

**Integrated Email Strategies**

**Cross-Channel Marketer**

**Consumer Insight**

**1:00 p.m. - 1:45 p.m.**

Learn & Share Roundtables. See pages 3-4 for full descriptions

Cross-Channel Attribution: Let the data do the work

Content for Real Life: Using online behavioral insights to drive the right messages at the right time

Email Evolution: A look ahead at the CheetahMail Platform

From Email to Cross-Channel: Building a cross-channel roadmap

Better Together: Marrying customer and Experian data to drive online display advertising success

**1:50 p.m. - 2:35 p.m.**

Customer Engaged: The impact of email engagement on today's deliverability strategies

Mobile Mixology: Key ingredients to creating an effective mobile messaging strategy

Finding the right prospects online – A Sallie Mae case study

Top Performing Personalization Tactics to Boost Email Effectiveness

Break Down the Silos: How to organize for the digital future

Acquire More Customers Online Using Offline Consumer Insights

**2:40 p.m. - 3:25 p.m.**

Smarter Creative: Strategies for the new email marketer

Idea Exchange with Product Management on the topics of (choose one):

A Mobile Calling: Leveraging mobile insights to inform the marketing mix

Email Insights to Drive Campaign Success

- Mobile
- Social Media
- Reporting and Analytics
- Partner Integrations

Bringing Agility to the Inbox with Live Content

New Approaches to Cross-Channel Interactions

**Integrated Email Strategies**

**Cross-Channel Marketer**

**Consumer Insight**

**11:25 a.m. - 12:10 p.m.**

Sign me up! Growing your email list through cross-channel acquisition

Amping up Campaign Performance with Multi-Dimensional Segmentation

Path to Purchase: Know when and where to reach buyers

Pull the Trigger: Personalized automated emails that drive loyalty and conversion

Social butterfly: Giving your cross-channel campaigns wings through social media

Embrace Your Future: Understanding How to Engage Hispanic Consumers

**12:15 p.m. - 1:00 p.m.**

Reconnect! Inactive subscriber engagement techniques

Contact Strategies: The who, when, what and how

Get a 360-degree View of your Customers Across Channels

Email Big Wins for 2013

Work it! Why all marketers should care about Big Data and how to put it to work for you

Applying Consumer Insights to Amplify Marketing Programs

### **The Reality of Personalization - What Does it Mean to Your Customers and Your Business?**

The industry is talking about how marketing is evolving and becoming more personal. Customer relationships are more interactive and consumers have come to expect deeply engaging and personalized shopping experiences. Marketers are focusing more on reshaping entire strategies; budgets, skills, processes and business models to achieve true personalization. Let's define it together and learn how to get started on more robust personalized email campaigns that achieve maximum results and require minimal effort, with Certona and Experian Marketing Services.

### **Agile Email Marketing & the Future of the Inbox**

The future of email marketing is faster, smarter, and goal-driven; and the future is here, now! Join Movable Ink for a discussion on next-generation technologies that are making email marketing campaigns, and the process of producing them, more agile. What would you do differently if your campaigns could become responsive in real time to each recipient's time, location, and device at the moment of open?

### **Protect your Email Program – what you need to know about phishing attacks and your brand**

42% of consumers who are the subject of a phishing attack say that their trust in that brand is reduced. That's 42% less likely to buy from you in the future. Learn more about how DMARC and other anti-phishing solutions protect your customers from being attacked. Walk away understanding the limitations and challenges you'll have to overcome to protect your brand and customers from the full-spectrum of email threats. And enjoy a \$5 Starbucks card for being a part of the discussion.

### **Mobile Customer Engagement**

Mobile technology integrates across all media and over much more than just marketing – it is part of a total customer experience. This roundtable, led by Archer Mobile, will be aimed sharing best practices and experiences on how to integrate mobile technology (SMS, MMS, Push, Applications, and Mobile Web) into promotions, current media strategies, CRM, loyalty, customer service, and operations.

