease of use and speed of deployment empower organizations to create and run bold experiments that help them make data-driven decisions and grow faster. To date, marketers, developers and product managers have delivered over 700 billion experiences tailored to the needs of their customers. To learn more, visit optimizely.com.



OwnerIQ

ownerIQ, "The Q" initiates strategic partnerships for retailers, brands and digital advertisers by creating, facilitating and activating key relationships to securely share valuable first-party data via ownerIQ's second-party data exchange. Within our "Qniverse" lives the largest, most transparent second-party data cloud in ad tech. Over 600 retailers, product brands and e-commerce websites contribute data on over a billion shopping behaviors and e-commerce transactions monthly. In addition, our CoEx platform is the only software designed to support transparent audience sharing and frictionless second-party data marketing executions.



Persado

Persado's cognitive content platform generates language that inspires action. Powered by cognitive computing technologies, the platform eliminates the random process behind traditional message development. Persado arms organizations and individuals with "smart content" that maximizes engagement with any audience, for every touchpoint, at scale, while delivering unique insight into the specific triggers that drive action.



PMX Agency

PMX Agency (formerly PM Digital) is a global independent integrated marketing agency that leads with an insight-driven, consumer centric approach to performance. With a history steeped in direct response marketing, PMX Agency combines an intuitive

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knowledge of the customer experience with customized, scalable strategies that address clients' most pressing business challenges, across: research, customer analytics, SEM, display, affiliate marketing, SEO, content, social, email, direct mail, print & insert, creative, website development and performance management. With a client list of leading global brands that spans key verticals, including Retail, Financial Services, Education, Publishing, Technology, Nonprofit and B2B, PMX Agency continues to grow its reputation as the industry's most critical thinkers and leaders. In August 2016, the Stagwell Group (www.stagwellgroup.com) announced it acquired a majority stake in PMX Agency. Stagwell is creating a collaborative group of agencies, led by great leaders who are experts in their fields, supremely talented and committed to teamwork.



Pointillist

Pointillist is a Customer Journey Orchestration Engine designed for marketing, CX and loyalty professionals looking to revolutionize their customer relationships. Pointillist captures customer data from whatever channels you choose— web traffic, mobile activity, email interactions, point-of-sale data, or any other data signal – and automatically stitches it to the right customer profile, in real-time, allowing you to identify which behaviors are critical signals of intent. Pointillist has the intelligence to predict behavior, the insights to empower action, and the automation to scale personalized experiences, making it the ultimate complement to your existing marketing technology.



PowerReviews

Ratings and reviews drive website traffic and increase in-store and online sales (up to 17%). They also provide actionable insights to improve products and the shopping experience. PowerReviews captures ratings and reviews and Q&A-- not just text, but images and video-- from consumers as they shop online and in-store. These consumer insights are displayed on our customers' websites to help shoppers make better decisions. They also help businesses improve their offerings and the shopping experience. The PowerReviews Syndication Network distributes reviews, images, and videos to 2,500 retailers and more than 700 million in-market shoppers every month, giving our brands and retailers the power to reach shoppers wherever they are.



Quantcast

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



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



Rakuten Marketing

Rakuten Marketing is the global leader in digital marketing solutions that empower marketers to realize the full potential of marketing. Built on a robust, scalable platform that includes unique data, proprietary technology and advanced user-identification capabilities, marketers deliver ad experiences that engage and influence across affiliate, display, mobile, search, social and video channels. Integrated multichannel solutions, along with consumer insights and unparalleled client focus, equip marketers to drive performance with increased efficiency and greater productivity. Rakuten Marketing is backed by global Internet retailer Rakuten, Inc.



Reflektion

Reflektion drives millions of incremental conversion events for leading retailers of all sizes, including Disney, Marmot, O'Neill Clothing and Godiva. Reflektion's Real Time Individualized Commerce Solutions enable retailers to capture and respond to each individual shopper's preferences and intent, which increases customer conversions and retailer revenue by over 20%. The company is backed by leading investors including Battery Ventures, Hasso Plattner Ventures, and Intel Capital. Reflektion is the 2015 winner of Shop.org's Digital Commerce Startup of the Year.



RetailMeNot

RetailMeNot www.retailmenot.com/corp/ is a leading digital savings destination connecting consumers with retailers, restaurants and brands, both online and in-store. The company enables consumers across the globe to find hundreds of thousands of digital offers to save money while they shop or dine out. RetailMeNot, Inc. estimates that approximately \$4.8 billion in retailer sales were attributable to consumer transactions from paid digital offers in its marketplace in 2015, more than \$600 million of which were attributable to its in-store solution.



