eMetrics Marketing Optimization Summit™

part of Data Driven Business Week™

MARCH 4 - 9, 2012 • SAN FRANCISCO, CA

CONFERENCE PREVIEW



www.emetrics.org/sanfrancisco

Leveraging Customer Data to Drive Business Strategy

KEYNOTE SPEAKERS



Bill Allman
Smithsonian Enterprises



Jeffrey Boorjian
Harrah's



Janet Couperthwaite
Russ Reid Company



Peter Fader
Wharton School



Stephen Few
Perceptual Edge



Dylan Lewis
Intuit



Bob Page
eBay



Michael Parker
Symantec Corporation



Steve Petitpas
Microsoft



Sharron J. Silva
American Red Cross



Jim Sterne
eMetrics

LIFETIME PARTNER

WEB ANALYTICS ASSOCIATION

CONFERENCE PRODUCER

risingmedia

eMetrics Marketing Optimization Summit™

An Invitation

Dear Marketing Optimization Professional:

The 2012 edition of the eMetrics Marketing Optimization Summit is shaping up to be the biggest, more informative, most networking-rich environment we've ever produced.

Join us in San Francisco to Investigate:

- **Social Media Metrics**
- **Mobile Marketing Metrics**
- **Customer Experience Optimization**
- **Marketing Metrics Management**
- **B2B Marketing Metrics**
- **Customer Experience Optimization**
- **Deep Data Diving**
- **Driving Traffic**
- **Website Optimization**
- **and as always, Marketing Analytics.**

Soak up Intelligence from:

- **Keynotes**
- **Breakouts**
- **Clinics**
- **Labs**
- **Roundtable Discussions**
- **Unparalleled Networking**

I strive to deliver the most important topics, most powerful speakers and the most ground breaking insights.

You'll hear from leaders in the Marketing Optimization and Analytics industry including:

eBay, Electronic Arts, ESPN, Expedia, Caesar's, Hewlett-Packard, IBM, Intuit, Microsoft, MTV, the Red Cross, the Smithsonian Institution, Wal-Mart, and the Wharton Customer Analytics Initiative.

As part of Data Driven Business Week, this is an eMetrics Marketing Optimization Summit you do not want to miss.

I look forward to seeing you there.



Jim Sterne, Founder
eMetrics Marketing Optimization Summit

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Agenda Overview

Pre-Conference: Sunday, March 4, 2012

9:00am-4:30pm	**Full Day Workshops**
	WAA Base Camp: Introduction to Web Analytics 101 June Li, ClickInsight
	WAA Base Camp: Introduction to Web Analytics 102 Jim Novo, The Drilling Down Project
	Roadmap to Online Analytics Success Stéphane Hamel, Immeria

Monday, March 5, 2012

8:00-9:00am	**Registration & Breakfast**		
9:00-9:50am	**Keynote** **Sterne Measures** Jim Sterne, eMetrics		
9:50-10:20am	**Diamond Sponsor Presentation** FORESEE		
10:20-10:50am	**Keynote** **On the Hook for Results with the C-Suite** Steve Petitpas, Microsoft		
10:50-11:15am	**Break / Exhibit Hall Opens**		
	Track 1	**Track 2**	**Track 3**
11:15am-12:00pm	**Website Optimization**	**Driving Traffic**	**Metrics Management**
	Testing, Testing: 1,2,3: The Multivariate Advantage Chris Goward, WiderFunnel Marketing Optimization Craig Sullivan, Belron	**Attribution - Credit Where Credit is Due** Michael Hayward, ROI Labs Shruti Joshi, Altman Vilandrie & Company Wes Nichols, MarketShare	**Measuring Your Organization's Web Analytics Maturity** Stephane Hamel, Cardinal Path
12:00-1:00pm	**Lunch**		
1:00-1:20pm	**Keynote** **View from the CFO's Office** Daniel Spinosa, Comcast Interactive (Invited)		

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Agenda Overview

1:20-1:40pm	**Keynote** **Data Diving for a Good Cause** Peter Fader, Wharton School Sharron Silva, American Red Cross Janet Couperthwaite, Russ Reid		
1:40-2:10pm	**Diamond Sponsor Presentation** UNICA an IBM Company		
2:10-2:45pm	**Vendor Elevator Pitches** ExactTarget · unilytics · perceptions · TEALIUM · TagMan · SITESPECT · WEB ANALYTICS ASSOCIATION · UCI Irvine Extension · The University of British Columbia Continuing Studies		
2:45-3:15pm	**Exhibits / Break**		
	Track 1	**Track 2**	**Track 3**
3:15-3:55pm	**Website Optimization** **The Mysterious Case of the Missing Ring** Rod Jacka, Panalysis	**Driving Traffic** **Analyzing Traffic for Non-Ecommerce Sites** Sriram Gopalan, Genentech Allison Hartsoe, Semphonic	**Metrics Management** **Analytics Career Development** Shari Cleary, Viacom Entertainment Group Matthew Gellis, Keystone Solutions Corry Prohens, IQ Workforce Peter Sanborn, Microsoft
4:00-4:40pm	**"My Secret Weapon: How I find Optimization Opportunities by Cheating on my Web Analytics Vendor"** Hila Strong, Keystone Solutions Jason Thompson, Keystone Solutions	**Keys to Keyword Analytics** Barbara Coll, Webmama.com Dana Todd, Performics	**Embracing a Data-Driven Culture** Feras Alhlou Jim Cain, Napkyn Jared Vestal, Restaurant.com
4:40-5:00pm	**Exhibits / Break**		
5:00-5:30pm	**Keynote** **Making a Career in Big Data** Joe Megibow, Expedia.com Bob Page, eBay		
5:30-6:15pm	**5- Minute Gold Sponsor Presentations** [+] opinionlab feedback anytime, anywhere™		
6:00-8:30pm	**Web Analytics Wednesday** Sponsored by eClerx		
8:30-10:30pm	**Emetrics Lobby Bar Party**		

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Agenda Overview

Tuesday, March 6, 2012			
8:00-8:55am	Registration & Breakfast		
9:00-9:15am	Welcome		
9:15-9:35am	**Keynote** **Multi-Tiered Complex Ecommerce Optimization** Balaji Ram, Walmart.com		
9:35-9:55am	**Keynote** **Creating a Metrics-Driven, Demand Generation Program** Rand Schulman and Pelin Wood Thorogood, Schulman Thorogood Group		
9:50-10:20am	**Diamond Sponsor Presentation** causata		
10:20-11:10am	Break/Exhibit Hall		
	Track 1	**Track 2**	**Track 3**
11:10-11:50am	**Social Media Metrics**	**Customer Experience Optimization**	**Mobile Marketing Metrics**
	Social Media Metrics Secrets John Lovett, Web Analytics Demystified	**Search Analytics for Your Site: 8 Things You Can Do** Louis Rosenfeld, Author, Search Analytics for Your Site	**Getting S.M.A.R.T. with Mobile Apps** Greg Dowling, Semphonic
11:50am-1:30pm	Lunch		**WAA Member Meeting** WEB ANALYTICS ASSOCIATION
1:30-2:00pm	**Keynote** **Managing Marketing Metrics at Intuit** Dylan Lewis, Intuit George Roumeliotis, Intuit		
2:00-2:45pm	Roundtable Discussion - 5 Top Problems in Marketing Analytics		
2:45-3:15pm	Break/Exhibits - Exhibit Hall Closes		
3:15-3:55pm	**Measuring and Monitoring Twitter and Facebook Analytics** Manny Rivas, aimClear Tim Wilson, Resource Interactive	**Top Three Tips for Optimizing Your Site** Jack Canning, Wayfair	**Mobile Search Tactics** Rachel Pasqua, Organic