### **How to drive more Revenue From Your Main Marketing Emails...Without More Effort!**

General marketing emails may drive the most revenue due to their wide reach, but you can increase your ROI even more with tailored messages based on customer tastes and interests, down to the individual level. How can you maintain the reach you want, but achieve the ROI from being tailored to each individual, and without increasing your workload? Learn an easy way to execute this simple program and what options exist to maximize your standard email's impact from CQuotient.

### **Coordinating Email and Ads: Strategically engage shoppers who stop opening email**

On average 20% of shoppers open email – what about the 80% that don't, or the vast amount of shoppers who opt-out of receiving emails? MyBuys is uniquely qualified to coordinate personalized messaging across email and media channels to re-engage dormant shoppers, and those who have opted-out of email communications altogether. Learn how to increase the value of your email programs and start converting more of the unknown shoppers you're missing.

### **Behavioral Marketing Evolution**

Every day your website visitors are telling you what they are going to buy, how they will buy and when. New technologies are making it easier than ever to act on that knowledge in both ad hoc and automated strategies. Join Smarter Remarketer founder Angel Morales and Finish Line's Email Marketing Manager Aaron Buchanan for real world examples of how you can extend understanding of your visitors, while driving incremental revenue and bolstering real time customer value.

### **Video in Email: Best practices, tips, and mail client support**

Advances in technology have made it possible for B2C senders of email to embed video in email and reach over 70% of the audience while safely falling back to images for recipients that can't see video. But just because video in email is possible, is it advisable? What kinds of results are organizations deriving from video in email? What are the pitfalls? This roundtable, led by VideoEmail, will explore what you need to do to achieve success with video in the inbox.

### **The Real-Time Remarketing Solution: Solving the \$1.4 Trillion Problem in eCommerce**

Did you know that 70% of people who add items to their cart will not complete that purchase? Shopping cart abandonment is the largest problem in eCommerce today, aggregating \$1.4 trillion in lost sales across world. Learn how you can recover up to 30% of site abandoners via real time, one-to-one triggered campaigns via email, mobile, social and ads. SeeWhy will discuss how you can increase your eCommerce ROI by reengaging with abandoners in real time and significantly grow revenue. You will hear about some of the best practices deployed by Experian Marketing Services customers yielding a measurable and an even more surprising ROI.

## Integrated Email Strategies

### Learn & Share Roundtables

See pages 3-4 for full descriptions.

### Email Evolution: A look ahead at the CheetahMail Platform

Find out what we're planning next. Get a forward glance at the CheetahMail platform's roadmap and the bright spots ahead, including new possibilities with templates, segmentation, reporting and more!

## Cross-Channel Marketer

### Cross-Channel Attribution: Let the data do the work

Arbitrary and judgmental rules dominate cross-channel attribution. The speed and immediacy of online campaigns often push marketers to adopt last-touch, first-touch or equal-weight attribution that does not reflect the interplay and varied effects of cross-channel campaigns. In this session, we will demonstrate how to use promotion and response data to drive attribution results that provide the critical input for optimizing cross-channel campaign efforts and marketing spend. Attribution based upon direct and indirect match back, iterative fractional attribution and analytical models are compared. Pros and cons of each approach are discussed to guide marketers to make choices on attribution methods that fit their specific needs.

### From Email to Cross-Channel: Building a cross-channel roadmap

Cross-channel is forcing email marketers to learn new skills and change their approach to program creation. While testing and optimizing subject lines or generating dynamic content are still tremendously important, it's the ability to fold these programs around a strategy and uniform approach to engaging customers, regardless of channel, that will make the competitive difference. In this session, we will address how to lay out a cross-channel campaign step by step, how to setup and manage a consistent customer experience across channels, and how to measure the success of a program and report performance to business stakeholders.

## Consumer Insight

### Content for Real Life: Using online behavioral insights to drive the right messages at the right time

Engaging consumers online requires that marketers understand what types of content their customers are looking for and where. In this presentation, you'll learn how Experian Marketing Services helps Demand Media, a leading digital media and domain services company, to define and reveal online behaviors and search patterns of highly-sought consumer segments. These insights provide brands with the opportunity to align their marketing and offer content at the same level of detail that consumers are seeking, for their preferred device, in the format they want.