RichRelevance

RichRelevance is the global leader in omnichannel personalization and is used by more than 230 multinational companies to deliver the most relevant and innovative customer experiences across web, mobile and in store. RichRelevance drives more than one billion

decisions every day, and has generated over \$20 billion in sales for its clients, which include Office Depot, Costco, Darty, and Marks & Spencer. Headquartered in San Francisco, RichRelevance serves clients in 42 countries from 9 offices around the globe.



ROI Revolution

ROI Revolution is an e-commerce-focused digital marketing agency providing expert full-service management of paid search, online shopping, social media advertising, and search engine optimization.

ROI's dedicated experts use a full suite of proprietary software applications to deliver exceptional results for our 275+ clients. This ever-growing list of clients includes: Peter Millar, Vermont Teddy Bear Company, Silver Jeans, and many others. Most campaigns can gain at least 20% efficiency almost immediately with the right tactics in place. Meet with ROI Revolution for a complimentary campaign review & gift.



Sailthru

The Sailthru Customer Retention Cloudsm helps modern marketers acquire, grow, and retain customers. With over 1.6Bn global consumer profiles under management, Sailthru's powerful suite of connected capabilities – including high-performance email, onsite personalization, mobile marketing automation, and unique integrations powering new customer acquisition – drives higher revenue, improves customer lifetime value and reduces churn. The world's most innovative publishers, including The Economist, Business Insider and Mashable, and the world's fastest growing ecommerce companies, including Rent The Runway, JustFab and Alex and Ani, trust Sailthru to help them succeed. Founded in 2008, Sailthru's exceptional group of investors include Benchmark, RRE Ventures, DFJ Gotham, Scale Venture Partners, and AOL Ventures. For more information, please visit www.sailthru.com.



SapientNitro

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



Selligent

Selligent helps brands embrace Consumer-First Marketing with proven solutions for insight-led engagement. As the world's leading independent provider of relationship marketing solutions, Selligent unifies consumer data and omnichannel engagement into a single, natively integrated platform. By bridging the gap between data and campaign execution, Selligent enables direct marketers to increase conversions



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and enhance engagement, creating a powerful, contextual feedback loop with their consumers.

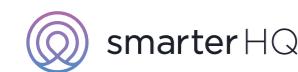
Powering 1-to-1 marketing for more than 700 companies across retail, travel, automotive, publishing, and financial services, Selligent's client roster includes Samsung, InterContinental Hotels Group, and ING. Selligent serves more than 30 countries and has more than 50 partnerships with leading agencies and MSPs. Headquartered in Brussels, Selligent has 10 offices across the United States and Europe, including Silicon Valley, New York, London, Paris, Munich, and Barcelona.

Learn more at www.selligent.com and connect with the team at Twitter, LinkedIn, and our blog.



SLI Systems

SLI Systems accelerates e-commerce in three ways: We generate more traffic, convert shoppers into buyers and maximize order values. We do this through the SLI Buyer Engine™, a cloud-based, machine-learning platform that predicts what your shopper is most likely to buy right now. We make it easy to delight customers and increase revenue.



SmarterHQ

SmarterHQ makes it easy for brands to automate real-time web and email interactions. Our personalization engine analyzes online and offline activity to respond to individual customers with personalized and prescribed content. We work with some of the world's largest brands – such as Eddie Bauer, eBags, Chico's, and Finish Line to drive phenomenal business results. We've been recognized by Forbes as technology to push e-commerce into a new era of personalization and Forrester's Total Economic Impact study to deliver 667% in ROI. For more information visit www.smarterhq.com



SOASTA

SOASTA is the leader in performance analytics. The SOASTA Digital Performance Management (DPM)

Platform enables digital business owners to gain unprecedented and continuous performance insights into their real user experience on mobile and web devices in real time and at scale. With more than 100 million tests performed and more than 375 billion user experiences measured, tested and optimized, SOASTA is the digital performance expert trusted by industry-leading brands, including 53 of the Top 100 internet retailers, six of the Forbes Top 10 media companies and seven of the Forbes Top 10 tech companies, including Apple, Target, Nordstrom, Staples, Home Depot, Sears, Walmart, Etsy, Best Buy, Adobe, Intuit, Microsoft, DIRECTV, Netflix and CBS. SOASTA is privately held and headquartered in Mountain View, Calif. For more information about SOASTA, visit <http://www.soasta.com>.