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Agenda Overview

	Track 1	Track 2	Track 3
	Social Media Metrics	**Customer Experience Optimization**	**Mobile Marketing Metrics**
4:00-4:40pm	**It's a Sales Channel And a Market Research Tool** Gary Angel, Semphonic Andrew Bakonyi, Hewlett-Packard	**Optimizing Spend Across Online and Offline Channels** Nancy S. Koons, Vail Resorts Sarah Searls, Choice Hotels International	**Understanding Media Habits of Millennials** Shari Cleary, Viacom Entertainment Group
4:45-5:10pm	**Keynote** **The Myth of Viral Video** Michael Parker, Symantec		
5:10-5:30pm	**Keynote** **Driving Incremental Revenue through Innovative Analytics** Jeffrey Boorjian, Caesar's Entertainment		
6:15-7:30pm	**WAA Awards for Excellence Gala** WEB ANALYTICS ASSOCIATION		

Wednesday, March 7, 2012 - Day 3 Silver Sponsor: stratigent

8:00-9:00am	**Registration & Breakfast**		
9:00-9:15am	**Welcome**		
9:15-10:00am	**Keynote** **Dashboards that Actually Enlighten** Stephen Few, Perceptual Edge		
	Optimization Clinics	**B2B Marketing Metrics**	**Deep Data Diving**
10:05-10:45am	**10 Techniques in 50 Minutes - Using Web Analytics to Inform Website Redesigns** Mark Ryan, Extractable Meg Davis, Extractable	**B2B Lead Scoring** Andrew Janis, Evantage	**One Size Does Not Fit All** Neil Mason, Global Dawn

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Agenda Overview

10:45-11:15am	Break		
	Track 1	**Track 2**	**Track 3**
	Optimization Clinics	**B2B Marketing Metrics**	**Deep Data Diving**
11:15am-12:00pm	**Why Critical Thinking Is More Important Than Any Web Analytics Tool** April Wilson, Digital Analytics 101	**Measurable Results of B2B Customer Advocacy** David Hobbs-Mallyon, Senior Marketing Manager, Business Platform Marketing Group, Microsoft	**Data Science in Marketing Analytics** Christopher Berry, Vice President, Research, Syncapse
12:00-1:00pm	Break		
1:00-1:40pm	**A Few of My Favorite Tools** Feras Alhlou, E-Nor Thomas Bosilevac, Mashable Metrics	**Search Analytics in a B2B World** Barbara Coll, Webmama.com John Forrester, VMware	**Inside Web BI, Inside Microsoft** Jared Parker, Microsoft
1:45-2:15pm	**Keynote** **Dog Food a la King** Mikel Chertudi, Adobe Systems Randy Gelfand, IBM Marko Muellner, Webtrends		
2:15-2:35pm	**Keynote** **Analytically Serious About in Game Advertising** Jack Koch, Director, Global Marketing Insights, Electronic Arts		
2:35-2:50pm	**Keynote** **A Few Sterne Questions** Jim Sterne, eMetrics...and friends		

Post-Conference: Thursday, March 8, 2012	
Full Day Workshops	
9:00am-4:30pm	**Pimp Your Reports** Jennifer Veesenmeyer, Stratigent

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Monday, March 5, 2012

8:00-9:00am

Registration and Breakfast

9:00-9:50am

Keynote

Sterne Measures

Jim Sterne, Founder, eMetrics Marketing Optimization Summit

Studying online marketing since 1993 and marketing optimization since 2000, this self-described "professional explainer" rolls out his inaugural Sterne Measures interpretation of where the world of marketing is headed. Jim has consistently looked over the horizon and presciently reported back. This time he tackles the data deluge, the privacy predicament, the mobility manifesto and art of analysis.

9:50-10:20am

Diamond Sponsor Presentation FORESEE

10:20-10:50am

Keynote

On the Hook for Results with the C-Suite

Steve Petitpas, General Manager, Microsoft.com, Studios & Events, Microsoft Corporation

When Microsoft's execs want to dig into how Microsoft.com is creating value, Steve Petitpas gets the call. In quarterly meetings with the executive team, Steve has to connect company-wide investments in data with strategic recommendations that warrant the attention and engagement of senior leaders managing multi-billion dollar businesses at Microsoft. If you're meeting with executives to explain your analysis (and if not, then it's time to start) Steve's candid advice will help you make these meetings more successful.

10:50-11:15am

Break/Exhibit Hall Opens

11:15am-12:00pm

Track 1: Website Optimization

Testing, Testing: 1,2, 3: The Multivariate Advantage

Chris Goward, Founder & CEO, WiderFunnel Marketing Optimization

Craig Sullivan, Customer Experience Manager, Belron

With increased pressure on marketing budgets, dramatic increases in information from social media, and an emphasis on measurable online techniques, marketers now need to understand customer needs, behaviors and preferences in real-time to boost website conversion rates, leads and sales. Chris shows how to use a proven 5-step Conversion Optimization process to test your website and get huge revenue lift including examples from leading companies like Electronic Arts, AllPopArt, SAP and Wine Express. Then Craig shares his years of experience with A/B split testing and multivariate testing and gets very specific about how he dramatically boosted click-through rates and online revenues for many of the UK's leading websites. You end up with a set of practical operating principles you can customize and apply at once.

Track 2: Driving Traffic

Attribution - Credit Where Credit is Due

Michael Hayward, CEO, ROI Labs

Shruti Joshi, Principal, Altman Vilandrie & Company

Wes Nichols, CEO, MarketShare

You can give all credit to the last click, evenly attribute credit across touchpoints or establish some sort of model that fits your industry. But it's best to be informed before you decide. Michael describes a technique to help simplify attribution and allow marketers to gain insight into how each campaign contributes (or not) to achieving overall marketing success. Shruti reveals an alternative model that incorporates hundreds of variables to clarify the individual impacts of media, offer, channel, structural and competitive variables on sales. Finally, Wes explains how marketing mix modeling has morphed into a multi-model methodology.