### Better Together: Marrying customer and Experian data to drive online display advertising success

Online display advertising success is enhanced when customer data is rich and actionable. In this session, presenters from the world's second largest PC manufacturer, Lenovo and Experian Marketing Services will discuss how to predict the relative value and likelihood of conversion for each online prospect, ensuring the ability to align acquisition costs with expected revenue and strategic priorities. You'll come away understanding how this scalable digital marketing program enabled Lenovo to reach new customer prospects, while managing their advertising their ROI.

## Integrated Email Strategies

### **Customer Engaged: The impact of email engagement on today's deliverability strategies**

In today's world of email marketing, end-user engagement is now an important metric used by receivers and cloud based anti-spam platforms to determine if an email message is delivered to a subscriber's inbox. Join a panel of Experian Marketing Services' clients and industry deliverability experts as they discuss how engagement is impacting deliverability; tips and strategies to mitigate deliverability issues; as well as what the future holds for email marketing deliverability.

### **Top Performing Personalization Tactics to Boost Email Effectiveness**

Thirty percent of transactions by repeat shoppers start with a click on an email. Learn the proven techniques from top retailers to increase revenue and customer loyalty through your transactional and promotional emails. Discover new methods from Certona for recovering conversions by providing timely and targeted, personalized remarketing offers.

## Cross-Channel Marketer

### **Mobile Mixology: Key ingredients to creating an effective mobile messaging strategy**

With more and more consumers jumping on their mobile devices to connect and consume content anytime and anywhere, it is crucial for brands to deliver their on-the-go customers an optimized and seamless mobile experience. Join this session to learn how to successfully create an intelligent mobile engagement program through a perfect mixture of mobileSMS strategies and tactics. You will be served tips and examples of how you can shake up your mobile marketing mix, and continuously delight and enchant your customers.

### **Break Down the Silos: How to organize for the digital future**

Consumers have higher expectations of today's brands, requiring marketers to rethink how they navigate and resource for their brand building journey. These leaders must employ a wide range of marketing touch points to keep up with their consumers' multi-channel behavior. Yet many organizations are trapped in old siloed models, holding them back from effectively connecting with their consumers and building their brand. Tracy Stokes, Forrester Research Principal Analyst Serving CMO Professionals, will show how chief marketing officers must lead their organizations to become customer obsessed, and to prioritize staffing three key functions — strategy, governance, and execution — over a specific organizational model.

## Consumer Insight

### **Finding the right prospects online – A Sallie Mae case study**

Modern marketers are effectively utilizing cross-channel marketing strategies to find and engage their target customers. In this session, we will explore how Upromise by Sallie Mae used a multi-channel targeting program to find millions of customers online, lower customer acquisition costs, increase their new customer file and drive a 100% year-over-year lift in revenue. This case study will offer practical advice for those looking to enhance their online targeting strategies.

### **Acquire More Customers Online Using Offline Consumer Insights**

Learn how offline consumer insights can be leveraged to drive smarter online acquisition strategies. Learn how Experian Marketing Services provides clients like Yahoo! with a more complete view into the lifestyles, brand preferences, attitudes and media behaviors of their site visitors. Insights like these empower Yahoo! and others to develop customized strategies for advertiser partners identifying the best opportunities for reaching their target audience.

### Integrated Email Strategies

#### **Smarter Creative: Strategies for the new email marketer**

With customers interacting with brands in multiple channels and viewing emails on multiple devices, today's email marketers must take a more integrated, data-driven and customer-centric approach to email creative. In this session, you'll learn how to leverage cross-channel data to create more compelling subject lines and creative, as well as strategies for delivering a seamless customer experience through email, and across all channels. We'll also demonstrate new creative trends and tactics to ensure that your email is driving the highest open and click-through rates, on any device.