SteelHouse

SteelHouse provides software for brands, agencies, and direct marketers. The SteelHouse Advertising Suite gives premium brands worldwide everything they need to run acquisition and retention campaigns through display, mobile, and social. With the SteelHouse Creative Suite anyone can create beautiful ads using the content around them.



Tealium

Tealium revolutionizes today's digital businesses with a universal approach to managing the ever-increasing flows of customer data - spanning web, mobile, offline and IoT. With the power to unify customer data from a single source of truth, combined with a turnkey integration ecosystem supporting more than 1,000 vendors and technologies, Tealium's Universal Data Hub (UDH) enables organizations to gain real-time, actionable insights and create richer, more personalized digital experiences. More than 700 global businesses worldwide trust Tealium to power their data strategies and data governance practices. For more information, visit www.tealium.com.



Trueffect

Trueffect drives measurable ROI for brands by accurately and independently tying media impressions to real customer conversions. Trueffect ushers top-funnel advertising into full-funnel marketing, delivering brands the insight to connect every digital touch point to an individual consumer, and repeat success over and over.



TurnTo

TurnTo is the fastest-growing provider of customer content solutions to top merchants and brands. With a unique suite of 4 innovative products that work beautifully together - Ratings & Reviews, Community Q&A, Visual Reviews, and Checkout Comments - TurnTo produces more content of more different types, delivering greater conversion lift, better SEO, and deeper merchandising insights. TurnTo invented the Community Q&A format and continues to innovate, with enhancements that increase response rates and help shoppers find fast answers from a variety of sources. TurnTo clients also enjoy a world-class Ratings & Reviews platform, a highly engaging source of real-time customer content with Checkout Comments, and a permissions-cleared source of customer photos and videos through Visual Reviews. TurnTo offers integrations with major eCommerce platforms and is built for the new world, reimagined for mobile, visual content, and messaging. ECommerce leaders like Saks Fifth Avenue, Newegg, Sur La Table, and GNC, and brands like Cole Haan, Jockey, and Clarins rely on TurnTo for their customer-voice programs.



TVPage

The TVPage Video Commerce Cloud enables brands & retailers to publish engaging, shoppable video experiences that drive higher conversion. Our SaaS platform delivers an advanced workflow for discovering, merchandising and publishing video content to your retail experiences. Leverage existing video content or source new content from brands or influencers. The platform provides you with the tools needed to deliver the best customer experience to your shoppers. Measure video performance and gain insights from your initiatives with our complete video analytics dashboard. Based in San Diego, CA & New York, NY, we are ready to provide Enterprise grade service, support & strategy to ensure your video success.



Unbxd

Unbxd is a leading e-commerce product discovery platform that applies advanced data sciences to connect shoppers to the products they are most likely to buy, while providing predictive actionable insights for merchandising. With Unbxd's Machine Learning Site Search, shoppers receive optimized search results based on merchandiser insight coupled

with advanced machine learning algorithms, resulting in 33% higher conversion rates on an average.

Unbxd is the fastest growing e-commerce product discovery platform, and is trusted in over 40 countries by 1,200+ online retailers including EXPRESS, Ashley Furniture, Burkes Outlet, hhgregg and ibSupply, to power over 1.5 Billion interactions a month.



Verified Reviews

Verified Reviews is a trusted third party that specializes in the collection, moderation and display of ratings and reviews from actual customers.

With over 3,000 clients in 20 different countries, Verified Reviews provides a solution for online retailers and service providers to manage their online reputation. As an official partner of Google, Bing and Yahoo we help our clients get their seller rating stars and product ratings allowing people to see which advertisers are highly rated.

By collecting reviews from actual customers Verified Reviews creates a trustworthy relationship between sellers and buyers while improving conversion rate, visibility and traffic



Vibes

We help marketers unlock new revenue by arming them with the technology and expertise they need to succeed in mobile marketing. Catapult, our mobile engagement platform, enables marketers to easily manage all mobile communication channels including text messaging, push notifications, Apple Wallet, Android Pay and mobile web campaigns – all through a single interface. Vibes has delivered more than five billion mobile experiences on behalf of customers that include Chiptole, Gap, Old Navy, Home Depot, Pet Smart, Foot Locker and Allstate, and is recognized as one of only four Tier 1 aggregators by the The Common Short Code Administration (CSCA). To learn more about Vibes, visit www.vibes.com.