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Track 3: Metrics Management

Measuring Your Organization's Web Analytics Maturity

Stéphane Hamel, Analytics Evangelist & Director of Strategic Services, Cardinal Path

Back by popular demand, Stéphane steps back from traditional web analytics tactics and looks at the key drivers of successful analytics practices. From the essence of analytics (driving business success) to the most optimal and realistic approach to web analytics, Stéphane presents the Online Analytics Maturity Model – a holistic approach being adopted by practitioners, consultants and vendors worldwide as an effective approach to optimizing your online marketing optimization practices.

12:00-1:00pm

Lunch

1:00-1:20pm

Keynote

View from the CFO's Office

Daniel Spinosa, CFO, Comcast Interactive (Invited)

When marketing engagement becomes part of corporate valuation, the CFO takes it personally. Daniel is on the vanguard of CFO's who understand that web traffic is directly correlated to future sales. Daniel shares his perspective on the enormous opportunity for companies who view customer data as a key asset rather than a mere optimization tool. Learn how he puts the accounting in marketing accountability.

1:20-1:40pm

Keynote

Data Diving for a Good Cause

Peter Fader, Co-Director, Wharton Customer Analytics Initiative

Sharron J. Silva, Ph.D., Director, Market Research American National Red Cross

Janet Couperthwaite, Account Director, Russ Reid

Floods, earthquakes and tsunamis prompt donations to the American Red Cross (ARC) from people who don't regularly support this worthy cause. The ARC wants to better understand the nature of these "disaster donors," tune them and turn them into more regular supporters. Learn how the Wharton Customer Analytics Initiative crowdsourced top-flight researchers to tackle a massive donation history data set. The result? New analytical tools for identifying likely repeat donors and determining the kinds of marketing strategies that should be most effective in turning them into long-term donors.

1:40-2:10pm

Diamond Sponsor Presentation

UNICA an IBM Company

2:10-2:45pm

Vendor Elevator Pitches

ExactTarget unilytics iperceptions TEALIUM TagMan SITESPECT WEB ANALYTICS ASSOCIATION UCIrvine Extension The University of British Columbia Continuing Studies

2:45-3:15pm

Break/Exhibits

3:15-3:55pm

Track 1: Website Optimization

The Mysterious Case of the Missing Ring

Rod Jacka, Managing Director & Principal Consultant, Panalysis

When traffic to the "This Too Shall Pass Ring" sinks like a stone, web archaeologist Rod Jacka swings into action. Armed with his analytics tools, bullwhip and trusty partner, Alice Whish, Rod vows to track down the villainous cause of this devastating drop in desire. Equipped with a multiplicity of tools and techniques, Rod and Alice engage the unknown. Rod recounts their adventures gathering clandestine data, uncovering shrouded trends and piecing together the puzzle that threatened to crush their once-thriving jewelry website. Grappling with site centric data, calling on the mystic powers of external data sources, they harness statistics to validate their observations. Rod and Alice triumph over the dark forces of ecommerce to emerge victorious. Their prized treasure? Powerful pointers every data digger can count on to uncover the truth and optimize their business.

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Track 2: Driving Traffic

Analyzing Traffic for Non-Ecommerce Sites

Sriram Gopalan, Group Product Manager, Interactive Marketing, Genentech

Allison Hartsoe, VP Analytics, Semphonic

How do you analyze traffic if the purpose of your site is branding or education and not sales? Sriram and Allison show how Genentech uses easy-to-build data cuts applicable to any web analytic tool to clean the numbers and gain more insights regarding the quality of their traffic. Then, they go a few steps further to show a much more advanced model that combines data sources to build on these fundamentals. Ecommerce sites can learn a lot from using this model, but if you are responsible for a non-ecommerce site, you do not want to miss this one.



Track 3: Metrics Management

Analytics Career Development

Shari Cleary, VP Strategic Insights & Research, Viacom Entertainment Group

Matthew Gellis, Founder & CEO, Keystone Solutions

Corry Prohens, Founder and President, IQ Workforce

Peter Sanborn, Director of Digital Analytics, Microsoft

You love data. Data loves you. This could be the start of something big. Looking to grow your web analytics or online marketing career? This panel discusses the opportunities and challenges in digital measurement career development. Matthew shares his view of the world from the consultant perspective. Corry describes the world of recruiting and what makes a great candidate. Peter reveals insight into team structure and hierarchy at a large corporation. Shari addresses all of the above, backwards and in high heels. You learn about the responsibilities in growing to the next level, discover which skills to develop to gain career advantage and get the very best advice for how to find your next great opportunity. Making a career of it? Look no further.

4:00-4:40pm

Track1: Website Optimization

My Secret Weapon: How I find Optimization Opportunities by Cheating on my Web Analytics Vendor

Hila Strong, Keystone Solutions

Jason Thompson, Keystone Solutions

TBA

Track 2: Driving Traffic

Keys to Keyword Analytics

Barbara Coll, CEO, Webmama.com Inc.

Dana Todd, SVP Performance Innovation, Performics

These decidedly dashing doyens reveal the ins and outs of consistently getting the best out of search marketing by the numbers. Having helped hundreds of clients, Barbara and Dana have analyzed tens of thousands of keywords. This session is based on deep experience and loaded with outstanding, actionable tips.

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Track 3: Metrics Management

Embracing a Data-Driven Culture

Feras Alhlou, Founder and President, E-Nor

Jim Cain, Founder and President, Napkyn

Jared Vestal, VP, Analytics & Insights, Restaurant.com

Making the most of analytics requires leadership, process, and support from executives. It also requires a corporate culture that embraces a data-driven philosophy at all levels. Feras and Jim have seen dozens of clients try and fail and have helped untold more achieve a data-friendly focus. Jared has compiled his list of fourteen specific road blocks that keep a company from creating a fluid corporate culture that embraces experimentation and optimizes sales strategy, internal communication, marketing and more. Small business examples, Fortune 500 examples and plenty of great advice is offered to help your firm embrace analytics as a culture.

4:40-5:00pm

Break/Exhibits

5:00-5:30pm

Keynote

Making a Career in Big Data

Joe Megibow, VP and General Manager, Expedia.com

Bob Page, VP Analytics Platform, eBay

Whether you're a direct marketer, a web analyst, a social media metrics expert or a media buyer, you are really in the Big Data Business. What started as a purely academic endeavor, became an IT task and morphed into a business intelligence niche, has blossomed into a role that is central to the success of business from now on. Our panel discusses how they leveraged avionics systems development, network applications development, and hedge fund software engineering into roles of responsibility for some of the Internet's largest, most successful properties.

5:30-6:15pm

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6:00-8:30pm

Web Analytics Wednesday

Sponsored by eClerx

8:30-10:30pm

Emetrics Lobby Bar Party

Tuesday, March 6, 2012

8:00-8:55am

Registration and Breakfast

9:00-9:15am

Welcome

9:15-9:35am

Keynote

Multi-Tiered Complex Ecommerce Optimization

Balaji Ram, Senior Leader in Site Analytics & Optimization, Walmart.Com

Wal-Mart is creating a multi-tiered infrastructure to track complex ecommerce reporting and optimization at EVERY level of the business. When fractions of a percent improvement in sales can mean millions of dollars, the stakes are very high. Balaji reveals the strategy, the politics, the tactics and the technology for how the largest retailer on the planet leverages customer behavior data to improve the customer experience and the bottom line.

