



## BREAKOUT SESSIONS

### July 26

11:50 a.m. - 12:35 p.m.

#### Integrated Email Strategies

Email Remarketing: It's No Gamble! Recharge Your Emails Using True Personalization and Remarkable Remarketing

Welcome Back! Inactive subscriber engagement strategies that work

#### Cross-Channel Marketer

The Mobile Lifecycle: Tactics for incorporating mobile into your marketing mix

The Top Ten Privacy & Regulatory Risks and What You Can Do About It

Moving from Campaign to Conversation Part 1: Planning for Cross-Channel Marketing

2:20 p.m. - 3:05 p.m.

Got lists? Creative acquisition strategies through social, mobile and more!

Design by Numbers: Taking your creative beyond the code

Relevant Relationships in Real Time: Dynamic content all grown up

Moving from Campaign to Conversation Part 2: Managing and Executing Multi-Stage Cross-Channel Interactions

Why you should care about Facebook advertising: Experian and Facebook explain how ads on Facebook are now part of CRM strategy

3:10 p.m. - 3:55 p.m.

Testing, 1, 2, 3! Hitting the bulls eye with the right campaign every time

Trigger Happy: The next level of campaign automation

Trending Now: The latest in social media

Forrester Research Panel: Integrated Marketing Strategies



## BREAKOUT SESSIONS

July 27

**Integrated Email Strategies**

**Cross-Channel Marketer**

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

"Not on the List:" Staying in the inbox and off the blacklist  
Hot Performers: Top 10 programs to get your email off the ground  
Email Segmentation and Digital Linkage Strategies that Engage and Reactivate Customers

Mobile Customer Path: From click to conversion  
True Data Love: Understanding your customers online and offline

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

The Future of Engagement: A forward glance at Experian CheetahMail's roadmap  
Solving the brand puzzle: Multiple brands, one cohesive strategy

Display + Email: Leverage online ads for customer activation and engagement  
New American Consumer Diagnostic

# CUSTOMER OBSESSION

Empowering Meaningful Relationships

EXPERIAN CHEETAHMAIL  
2012 DIGITAL SUMMIT  
JULY 25-27



July 26 – 11:50 a.m. – 12:35 p.m.

## Integrated Email Strategies

### **Email Remarketing: It's No Gamble! Recharge Your Emails Using True Personalization and Remarkable Remarketing**

With deep integration with Experian CheetahMail, learn best practices to recover abandoned shopping carts and browsers in real-time. Increase revenue and customer loyalty through transactional and promotion emails and discover new methods for recovering conversions by providing timely and targeted, personalized content and offers.

### **Welcome Back! Inactive subscriber engagement strategies that work**

Thirty to 60% of most subscriber lists are inactive. Learn what to do if subscribers stop interacting with your emails, or simply subscribe and never interact with them at all. This session will cover segmentation strategies for the inactive target including past engagement, as well as campaign ideas for getting them active while keeping your ISP reputation intact.

## Cross-Channel Marketer

### **The Mobile Lifecycle: Tactics for incorporating mobile into your marketing mix**

At least 41 million Americans now use cell phones for shopping-related activities. What should you be doing to optimize your mobile communications in order to make their experience seamless? This session will cover various aspects of mobile web, acquisition, engagement, commerce and transactional messaging. We will also showcase our favorite programs from companies doing it right. You will walk away with new ideas and actionable strategies to get your mobile strategy moving forward.

### **The Top Ten Privacy & Regulatory Risks and What You Can Do About It**

Will I have to comply with the new Canadian email law even if I don't have operations there? Will I still be able to use cookies on my website when users turn on a 'Do Not Track' browser button? Do I have to offer email recipients an opt-out of pixel tags and cookies just because they might be in Europe? Can I integrate my customers social network profiles with their transactional history? Come hear answers to these questions and more by some of the country's leading experts in regulatory affairs and privacy developments.