VISA Inc.

VISA Inc. (NYSE: V) is a global payments technology company that connects consumers, businesses, financial institutions, and governments in more than 200 countries and territories to fast, secure and reliable electronic payments. We operate one of the world's most advanced processing networks – VisaNet – that is capable of handling more than 65,000 transaction messages a second, with fraud protection for consumers and assured payment for merchants. Visa is not a bank and does not issue cards, extend credit or set rates and fees for consumers. Visa's innovations, however, enable its financial institution customers to offer consumers more choices: pay now with debit, pay ahead with prepaid or pay later with credit products. For more information, visit usa.visa.com/about-visa, visacorporate.tumblr.com and @VisaNews. Visa Checkout helps improve conversion in online and mobile commerce by offering consumers an easier way to pay with their card online. With Visa Checkout, merchants can provide a seamless online checkout experience without the consumer ever leaving the merchant site.



Whisbi Technologies S.L.

Whisbi is changing the way people connect with brands and products online through the most advanced video chat on the market. Founded in 2008, Whisbi is a global provider of innovative real



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time customer engagement and omnichannel Software as a Service (SaaS) solutions that help businesses increase online sales conversion, monetize web visits, make retail operations more productive whilst offering a customer experience with a unique differentiator value. Company Offices: California and Barcelona CEO: Alex Bisbe Web address: www.whisbi.com



WooCommerce

37% of all online stores are powered by WooCommerce. Built on WordPress, a fully customizable, open source eCommerce solution.

- 1+ million active installations
- 16+ million downloads
- 400+ extensions to add functionality

Whether you're selling a few handcrafted items to a niche market, taking an existing business online, or going global with an enterprise level eCommerce business – WooCommerce will get you set up and selling fast and scale securely as you grow. Plus your content will be forever yours and customizable down to the finest button color. Developed and supported by a distributed team, WooCommerce is powered by Automattic, the creators of WordPress.com.



Yotpo

Yotpo is a user-generated content platform for online businesses. We help businesses get tons of user-generated content -- like reviews, Q&A and photos -- and amplify it all over the web to drive traffic and increase sales. Yotpo integrates with all of the tools you already know and love like Facebook, Google Ads, Zendesk, Instagram, HubSpot and more. Yotpo is serving over 170,000 ecommerce businesses and is constantly building more tools and features to stay ahead of the curve in the UGC space.

YOTTA A

Yotta

Yottaa is the leading SaaS platform for accelerating eCommerce. Through Yottaa's patented ContextIntelligence™ architecture, online businesses can manage, accelerate, and secure end user experiences on all devices in real-time with zero code change. Many Internet Retailer 500 companies 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 or follow @yottaa on Twitter.



YourAmigo

YourAmigo was founded 16 years ago, with unique, scalable, search engine and artificial intelligence technology which today powers a new non-brand

long tail revenue channel and complements your current organic search programs by boosting overall online revenues between 5%-20% YourAmigo's Big Data and machine learning Organic Search Service creates a scalable, new sales channel in organic search by discovering thousands of new non-brand, ultra-long tail search phrases daily. These phrases consist of 5 words or more.

What We Do: YourAmigo is used globally by the world's biggest brands to deliver incremental revenue from ultra-long tail, non-brand organic search. We complement and pick up where their SEO leaves off.

How We Do It: we capture and analyze 6 terabytes of search data every day and find gaps where you're not receiving relevant, non-brand traffic.

What You Get: we provide measurable, incremental sales and traffic from unique pages. No widgets, no overlap. Full reporting.