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9:35-9:55am

Keynote

Creating a Metrics-Driven, Demand Generation Program

Rand Schulman, Managing Partner, Schulman Thorogood Group

Pelin Wood Thorogood, Managing Partner, Schulman Thorogood Group

How do you reduce customer acquisition costs while accelerating market penetration? How do you monitor, measure and maximize the effectiveness of each marketing channel and program -- and achieve predictable lead flow for growth? How do you align sales and marketing to accurately measure lead flow through the sales funnel? Developing a marketing mix that delivers leads with the best win rates, the largest deal sizes, and the shortest sales cycles requires a metrics-driven demand generation engine. Learn about the most effective tools and tactics to optimize your entire customer cycle from reach, acquisition, and conversion through retention. Find out how to establish a culture of measurement across all customer-facing groups to improve lifetime customer value and drive revenues.

9:50-10:20am

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10:20-11:10am

Break/Exhibits

11:10-11:50am

Track 1: Social Media Metrics

Social Media Metrics Secrets

John Lovett, Senior Partner, Web Analytics Demystified

John is a renowned analytics expert who has just finished his first book on social media metrics. He shares his best insights on how to analyze and measure the effects of social media and gauge the success of your initiatives. Through case studies and a massive amount of common sense, John demonstrates how to manage social operations with process and technology by applying key performance indicators, and assessing the business value of social media. He also details his techniques for adopting a Social Analytics Framework for understanding evolving consumer behavior necessary to compete in a socially networked future.

Track 2: Customer Experience Optimization

Search Analytics for Your Site: 8 Things You Can Do

Louis Rosenfeld, Author, Search Analytics for Your Site

Now that Google is locking down so much web search data, it's more important than ever to analyze what users are searching on your own site. You're sitting on hugely valuable and usually under-exploited data: what users are searching for, how often each query was searched and how many results each query retrieved. Lou shows eight concrete ways search analytics helps you understand your customers' needs and improve performance.

Track 3: Mobile Marketing Metrics

Getting S.M.A.R.T. with Mobile Apps

Greg Dowling, VP Mobile Strategy & Measurement, Semphonic

Strategy, Measurement, Analysis, Reporting and Tactics are an analyst's best friends. With mobile technologies putting the Internet in everyone's pocket and with an expanding apps market taking the possibilities to dizzying new heights, these friends become crucial colleagues in an effort to make sense of it all. Now that mobile applications are assuming a central role in the Internet equation, the trick is to make sure your investment pays off.

Greg focuses his fine consulting skills on describing the new metrics strategies required. Organizations need to get S.M.A.R.T with mobile apps - Greg is here to help.

11:50am-1:30pm

Lunch/WAA Member Meeting WEB ANALYTICS ASSOCIATION

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1:30-2:00pm

Keynote

Managing Marketing Metrics at Intuit

Dylan Lewis, Group Manager, Web Measurement, Intuit

George Roumeliotis, Leader of Analytics Engineering for Product Innovation, Intuit

Intuit has been a hotbed of analytical power for over ten years. It's only logical that as company that makes a living with financial and tax preparation software should be numbers-oriented, but this group is serious data drive. Dylan and George describe their corporate culture and reveal some of the in-house analytics applications that optimize this well-known brand.

2:00-2:45pm

Roundtable Discussion

5 Top Problems in Marketing Analytics

2:45-3:15pm

Break/Exhibits

Exhibit Hall Closes

3:15-3:55pm

Track 1: Social Media Metrics

Measuring and Monitoring Twitter and Facebook Analytics

Manny Rivas, Co-Owner & Founder, aimClear Online Marketing Agency

Tim Wilson, Director, Measurement & Analytics, Resource Interactive

Facebook: What are you doing? Twitter: What are you thinking? If social media seems more like your mother and less like a marketing medium, it's time to sync up your business goals with online social life. Once goals are in place, it's time to get tactical measuring your success. Tim takes a hard look at what you can really get out of Twitter by the numbers and Marty does the same with Facebook. Tweeters, re-tweeters, fans, friends and followers are all under the microscope as our dynamic duo look at social KPIs to systematically leverage data to make friends and influence people. How to map search keywords to conversational velocity, how to identify authority users and get them to friend YOU and vanity baiting ("Now you've got me right where I want you.") are on the examination table. You'll need a keyboard to keep up.

Track 2: Customer Experience Optimization

Top Three Tips for Optimizing Your Site

Jack Canning, Senior Specialist, Web Analytics, Wayfair

Wondering how to get started in optimizing your website? Jack shares his top three tips for site optimization. He presents his experience in how to think about optimization, how to implement a testing strategy, conducting tests, interpreting results and selecting the right solution for your needs. Wherever you are on the optimization spectrum, you'll come away from this session with a deep appreciation of what it takes to succeed.

Track 3: Mobile Marketing Metrics

Mobile Search Tactics

Rachel Pasqua, Head of Mobile, Organic

Info coming soon

4:00-4:40pm

Track 1: Social Media Metrics

It's a Sales Channel And a Market Research Tool

Gary Angel, Semphonic

Andrew Bakonyi, Hewlett-Packard

Everyone loves a David and Goliath story, especially when social media is David's weapon. Learn about the metrics and measurement processes used to track and optimize performance outcomes and the business value of social media. But what about when things go wrong? Few businesses have experienced such tumultuous shifts in strategy and direction as HP in 2011. Hear how the HP Store has navigated their complex landscape using social media research and online customer research to help understand how to respond and steer their business.

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Track 2: Customer Experience Optimization

Optimizing Spend Across Online and Offline Channels

Nancy S. Koons, Web Analyst, Vail Resorts

Sarah Searls, Senior Director, Performance Analytics, Choice Hotels International

Nancy and Sarah share their insights about benchmarking and the subtle interplay between display, search, social, print, broadcast and whatever other channels have been invented between the time this was written and the time they appear on stage. Sarah describes her challenge of trying to measure incremental ROI from multiple channels while dealing with limited offline data, too much online data, over and understated click-through, view through and re-targeting data. Nancy tells how their application EpicMix captures your days and vertical feet skied from five ski slopes with radio frequency scanners and shares your stats, pins and points with Facebook and Twitter. Nancy shares the process they went through to set up analytics, some high level findings and how they are optimizing the application for next year.

Track 3: Mobile Marketing Metrics

Understanding Media Habits of Millennials

Shari Cleary, VP Strategic Insights & Research, Viacom Entertainment Group

Think you have your hands full creating a mobile strategy? If you want to optimize a multi-platform marketing media experience then you have to know how 18 to 34 year olds consume media. Just how multi-platform are they? Just how multi-tasking? Just how much do they consume?

See the interviews and hear the conclusions about today's consumers. Learn what Millennials expect and how this consumer research complements behavioral analytics.