### **Moving from Campaign to Conversation Part 1: Planning for Cross-Channel Marketing**

Understanding your customer's journey through marketing channels is key to creating an engagement framework for your business. A customer doesn't see your brand as a group of channels, but rather as one brand they interact with, whether it be receiving a catalog in the mail, calling a help line, opening an email, or liking your Facebook page. In this session, learn how to leverage your customer demographic, transactional, email, social, mobile and web behavior data to target your audience with the right message at the right place, every time. You will discover how taking small steps can move you up the marketing sophistication curve in order to build a more consolidated view of your customer and create a truly meaningful, lasting relationship with them.

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July 26 – 2:20 p.m. – 3:05 p.m.

## Integrated Email Strategies

### **Got lists? Creative acquisition strategies through social, mobile and more!**

Customers are engaging with your brand across multiple channels. Make sure you take the opportunity to collect their data and grow your list to connect with them on a deeper level. This session will cover the latest tips on using POS, Google, mobile and social tools such as Twitter, Pinterest and QR codes to build successful acquisition strategies. You will hear from industry experts, as well as apparel retailer, American Eagle.

### **Design by Numbers: Taking your creative beyond the code**

Learn how to utilize data to create smart, effective, and of course great looking emails. We'll cover best practices for mobile, attention-grabbing animations, how to optimize emails when images are turned off and much more. Real-life industry examples and tactics will help you walk away with a new creative outlook on email design..

### **Relevant Relationships in Real Time: Dynamic content all grown up**

The future of real-time dynamic email content is here! Imagine a customer opens your email and see's the location of the nearest retail store, gets a sense of urgency with a countdown on a sale, or checks how many featured items are left in stock. All that and more is now possible. Make your content relevant in real time with Movable Ink's new exclusive technology. You will learn real life examples and ideas for your email campaigns.

## Cross-Channel Marketer

### **Moving from Campaign to Conversation Part 2: Managing and Executing Multi-Stage Cross-Channel Interactions**

Customers are not data points, and for marketers that want to deepen loyalty and strengthen advocacy, they understand this. As marketers, we must challenge ourselves daily to grow and evolve our customer interaction strategies in order to make customers feel unique, appreciated, and special. In this session learn how to build relevant, meaningful, and timely conversations with your clients with our newest cross-channel campaign management solutions.

### **Why You Should Care About Facebook Advertising: Experian and Facebook explain how ads on Facebook are now part of CRM strategy**

Facebook advertising goes way beyond banners. Facebook and Experian have partnered to help you use advertising to increase engagement and acquire new customers (and email addresses). Traditional advertising is a thing of the past and Facebook has made it part of the customer experience. If you are responsible for CRM, Facebook ads should be part of your overall strategy. Engage your customers on a more personal level by incorporating their social networks into your display ads. We'll share innovative and real world examples directly from Facebook and Experian experts that can help you increase conversion rates today.

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July 26 – 3:10 p.m. – 3:55 p.m.

## Integrated Email Strategies

### Testing, 1, 2, 3! Hitting the bulls eye with the right campaign every time

Deploying a mass email and hoping it sticks is a thing of the past. In order to truly discover what causes your subscribers to interact with an email, it is crucial that you conduct a variety of tests to increase engagement and move the needle. This session will cover test design and planning, strategies and examples on a variety of test campaigns such as DOW, SL test, time of day, creative, dynamic, multivariate and much more! Hear real life examples from retailer, Brookstone.

### Trigger Happy: The next level of campaign automation

Get inspired and learn the latest innovations in campaign automation including e-receipts, remarketing, order confirmations and real-time messages just to name a few. Realize significant time savings and ROI by implementing even just one of our strategies. Hear real life examples from beauty expert, Estee Lauder.

## Cross-Channel Marketer

### Trending Now: The latest in social media

Ninety-one percent of today's online adults use social media regularly, and with the launch of new social networking sites happening every day, it's tough to stay ahead of the game and keep your strategy fresh and engaging. In this session learn how to use social channels such as Facebook, Twitter, Pinterest, Stumbleupon, Yelp, Instagram, and others to truly engage customers with your brand at the right place and time. We will provide actionable strategies you can implement right away.

