



LUNCH & LEARN

July 26, 12:35 p.m. – 1:35 p.m. Roundtable Choices

Target, Engage and Convert high value customer segments with Extreme Precision

Experian Hitwise

Engaging today's unique and empowered consumers requires brands to connect and communicate with relevant, timely messages. Marketers must leverage deep consumer segmentation and analysis to build more lasting customer relationships. In this session we will walk through how you can use online behavior insights along with demographic, life stage, and other data assets to understand, engage and convert your high value customer segments.

FULL

How to address email deliverability challenges

Experian QAS

Even before the first email is crafted, marketers run the risk of reducing deliverability by not properly vetting subscription lists. Join this discussion to hear how real-time email validation can mitigate many of the deliverability risks and ensure that opt-in subscribers receive your communications.

Addressing challenges marketers face reaching consumers across mobile, digital and traditional media platforms

Experian Simmons

Reaching consumers across an increasing number of platforms and devices poses significant hurdle for marketers. What tools exist to help size customer audiences across multiple channels, to select the best marketing mix, and to identify the most effective channels for delivering the most engaging message?

Increasing campaign value with 360-degree customer insight and cross-channel measurement

Experian Data Management

Email marketers are at a pivot point. Consumers have added social and mobile to their media consumption habits. Many email marketers face declining response rates and there are increasing concerns about the volume of emails and the associated impact on the customer experience and brand. It's time to for email marketers to ground their programs in a more holistic, cross-channel perspective. Who are the most important customers in your email audience that require VIP treatment? Customers who have the highest cross-channel value? Brand advocates in social media? How do you easily target email creative and offers based on a 360-degree view of the customer? What value is being delivered via email other than click-through or direct conversion? This round table will discuss how marketers can be more effective by leveraging new approaches to create cross-channel persona-based profiles of their email customer audience, upgrading segment-level contact strategies and measuring results on a cross-channel basis for future campaign development and effective budget allocation.

Facebook + Email – let's talk about the newest developments that matter to your business

Alchemy Social & Facebook

Get up-close-and-personal with Facebook and our in-house social media experts to get Facebook's perspective on email marketing and how social media and email marketing are coming together in new and exciting ways that will help you amplify the reach of your email campaigns, re-engage inactive subscribers, and grow your email file like never before.

FULL



Reduce Abandonment and Recover Lost Sales with Effective Email Remarketing

Certona

Increase revenue from your most valuable prospects—those showing the most interest or almost completing a sale. Learn how CheetahMail clients can easily set up powerful remarketing campaigns for cart and browser abandonment.

FULL

Imagine: The Future of Email Marketing

Movable Ink

What would you want to do with email that you can't do (or don't think you can do) today? Join us for a discussion on next-generation technologies and uses of email, from real-time content to device-level targeting and streaming video.

FULL

Increase Engagement By Personalizing Your Digital Interactions

Adobe

Join Adobe to learn how leading brands such as American Eagle are leveraging the Adobe Digital Marketing Suite & Experian Cheetahmail solutions to create, deliver, track and optimize personalized content in a timely manner. This relevant content has proven to increase customer engagement, amplify open rates, and drive conversion.

FULL

Email Deliverability 101

Return Path

Do you know if your email messages are ending up in Gmail, Yahoo or Hotmail junk folders? More than 25% of legitimate opt-in emails are blocked or end up in ISP bulk, junk or spam folders. Join Return Path's Brian Westnedge to learn how to increase the odds that your messages reach your recipients. Brian will also share results from Return Path's recent Global Email Deliverability Benchmark Report, along with tips and insights to help you dramatically improve the performance of your email campaigns.

FULL

Is your organization really customer-centric? Think again.

Bazaarvoice

Many marketers and organizations claim that they consistently put customers at the center of their business. But what does that really mean, and are they really succeeding? During this session we'll discuss best practices around what it means to be "customer-centric," and how using social data can enable even the most customer-centric organizations to take it to the next level. By capturing and analyzing what your customers are telling you, across all digital and social channels, you'll be able to mine incredible insights that can be used across the company to improve customer service, products, and marketing efforts, just to name a few. We'll also discuss the inherent challenges in managing this huge data asset – customer feedback – and how to institutionalize this type of response and decision-making across all departments in the company.

Automated your Content Production!

SimpleFeed

CheetahMail Customers are saving time and increasing content relevancy by using content automation to scale their marketing programs. But is it right for everyone? And where does it work best? Let's discuss emerging best practices on using content automation, focusing on email and social programs.

Triggered Email - Marketing's Best Weapon

MyBuys

Imagine the success of your email marketing if you were able to know the best time to communicate with each individual shopper, and exactly what to say to them. Discuss best practices around emails triggered from recent browse behavior, changes to your catalog, past purchases, cart abandonment and more.

FULL

Beyond Abandon - Behavioral Marketing up the Funnel

Smarter Remarketer

Join Angel Morales, Founder of Smarter Remarketer and Aaron Buchanan, Email Marketing Manager at The Finish Line as we discuss strategies and best practices for successful email remarketing programs that leverage shopper behavior to drive revenue and increase customer lifetime value.

FULL