4:45-5:10pm

Keynote

The Myth of Viral Video

Michael Parker, Vice President Strategic Marketing, Symantec

The explosion of YouTube and growth in video usage for marketing purposes has sent many marketers chasing the elusive Holy Grail of #1 "viral" video. While roller skating babies may make you laugh - do they really generate business revenues and profits for your company? Michael has achieved #1 video and #8 video on YouTube in 2008 and 2010 respectively. Nice - but meaningful? Michael reveals what he learned about making video count and counting the business impact of video

5:10-5:30pm

Keynote

Driving Incremental Revenue through Innovative Analytics

Jeffrey Boorjian, Vice President of Marketing, Caesar's Entertainment

Succeeding in a highly competitive industry demands top notch analytics and continuous learning to grow profits. Caesar's Entertainment strives to evolve test and control experiments and apply cutting-edge analytical tools to measure the profitability of their marketing practices. Jeffrey describes current efforts to develop customized tools to understand the incrementally of offers. He's pledged to ensure that their marketing reinvestment is continuously profitable in the long-term. Jeffrey shares the strategic thinking and tools applied in taking a global view of our marketing practices to drive business results.

6:15-7:30pm

WAA Awards for Excellence Gala

Wednesday, March 7, 2012

Day 3 Silver Sponsor: stratigent

8:00-9:00am

Registration and Breakfast

9:00-9:15am

Welcome

9:15-10:00am

Keynote

Dashboards that Actually Enlighten

Stephen Few, Perceptual Edge

During the last 10 years as data visualization has emerged as a popular new way to explore, analyze, and present information, dashboards have taken center stage as the "you can't live without it" data visualization technology. Despite their popularity, however, most dashboards fail. This isn't primarily a failure of technology (although most dashboard products suck), but a failure of design. For an information display to help you monitor what's going–a complex story told at a glance in the space of a screen–it must be designed in specific ways that are nothing like most of the dashboards that you've seen. In this presentation, Stephen Few, the author of Information Dashboard Design and two other best selling books about data visualization, will answer the following questions:

- What are dashboards supposed to do?
- What often prevents dashboards from actually being used?
- What prevents dashboards from working effectively?
- What characterizes dashboards that actually get the job done?

10:05-10:45am

Track 1: Optimization Clinics

10 Techniques in 50 Minutes - Using Web Analytics to inform Website Redesigns

Mark Ryan, VP of Client Services and COO, Extractable

Meg Davis, User Experience Strategist, Extractable

This session reveals how organizations are using web analytics and digital research tools to significantly improve in-site conversion using quick redesigns. Recent changes to the sites of SanDisk, Charles Schwab, and TRUSTe illustrate effective techniques for advancing information architecture, wireframes, graphic design, landing page strategies, content development, and integration with social media networks. Using KPIs and supporting analytics to inform each deliverable, this session will reveal how these techniques have driven double- and triple-digit growth in conversion goals such as lead generation, ecommerce, and visitor loyalty.

Track 2: B2B Marketing Metrics

B2B Lead Scoring

Andrew Janis, Senior Marketing Consultant, Evantage

In an ideal world, a B2B lead scoring system could passively identify the company a site visitor works for and send contact lists to your sales team. Hear how one company rebuilt their new product launch strategy from the ground up to focus on capturing leads, and in the process took their digital measurement from afterthought to the cutting edge of digital lead scoring. Andrew describes how to use free tools to give salespeople prospecting lists that contain potential customers they should contact and what products those customers are interested in – while protecting privacy.

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Track 3: Deep Data Diving

One Size Does Not Fit All

Neil Mason, Director of Professional Services, Global Dawn

On average, averages are the bane of an analysts existence. Conversation ratios, customer satisfaction and Net Promoter Scores gloss over the power of segmentation. Even a routine division of customers into personas can yield significant return on marketing investment, but don't stop there. Neil dives deep into the art and science of segmentation, looking at different approaches across different types of data. Learn about simple 'deterministic' models and more advanced data mining techniques such as cluster analysis and neural networks. Become a "segmentation believer."

10:45-11:15am

Break

11:15am-12:00pm

Track 1: Optimization Clinics

Why Critical Thinking Is More Important Than Any Web Analytics Tool

April Wilson, Founder, Digital Analytics 101

Stop obsessing over what data to gather and how to gather it. Stop focusing on tools, technology, and processes over people. Today, the analytic mind is the most powerful tool of them all and you already have access to all the data you need on any given subject. There is no longer any excuse to shy away from experimentation, given the free access to multiple social, competitive, and search data sources. April will showcase a case study that applies innovative thinking to a common question: Am I better than my competitors?

Track 2: B2B Marketing Metrics

Measurable Results of B2B Customer Advocacy

David Hobbs-Mallyon, Senior Marketing Manager, Business Platform Marketing Group, Microsoft

In a B2B world, happy customers are your best salespeople; their advocacy increases adoption and accelerates sales cycles. David discusses how to build a strategic, cohesive customer advocacy program and shares well-honed tips that make a successful customer advocacy program. Learn the benefits and pitfalls of word-of-mouth marketing and the intricacies of customer relationship management. David shares how customer referrals support PR, advertising sales, and marketing efforts across diverse channels and geographies - on and offline. What's the secret? Making these programs measurable, accountable and linking directly to increased sales.

Track 3: Deep Data Diving

Data Science in Marketing Analytics

Christopher Berry, Vice President, Research, Syncapse

This is the story about how a developer and two marketing scientists used design thinking, LEAN methods, and marketing science to generate a meaningful data driven experience for marketers. Christopher describes the skirmishes they fought against unstable data sources, changing requirements, fluid markets, the Gartner Hype Cycle, changing definitions, changing terminologies, seemingly constant feature creep, and dissent. Luckily, he also shares the tools they used in those fracases such as continuous feedback, iterating violently, rapid design labs, aggressive inquiry, design thinking, seemingly constant feature combat and beer. Learn how not to replicate the mistakes they made and to determine how you can use the aforementioned solutions.

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12:00-1:00pm

Break

1:00-1:40pm

Track 1: Optimization Clinics

A Few of My Favorite Tools

Feras Alhlou, E-Nor

Thomas Bosilevac, Mashable Metrics

Consultants are tool agnostic, right? Well... they make no money selling tools, but they certainly have their favorites and they know how to use them. Feras waxes rhapsodic about his favorite tool for integration with Thomas right behind to compare and contrast his favorite. Thomas then brings out the eye candy with ways to visualize your data to present your recommendations. Can't keep up with what's available? This is the session for you.

Track 2: B2B Marketing Metrics

Search Analytics in a B2B World

Barbara Coll, CEO, Webmama.com

John Forrester, Director, Web Marketing, VMware

The B2B world suffers from the complexities of attribution modeling. Was it the press release or the new home page content that created more leads through search? Balancing brand-bidding with category and figuring out how to avoid paying for tire-kickers and academics when you really want evaluators and purchasers is tricky business. Barbara and John discuss the challenges and opportunities of B2B search measurement including SEO insights/tools, lead generation analysis and subsequent actions and keyword analysis. They describe their trials, tribulations and lessons learned about staying in tune with and on top of search visibility and lead generation in global B2B companies.