#### **Email Insights to Drive Campaign Success**

Marketers can greatly improve email and retargeting programs by understanding the behaviors and preferences of their active and inactive subscribers. In this session, you will hear how Hearst Magazines is applying data from Experian's Email Insights cooperative to improve customer reengagement and marketing performance. Hearst will walk you through their journey of strategic business goal development, program adoption and successes within the cooperative. You will learn how they are applying their insights to drive a comprehensive re-engagement strategy with former subscribers and optimize their overall email deployment. Experian Marketing Services' experts will also cover how this new, retention-based email cooperative works on a practical level.

#### **Bringing Agility to the Inbox with Live Content**

Learn how to use Movable Ink's "live content" technology to develop more agile and ROI-focused campaigns, moving from simple to more sophisticated uses of the technology. From countdown clocks to time-based offers that change hourly; from embedded local maps to advanced geo-targeted and even weather-targeted campaigns; and from basic device targeting to robust mobile next-click optimization, including deep linking to ecommerce and social media apps. Also get a first-look at "Movable Ink 2.0" - new products coming soon that will blow your mind!

### Cross-Channel Marketer

#### **Idea Exchange with Product Management**

Help guide our product strategy! Join us for a fun, interactive session with our product management team. Participate in a small, intimate "show and tell" group where we will give you a peek at the future of our features and concepts. Your feedback will be very important in helping build the future of our cross-channel marketing platform and its mobile features. We want to hear from you. Register early, as space is limited for this session - don't miss out!

Topics include (choose one):

- Mobile
- Social Media
- Reporting and Analytics
- Partner Integrations

#### **New Approaches to Cross-Channel Interactions**

The nature, variety and volume of a company's interactions with its customers today are unrecognizable compared to just a few years ago. Among other changes, customers are empowered by their always-connected digital devices, which allow customers to engage with brands -- and with each other -- at any time, from any place, and at any point within their lifecycle as customers. Handling these customer interactions in a way that serves the needs of both the customer and the company is trickier than ever, especially for marketers stuck in an old-school mindset oriented on batch, outbound campaigns through traditional channels. Instead, marketers need to evolve to a new approach that's real-time, inbound, expanded to new channels such as social and mobile -- and sometimes even sets aside the very notion of a "campaign." In this session, hear from Robert Brosnan, one of Forrester Research's thought leaders on how to get yourself ready for this "new look" of cross-channel customer interactions.

### Consumer Insight

#### **A Mobile Calling: Leveraging mobile insights to inform the marketing mix**

Reaching today's hyper-connected consumer requires a strong, data-driven mobile plan. During this session, learn the latest research findings from two new mobile services — Simmons Connect and Hitwise Mobile — both of which provide marketers with the insights they need to identify their mobile consumers' attitudes and behaviors. The session will also cover how mobile fits into a consumers' multi-channel media universe and why it must be a key channel strategy for forward-thinking marketers.

## **Integrated Email Strategies**

### **Sign me up! Growing your email list through cross-channel acquisition**

The rules of email address acquisition have changed. With customers interacting with your brand in multiple channels, you now have more ways than ever to acquire email subscribers. But with the prevalence of channels, come challenges. How do you speak across channels? How do you message based on a channel preference, and how do you handle deliverability concerns around aggressive acquisition? In this session, we'll talk about how to boost your email list, as well as how to track and target new subscribers, all while helping you to navigate the new world of deliverability.

### **Pull the Trigger: Personalized automated emails that drive loyalty and conversion**

With Big Data coming into the picture, marketers today are able to trigger emails based on more complex customer behaviors and respond in a more relevant, personalized and timely manner. Learn best-in-class examples of triggered email automation and new best practices on how to kick your triggered messaging up a notch by integrating key customer data points and real-time messaging. We'll cover how to craft triggered campaigns that are optimized for device and customer preferences, while also being mindful of potential deliverability pitfalls.