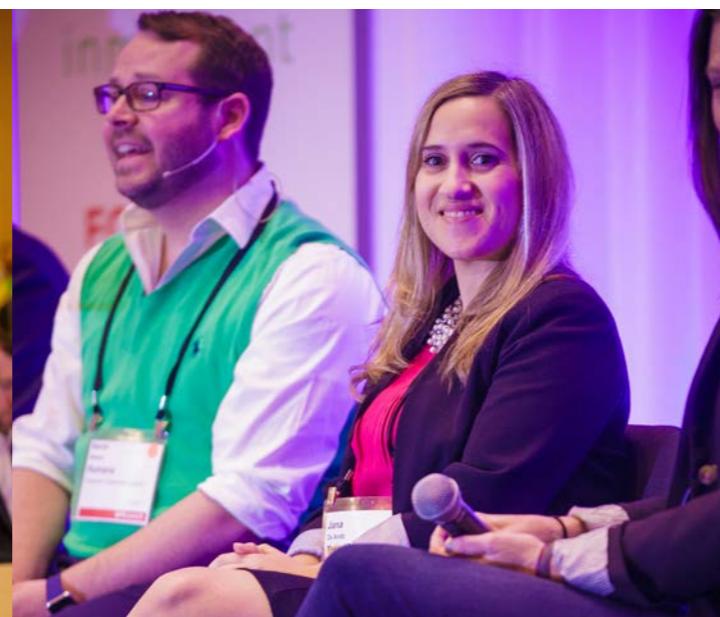
YourAmigo recently delivered \$57 Million in one year in incremental ultra-long tail, non-brand traffic to an iconic omnichannel client, over and above their total online revenue.

We're performance-based with no fixed-term contracts. www.youramigo.com.



Zeta Global

Zeta Global is a data-driven marketing technology company that helps leading brands acquire, retain and grow the value of customer relationships.



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About Our Media Partners

Official Media Partner



Internet Retailer

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

Official Research Partner



eMarketer

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

Supporting Associations



American Mobile Retail Association

Home of the truckpreneur, American Mobile Retail Association (AMRA) caters to non-traditional small business owners who operate retail stores on wheels! The AMRA was founded by truckpreneurs for truckpreneurs and serves to unite mobile retail business owners and operators by providing support and assistance to one another, educate the public and city officials of the many benefits of this new business model, and work together to validate the business and lift outdated laws and restrictions on mobile retail.



Global Retail Alliance

The Global Retail Alliance was created for a specific business community aware that you can only be successful if you stay connected and updated with all the markets because of a disruption somewhere in the world can always change the game. A member of this organization knows that a connection with a global network is the key to success. Staying informed and educated, globally and locally, is the best way to make the right choices for the future of every business, especially retail.

Our members are Retailers, Brands, Agencies, Suppliers, Design Firms, Consulting Companies and Universities. Our mission is to provide inspiration and guidance to the business community surrounding the retail marketplace through advocacy, education and networking. We keep our partners informed, educated, updated and connected through advocacy, education and networking.

We explore Retail Design & Visual Merchandising; Shopper Marketing and Neuro marketing; Technology and Innovation; Travel Retail and e-commerce, and all the areas we believe can inspire and inform our members.

Our activities include everything from studies and insights, education, conferences and summits, to networking events, awards and recognition. We serve our members with daily news and informational reports and access to the only global virtual library focused on retail and marketing. We connect them to our

international knowledge center where experts can service their needs. They can also access the most relevant retail conferences and events worldwide thanks to our partners.

But being global also means understanding the local market, Country by Country. For this reason we have offices and ambassadors in almost every national market. Our members can receive curated news and information, as well as attend local conferences, seminars, workshops and national awards.



Mobile Leaders Alliance

The MLA is dedicated to setting the standard in mobile education for advertising, marketing and technology professionals. The organization serves as a place for mobile thought leaders to come together and exchange ideas, news, products, apps and more; ultimately bridging the gap between innovation and education.



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.

Supporting Publications



Barcode News

The BarCode News is a barcoding intensive website with tools, case studies, how-to, a barcode generator, information about UPC codes and much more. Over 3,000 articles on bar code technology.



BayPay

The BayPay Forum is an Innovation Accelerator based in Silicon Valley and focused on trends and innovations in the payment and commerce industry. The BayPay Forum aims to connect payment professionals from startups and more established companies on a variety of topics, including mobile and social commerce, wallets, loyalty, authentication, cybercrime, digital media, entertainment, through personalized face-to-face forum and panel discussions.



Chain Store Age

Chain Store Age is the one publication and online website (including e-newsletters) that targets, influences and educates the retail 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.



CrowdReviews.com

CrowdReviews.com is a transparent online platform for determining which products and services are the best based on the opinion of the crowd. The crowd consists of Internet users which have experienced products and services first-hand and have an interest in letting other potential buyers their thoughts on their experience. CrowdReviews.com is driven by an algorithm allowing for both customers and providers of products and services to understand how the rankings are determined. The service can be used by potential buyers to learn more about their vendors prior to making a purchasing decision.