Track 3: Deep Data Diving

Inside Web BI, Inside Microsoft

Jared Parker, Senior Site Manager, Microsoft

If you said that Google Analytics was the most popular tool for web analytics, you'd slap yourself on the forehead when you heard the answer was Excel. Used by those who do not even know they are doing web analytics, Excel is the QWERTY keyboard of analysis. Jared reveals how Microsoft's internal Windows Online BI Group leverages Excel's PowerPivot to organize and present their data to create a Web BI platform. Learn how organizations ranging from single individuals to larger organizations can deliver informative and actionable metrics for both senior business owners and full-time analysts. The session is very hands on, transforming raw data to interactive tables, charts and graphs. Seriously practical.

1:45-2:15pm

Keynote

Dog Food à la King

Mikel Chertudi, Senior Director, Global Media & Demand Marketing, Adobe Systems

Randy Gelfand, CIO Web Analytics Program Manager, IBM

Marko Muellner, Sr. Director of Marketing, Webtrends

The top vendors in the marketing optimization field are also some of the top users of their own technology. Learn the ins and outs from the horse's mouths: How hard is it to implement? What new features are the most exciting? What's been the best result of using their own technology? Find out how those who make the tools use them to best advantage.

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2:15-2:35pm

Keynote

Analytically Serious About in Game Advertising

Jack Koch, Director, Global Marketing Insights, Electronic Arts

How do you compare and contrast the effectiveness of advertising when running ads on SCRABBLE on the iPhone, ad integrations in The Sims Social on Facebook and sponsored content within Madden NFL Football? Through EA Legend, a dynamic platform that aggregates metrics, brand impact, social buzz, ad effectiveness, and ROI across all of EA's ad products and platforms. Learn how EA provides the data at its fingertips to compete for ad dollars that have traditionally gone to TV including cross-platform campaign performance indicators (impressions, clicks, unduplicated reach, demographic profiles, social media buzz, and ROI metrics), and segmented audience insights (demographic, psychographic, and social data).

2:35-2:50pm

Keynote

A Few Sterne Questions

Jim Sterne, Founder, eMetrics Marketing Optimization Summit ...and friends

Cerebral surfeit? Brain strain? Input overload? An embarrassment of intellectual riches? Jim does his best to make your head explode by stuffing in just one more thing with the help of some very bright individuals.



Sunday, March 4, 2012

Web Analytics Association Base Camp: Introduction to Web Analytics 101

Instructor:
June Li, Founder and Managing Director, ClickInsight

Whether you are new to web analytics, new to web management or just need to be sure that you are seeing the forest for the trees, this is the best place to get grounded in the basics. In this introductory workshop you will learn about:

- Web metrics terminology and technology
- The most critical web metrics
- Key Performance Indicators
- How to derive business value from web analytics
- The skills you need (or need to look for in others) to build a web analytics powerhouse
- A process for creating a web analytics culture and making it stick in your organization
- How to gain executive buy-in
- Insight into optimizing your business with web analytics
- Getting started with visitor data analysis

Schedule:
Workshop starts at 9:00am
Morning Coffee Break at 10:50am
Lunch provided at 12:00pm
Afternoon Coffee Break at 2:45pm
End of the Workshop at 4:30pm

Web Analytics Association Base Camp: Applying Web Analytics 102

Instructor:
Jim Novo, Owner, The Drilling Down Project

This workshop picks up where the Introduction left off, by taking attendees deeper into applying web analytics processes and insight into the pitfalls to avoid. You will learn the first steps to using web analytics to improve site design; email marketing/visitor life cycle, social media marketing, conversion/lead optimization, improving return on ad spend (ROAS), search marketing, visitor satisfaction and goal completion. Other topics covered include:

- How to enthuse others about web intelligence
- Distributing and communicating web analytics data
- How to improve your campaign performance & profitability
- How to incrementally tune your website to ensure peak performance
- A/B Split & Multivariate Testing

Schedule:
Workshop starts at 9:00am
Morning Coffee Break at 10:30am
Lunch provided at 12:00pm
Afternoon Coffee Break at 2:30pm
End of the Workshop at 4:30pm

Road Map to Online Analytics Success

Instructor:
Stéphane Hamel, founder of the Web Analytics Maturity Model (WAMM), President of Immeria.net and Director of the Web Analytics Association

Increasing conversions, reducing acquisition costs and optimizing online marketing activities are often cited as key reasons for venturing into web analytics.

Properly installing the tool is a challenge in itself but even when done successfully, unexpected issues surface and the value of online analytics quickly fade.

Program will cover:
- An efficient methodology that addresses online analytics from a managerial perspective.
- Learn the six key process areas of a successful online initiative and how analytics can be leveraged at every step in the site life-cycle.
- You will get a clear road map to achieve success.

Workshop Description:
This workshop will go through an assessment of your online analytics goals and objectives from a business, marketing and web executive's point of view.

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You will learn about the critical success factors and the process that will enable you to plan for future advancement. At the end of this workshop, you will have learned:

- A method to do a strategic evaluation of your current and desired situation.
- How to leverage the six critical process areas of a data driven organization.
- Tips & tricks to define realistic objectives aligned with your business...how to measure & achieve them!
- How to identify areas requesting more investment and energy.
- How to communicate effectively, be a change agent and overcome political storms.
- Several real-life examples, failures & successes.

Who Should Attend?

The course is specifically designed for analysts who are change agent in their organization or web and marketing managers who want to leverage online analytics. The workshop is best suited to:

- Web analysts and managers
- Marketing and online marketing managers
- E-commerce managers
- Directors
- IT directors and managers

Prerequisites

- No knowledge of web analytics or a web analytics solution is required
- No technical knowledge is required
- Interest for online strategies and measuring success is a must!

Thursday, March 8, 2012

Pimp Your Reports

Instructor:
Jennifer Veesenmeyer, VP of Analytics, Stratigent

Pimp Your Reports is a hands-on workshop packed with tips and concrete techniques for creating meaningful dashboards and reports while applying strategy to the overall design. The concept for the Pimp Your Reports workshop series derived from watching Pimp My Ride on MTV™. The premise of the show is customizing a vehicle to reflect the unique interests and preferences of the people who are going to drive them.

Pimping reports is similar in that the goal of report creation should be about customizing reports for the people who are going to use them. If you want reports that people act on, they have to be meaningful and if you want to drive action in your companies, you have to go beyond canned reporting options and learn how to Pimp Your Reports!

Pimp Your Reports Workshop is ideal for anyone interested in obtaining an effective, broad-based overview of the functional areas critical to successful dashboard reporting creation.

BONUS: Participants who bring a sample dashboard or executive report to the workshop will receive specific feedback on how to improve it.