## **Cross-Channel Marketer**

### **Amping up Campaign Performance with Multi-Dimensional Segmentation**

Segmentation has entered the era of Big Data, with opportunities to leverage everything you know about the customer, from what they open or click, how many times they visit your website or store, where else they shop, their lifestyle, what media they consume and much more. In this session, you'll learn the benefits of bringing all this intelligence together to segment customers in a practical way. You'll also find out how to incorporate winning segmentation methodologies with your current real-time, triggered approaches for more successful and relevant campaigns.

### **Social butterfly: Giving your cross-channel campaigns wings through social media**

Social media is a key component to expanding your brand's reach and building organic brand advocacy. In this session we'll show you some of our favorite and best performing campaigns featuring social media and demonstrate tools and tactics to create targeted social campaigns leveraging cross-channel data.

## **Consumer Insight**

### **Path to Purchase: Know when and where to reach buyers**

Consumers' use of the Internet to help make purchase decisions has left marketers with no choice but to spend a significant amount of their online marketing budget trying to identify where their customers will appear when ready to purchase. In this session, you will hear how Experian Marketing Services is helping marketers apply their budget more efficiently by knowing what is influencing their target customer during key points along the purchase journey, from awareness to consideration and finally to purchase.

### **Embrace Your Future: Understanding How to Engage Hispanic Consumers**

The rapid growth of the Hispanic population has made engaging this segment of the US population an imperative for marketers. While conversations about Latino assimilation and acculturation occur regularly, the influence of Hispanic culture should not be overlooked. During this session, Experian Marketing Services and advertising agency, Wing, will identify key areas where Latino culture, attitudes and behaviors have begun to take hold among mainstream audiences and what this means for marketers.

## Integrated Email Strategies

### Reconnect! Inactive subscriber engagement techniques

For many marketers, 30-60% of subscribers may be unresponsive to their emails. Lack of engagement can be caused by a variety of factors. Learn what to do when subscribers stop responding and how to target those that have never responded at all. Find out how email validation, segmentation and deliverability best practices can significantly impact engagement rates.

### Email Big Wins for 2013

Check out this year's hottest email trends and learn cutting-edge tips to increase ROI and subscriber engagement. We'll showcase real-life case studies with proven results that you can implement to maximize the reach of campaigns.

## Cross-Channel Marketer

### Contact Strategies: The who, when, what and how

The key to successful contact strategies is tied to determining who your best customers are. If you can determine their level of engagement, past purchase history and lifetime value, you'll be able to create appropriate segments, and determine when, what and how to communicate with them to optimize their experience. This session will cover all of this and more, with real life client examples, to help you develop the right contact strategies to keep your best customers engaged without breaking the bank.

### Work it! Why all marketers should care about Big Data and how to put it to work for you

The practice of using data in marketing to drive more relevant and personalized messaging is nothing new. The recent explosion of available data wrought by ubiquitous digital interactions, however, is disruptive. It's challenging marketers to think more strategically about the role of data and the ways they can best harness it to inform insights, decisions, and customer interactions that drive value. In this session, we will illustrate the impact Big Data can have on your campaigns and walk through a step-by-step breakdown of how you can effectively turn Big Data into intelligent action to improve customer interactions in any channel.

## Consumer Insight

### Get a 360-degree View of your Customers Across Channels

Discover how cross-channel linkage can help you understand each customer's preferences, lifetime value and preferred communication channels. Through integration, data hygiene and decision modeling, marketers can achieve a unique 360-degree view of their customers that helps them understand complex relationships with data and deliver more relevant and personalized communications. It can also enable campaign attribution so you gain vastly more effective control over your marketing spend. Hear real-life examples of how marketers are strengthening their customer relationships by creating integrated profiles that are linked across channels.

### Applying Consumer Insights to Amplify Marketing Programs

With budgets increasingly stretched thin, marketers must strive to get the most out of every investment dollar. Learn how to maximize your consumer research investment by unlocking business applications that span across the entire organization. During this presentation, Experian Marketing Services' client Red Bull will explain how it applies Simmons consumer research data in unique ways to uncover product, media, retailer, and consumer insights that identify opportunities and enhance conversations with business partners.