### Forrester Research Panel: Integrated Marketing Strategies

Forrester Research's interactive marketing expert, Shar Vanboskirk, moderates a panel discussion on how marketers can encourage brand advocacy and drive stronger engagement and ROI by developing truly integrated marketing strategies. Hear from leading brands including Adobe, Hilton, Sport Chalet and Jos. A. Bank!

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## Integrated Email Strategies

### **"Not on the List:" Staying in the inbox and off the blacklist**

Just when you thought deliverability was getting easier, along came engagement filtering and ISPs increasing use of blacklists like Spamhaus. This session will focus on techniques you can implement today, and tools Experian CheetaMail and select partners can provide to help you stay in the Inbox and avoid blacklists. Should you confirm all of your new non-transactional subscribers? What about eliminating e-appends or third party affiliates? Should you be behaviorally targeting inactive recipients differently than engaged ones? Hear from our new global deliverability leader and key members from his team on how you can improve ROI by staying in the Inbox.

### **Hot Performers: Top 10 programs to get your email off the ground**

Is your email campaign in a rut? Discover new ideas to spice up your program. Learn the latest must-haves every email marketer needs to know and walk away with strategies you can begin implementing tomorrow.

### **Email Segmentation and Digital Linkage Strategies that Engage and Reactivate Customers**

Channel and device proliferation, a high number of inactive addresses or deliverability challenges are just a handful of the major obstacles facing email marketers. Email Insights, a new Experian Marketing Services cooperative database, helps link online and offline customer profiles and provides deeper insight into your email marketing retention list, enabling true 1:1 marketing and insights about your largest and most unknown segment of addresses – inactives. Insights include send-time optimization data, channel and device preferences. During this session, we will demonstrate how Email Insights can enhance your existing customer database so email marketers gain visibility into the customer preferences and behaviors that influence successful email marketing in the broader multi-channel marketing environment.

## Cross-Channel Marketer

### **Mobile Customer Path: From click to conversion**

With more and more consumers jumping on their mobile devices to conduct activities that have historically been taking place on the computer, it is crucial to have an advanced strategy in place in order to provide a seamless experience. This includes optimizing web and email experiences, executing creative adjustments, using segmentation to reach the mobile consumer, and using data to drive messaging. Hear tips and examples of successful strategies and tactics on the mobile front.

### **True Data Love: Understanding your customers online and offline**

Do not read in between the lines. Learn how Experian's depth of data, insights and consumer engagement can drive cutting edge digital campaigns. Learn how marketers are leveraging online and offline data to better understand their customers and create cross-channel, digital marketing programs for both prospects and customers that are relevant, engaging and driving results. Get ready for a fantastic digital acquisition program!

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## Integrated Email Strategies

### **The Future of Engagement: A forward glance at Experian CheetahMail's roadmap**

Get a sneak peak at upcoming product releases and partner integrations coming to Experian CheetahMail. It is an exciting year ahead!

### **Solving the brand puzzle: Multiple brands, one cohesive strategy**

Learn best practices and ideas for executing email campaigns across multiple brands. You will hear a panel of marketing leaders discuss how they wrangle together different teams to create a culture of information sharing, testing and leveraging one portfolio in order to drive each brand's success and deliver measurable results for all.

## Cross-Channel Marketer

### **Display + Email: Leverage online ads for customer activation and engagement**

Ever hoped there would be a better way to find your desired customers using display ads? Well now there is. Learn how you can leverage your CRM data to find your best customers online, deliver segmented ads based on email response and much more!

### **New American Consumer Diagnostic**

One of the greatest challenges to market effectively to our customers is to understand the heterogeneous nature of who buys our products and services, how their consumption and buying patterns differ, and how all of that changes with new technology and external forces such as changes in our economic outlook. In the New American Diagnostic breakout session, we will discuss the how arming yourself with consumer behavioral data is the first critical step in marketing to the New American Consumer.