Schedule:

Workshop starts at 9:00am
Morning Coffee Break at 10:50am
Lunch provided at 12:00pm
Afternoon Coffee Break at 2:45pm
End of the Workshop at 4:30pm

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Keynote Bios



Jeffrey Boorjian

Vice President, Marketing, Caesar's Entertainment

Jeffrey Boorjian is currently the Vice President of Marketing and responsible for influencing customer behavior resulting in increased revenue and profitability for the world's largest provider of branded casino entertainment, Caesars Entertainment (formerly Harrah's Entertainment). Jeffrey has been with Caesars for over five years in marketing, previously working at multiple advertising and branding firms spearheading projects across diverse industries including hospitality, consumer goods, automotive and healthcare.

Keynote: Driving Incremental Revenue through Innovative Analytics

Tuesday, March 6, 5:10-5:30pm



Mikel Chertudi

Senior Director, Global Media & Demand Marketing, Adobe Systems

Bio is forthcoming.

Keynote: Dog Food à la King

Wednesday, March 7, 1:45-2:15pm



Janet Couperthwaite

Group Account Director, Russ Reid

Janet joined Russ Reid in 2010 with over 17 years of experience in the consumer marketing sector with a focus on integrated marketing strategies. She currently leads the American Red Cross client service team and oversees the fundraising strategies and chapter based program management. Prior to joining Russ Reid Janet was with Euro RSCG leading client service teams for some of the largest and best known brands in the world including: JP Morgan Chase, BMW USA and MINI Cooper. Prior to that Janet managed Fortune 500 clients in various roles for the largest international corporate events and lifestyle management company. While there, she managed brand development and corporate positioning through sponsorship negotiations and events, loyalty programs, customer retention development, and experiential marketing. Janet started her career at Kaplan Agency working on multi-media campaigns. She holds her undergraduate degree from Notre Dame University in marketing with a minor in consumer behavior.

Keynote: Data Diving for a Good Cause

Monday, March 5, 1:20-1:40pm



Peter Fader

Frances and Pei-Yuan Chia Professor of Marketing, Wharton School of the University of Pennsylvania

Peter S. Fader is the Frances and Pei-Yuan Chia Professor of Marketing at the Wharton School of the University of Pennsylvania. His expertise centers around the analysis of behavioral data to understand and forecast customer shopping/purchasing activities. He works with firms from a wide range of industries, such as consumer packaged goods, interactive media, financial services, retailing, and pharmaceuticals. Managerial applications focus on topics such as customer relationship management, lifetime value of the customer, and sales forecasting for new products. Much of his research highlights the consistent (but often surprising) behavioral patterns that exist across these industries and other seemingly different domains.

Many of these cross-industry experiences have led to the development of the Wharton Customer Analytics Initiative, a new research center that serves as a "matchmaker" between leading-edge academic researchers and top companies that depend on granular, customer-level data for key strategic decisions.

Professor Fader believes that marketing should not be viewed as a "soft" discipline, and he frequently works with different companies and industry associations to improve managerial perspectives in this regard. His work has been published in (and he serves on the editorial boards of) a number of leading journals in marketing, statistics, and the management sciences. He has won many awards for his teaching and research accomplishments.

Keynote: Data Diving for a Good Cause

Monday, March 5, 1:20-1:40pm

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Keynote Bios



Stephen Few

Principal,
Perceptual Edge

Stephen Few is on a mission to help organizations squeeze real value from the mounds of data that surround and threaten to bury them. Through his consultancy, Perceptual Edge, he teaches simple, clear, and practical data visualization techniques for exploring, analyzing, and presenting quantitative information. He speaks, teaches, and consults internationally, writes the quarterly Visual Business Intelligence Newsletter, and is the author of three best-selling books on data visualization: Show Me the Numbers: Designing Tables and Graphs to Enlighten, Information Dashboard Design: The Effective Visual Communication of Data, and Now You See It: Simple Visualization Techniques for Quantitative Analysis. You can learn more about his work at www.perceptualedge.com.

Keynote: Dashboards that Actually Enlighten

Wednesday, March 7, 9:15-10:00am



Randy Gelfand

Web Analytics Program Manager,
IBM

Randy Gelfand joined IBM at little before the first IBM pc was announced. He originally wrote business system software and later became a project manager and consultant.

His current assignment as Web Analytics program manager gave him the opportunity to oversee 2 product transitions, a major procurement study, and work with an exceptional team of web analysts.

Over the last 3 years, he has lead the effort to proliferate the digital marketing intelligence gathered from ibm.com to a multi product silo global marketing and sales organization.

He is looking forward to greater opportunities based on integration of Web, Social, and Mobile device data to drive our future efforts.

Keynote: Dog Food à la King

Wednesday, March 7, 1:45-2:15pm

Jack Koch

Director of Global Marketing Insights,
Electronic Arts

Jack leads advertising effectiveness strategy and research, audience profiling, and industry analysis for the Global Media Solutions group. Prior to joining EA, Jack has held strategic positions on both the client and agency sides designing and leveraging research to deepen consumer insight, evaluate advertising effectiveness, and maximize media efficiency and return on investment.

Keynote: Analytically Serious About in Game Advertising

Wednesday, March 7, 2:15-2:35pm



Dylan Lewis

Group Manager, Web Measurement,
Intuit

Dylan Lewis is currently the Group Manager, Web Measurement at Intuit. In his role, Dylan leads the TurboTax End-to-end measurement team. The team is focused on optimizing the TurboTax experience through analytics and experimentation. Dylan joined Intuit in 2005 after working at Visual Sciences. Prior to Visual Sciences, he worked at SmartDraw.com as the Director of Marketing. Dylan earned a bachelor's degree in Psychology from UC Santa Cruz, and a master's in Industrial Organizational psychology from San Diego State University.

Keynote: Managing Marketing Metrics at Intuit

Tuesday, March 6, 1:30-2:00pm



Joe Megibow

VP and General Manager,
Expedia.com

Joe Megibow is currently the VP and General Manager of Expedia.com, the world's leading online travel provider. In his role, Joe manages all aspects of Expedia's US operations.

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Prior to this role, Joe was the VP, Mobile and E-Commerce Optimization at Expedia, with global responsibility for Expedia's mobile initiatives, including Mobiata, the leading provider of mobile travel apps. Joe also oversaw e-commerce optimization activities including leading-edge site conversion optimization techniques, marketing, site, and customer analytics, and site experimentation. Finally, he had product management responsibility for core eCommerce flows, including product search and checkout.

Joe joined the Expedia, Inc. family in 2006, heading up Online Marketing and Customer Experience for hotels.com.

Prior to hotels.com, he worked for seven years as a charter employee of Tealeaf Technology where he held a variety of leadership roles. Prior to 2000, Joe held management positions at Ernst & Young Management Consulting, where he launched the Java Services practice, E&Y's first ecommerce practice; and engineering positions at EDS in their Advanced Technology Group.

Joe was recognized in March 2011 as the recipient of the Practitioner of the Year, Award for Excellence by the Web Analytics Association. In April 2011, he was elected onto the WAA Board of Directors and is currently serving a two-year term.