Digital Transactions

Digital Transactions magazine is the only publication covering the total consumer electronic transactions market. This is an 87.6 billion transactions market, growing at an average of 6% over the last four years. Published twelve times a year, the magazine, web site www.digitaltransactions.net and weekly email newsletter Digital Transactions News reaches over 21,000 subscribers in banks, retail companies and acquiring processors.



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.



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. - See more at: <http://etaileast2015.wbresearch.com/mediapartner#sthash.EspE2jld.dpuf>



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FashInvest

FashInvest is the leading news and event platform in the fashion, fashion tech and retail tech investment space. What began in 2009 as a series of educational events has now grown into one of the industry's leading media resources focused on the growth and formation of companies within these markets.



FindBiometrics

FindBiometrics is your leading industry resource for all information on biometrics identification and identity verification systems and solutions. We have the latest daily news from the global biometric and identity management business community, a comprehensive vendor list, informative articles, interviews with industry leaders, exclusive videos, links to biometric associations and a calendar of the most important current industry news events and conferences. For more than a decade we have brought you the top industry news, answering all of your questions, and have remained an integral player in the biometrics community. Now, here in the industry's most rapid growth period, we are here to keep you more connected, knowledgeable, and up-to-date on the latest identity management news than ever before.



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

THE NEWS LEADER IN MOBILE COMMERCE AND RETAIL

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

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Mobile ID World

Mobile ID World is here to bring you the latest in mobile authentication solutions and application providers. Our company is dedicated to providing users with the best content and cutting edge information on technology, news, and mobile solutions for your mobile identity management needs.

From the same minds that brought you FindBiometrics, Mobile ID World is committed to bringing you the best information, in a quick, contextual, and comprehensive way. Mobile ID World is your authorized go-to source for everything in strong mobile authentication. This includes: M2M, NFC, access control, biometrics enabled smartphones and anything that promises to make life more convenient and secure.

Mobile Marketer

THE NEWS LEADER IN MOBILE MARKETING, MEDIA AND COMMERCE

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

Mobile Marketing & Technology

is an online publication and community dedicated to educating Marketing, Sales, IT Professionals and Executives about the latest mobile phone technologies for marketing and communication.

Technology companies, marketing agencies, and Fortune 1000 to small and medium-sized businesses are invited to participate by asking questions to our technical experts, submitting products for review, or sharing white papers and news releases with the community.

MULTICHANNEL MERCHANT

CONNECTING THE COMMERCE COMMUNITY

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 Point of Sale NEWS

Point of Sale

The Point of Sale News is now in its 7th year with over 5,000 articles and one million visitors annually, this content based website encompasses all aspects of POS software, POS hardware, links to other resources, a directory of local POS specialists, and an informative blog with case studies and more that's updated daily.

Retail DIVE

Retail Dive

Retail Dive provides news and original analysis on the latest happenings in retail. Our mission is to provide busy executives with a bird's-eye-view of the retail industry in 60 seconds. With a mobile-optimized daily email newsletter, website, and app, Retail Dive keeps you informed on the go. You'll get coverage of topics such as marketing, e-Commerce, technology, corporate news, loss prevention, payments, consumer trends, logistics, and more. Join over 500,000 retail executives already enjoying Retail Dive.

RetailMerchandiser

STRATEGIES FOR GROWTH

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

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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

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

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.

REVENUE + performance

Revenue Performance

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

Social Media Examiner

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.

STREETFIGHT

Street Fight Magazine

Street Fight is a media, events, and research company covering the massive disruption taking place in local retail marketing. Street Fight celebrates the innovators in location, mobile and social technologies who are driving this change.



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The Payers

The Payers (www.thepayers.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.

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.



Visibility Magazine

Visibility Magazine, founded in 2007, has become the guide to latest trends in internet marketing. Visibility Magazine conducts interviews with CEOs, shares opinions, reviews products, and provides a wealth of information about the movements in the industry. The print medium holds great promise for Internet marketing vendors who are constantly looking for more channels to promote their services. Additionally, Visibility Magazine reaches many fringe businesses that may have been contemplating entering or expanding their Internet marketing campaigns. Visibility Magazine is published quarterly and covers a wide range of topics including, but not limited to, organic optimization, pay-per-click marketing, website analytics, affiliate marketing, and press release distribution. Visibility embodies high-quality content, good sense, superior taste, and the character of conscientious journalism.



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