Joe earned a bachelor's degree in Electrical Engineering from Cornell University and a MBA from the University of Chicago.

Keynote: Making a Career in Big Data
Monday, March 5, 5:00-5:30pm



Marko Muellner

Sr. Director of Marketing, Webtrends

Bio is forthcoming.

Keynote: Dog Food à la King
Wednesday, March 7, 1:45-2:15pm



Bob Page

VP Analytics, eBay

As eBay's vice president of Data & Analytics Platform, Bob Page brings more than 15 years of passion for analysis to the world's largest online marketplace. Bob leads eBay's data and analytics infrastructure, and is responsible for the strategy and policies that power data-driven decisions. From data warehouse and business intelligence solutions to advanced analytics and custom insights, Bob delivers solutions for eBay's strategic use of data.

Bob joined eBay from Yahoo!, where for over five years he led analytics teams across a broad range of responsibilities. He has been active in analytics since 1996, when he was co-founder, CTO and VP of Product Development for Accrue Software, a provider of large-scale web analytics. Bob is on the board of directors of the Web Analytics Association and serves on the eMetrics advisory council.

Bob was recently named by Information Management magazine as one of the top 25 information managers of 2011. He occasionally posts to his blog at bobpage.net , and is @bobpage on Twitter.

Keynote: Making a Career in Big Data
Monday, March 5, 5:00-5:30pm



Michael Parker

Vice President Strategic Marketing, Symantec

Michael is a pioneer in the use of viral B2B videos and a leading innovator in developing "social networking" marketing solutions designed to generate awareness to increasingly "message bombarded" business audiences. Michael is responsible for developing actionable marketing and sales tools for Symantec's leading and emerging solutions. He is also responsible for consistently

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and repeatedly delivering revenue generating product launches. In 2008 Michael was OMMA Award winner for Best Integrated Online Campaign.

Keynote: The Myth of Viral Video
Tuesday, March 6, 4:45-5:10pm



Steve Petitpas

General Manager
Microsoft.com, Studios & Events

Steve Petitpas is responsible for several of Microsoft's key "owned" marketing channels includingwww.microsoft.com (a top 10 global reach website); Microsoft Production Studios, which creates and distributes media productions for both internal and external clients; and the Microsoft Worldwide Events group.

Steve joined Microsoft in 1996 and spent the first part of his career at Microsoft in the company's MSN division, leading membership marketing on the US business and later as general manager of the MSN France business, in the Microsoft France subsidiary. Under Steve's leadership the MSN France network of sites rose from 7th place in audience size to 2nd.

In 2005 Steve moved into marketing communications as head of global advertising for Microsoft, putting particular emphasis on accelerating Microsoft's shift to greater use of digital marcom vehicles. Under his leadership the share of online in Microsoft's advertising mix more than doubled and exceeded traditional media.

Before joining Microsoft, Steve worked in brand management at the Quaker Oats Company (now part of Pepsico) managing major brands such as Quaker Oats oatmeal and the Cap'n Crunch line of cereals. Steve has a BA from Georgetown and an MBA from Harvard Business School. Outside work he enjoys spending time with his wife and two sons, wine collecting and triathlon training and racing.

Keynote: On the Hook for Results with the C-Suite
Monday, March 5, 10:20-10:50am



Balaji Ram

Senior leader in Site Analytics & Optimization, Walmart.com

Balaji Ram is currently the Director of Site Analytics & Optimization of Walmart.com, part of Wal-Mart Stores, Inc. the World's largest retailer & Fortune #1 company. In his role, Balaji manages all areas of Walmart.com's site analytics including analytic platforms, business analysts, site conversion engineers & AB testing optimization experts.

Prior to this role, Balaji was the Director of Web Analytics & Optimization at Expedia. He had global responsibility for Expedia's web analytics & eCommerce customer experience measurement initiatives, including mobile, social and local commerce analytics. Balaji also lead various analytic platforms & integration aspects of click-stream analytics, experimentation platforms (both AB & MVT), customer experience monitoring, voice of customer tools, enterprise data warehouse integrations, & text analytics tools. He also managed third party and home grown analytics, AB testing product management & engineering development responsibility for all areas of analytics platform roadmap. Balaji joined the Expedia, Inc. group in 2008, heading up web analytics, closed loop re-marketing initiatives & site experimentation for hotels.com.

Prior to hotels.com, he worked for Meijer, Inc. the leading mid-western retailer, building their eCommerce analytics & site monitoring initiatives. Prior to that, Balaji held management consultant positions at Toyota Motor Sales where he managed all aspects of customer facing web performance monitoring & analysis. Prior to that he held six sigma strategy consultant & engineering positions for Big 3 Automotive supplier companies.

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Balaji was recognized in March 2011 as the recipient of the Expedia's Gold Standard Award for excellence in web analytics. He also serves as the Customer Advisory Board Member for various Enterprise Digital, Mobile Analytics & Multivariate Testing solutions.

Balaji has a BS in Electrical Engineering specialized in Instrumentation Engineering & a MS in Engineering Management.

Keynote: Multi-Tiered Complex Ecommerce Optimization

Tuesday, March 6, 9:15-9:35am



Rand Schulman

Managing Partner,
Schulman + Thorogood Group

Rand helped create an industry - inventing brand name online marketing and new media products from benchmark vendors; WebSideStory (acquired by Omniture/Adobe), Keylime Software, (acquired by Yahoo!), WebTrends, Unica (acquired by IBM), Eightfold Logic and InsideView. In 2005 he was named one of the Top 100 BtoB marketing executives by BtoB Magazine. and is a Top 100 CMO in Social Media Magazine. He is regularly quoted in the WSJ, Investor's Business Daily and Business Week and in numerous marketing & media publications, including AdWeek, and Advertising Age. He is a Trustee of the Direct Marketing Educational Foundation (DMEF), a founder and past board member of the Web Analytics Association, and is a managing partner in Schulman Thorogood Group.

Currently Rand sits on boards and advises - Web Analytic Consulting Company, Technology Leaders; and Social Media Analytics Firm ViralHeat as well as other firms. Rand is a regular speaker and author and has recently presented at SES, SXSW, and keynoted at Cornell on the topic of new marketing and media. Rand currently advises a number of Investment Banks, Private Equity and Venture Capital firms about sector-shifts and opportunities in new media and marketing. He has spearheaded the acquisition of numerous online media companies in the decade including most recently mobile analytics firm Motally (acquired recently by Nokia). Rand holds a BA in English and Journalism from the University of the Pacific.

Keynote: Creating a Metrics-Driven, Demand Generation Program

Tuesday, March 6, 9:35-9:55am



Sharron Silva, Ph.D.

Director of Market Research,
American National Red Cross

Dr. Silva has served as Market Research Director at the American Red Cross for more than ten years. Her responsibilities address a range of business issues related to service recipients, supporters, and internal constituencies, and encompass qualitative and quantitative research related to predictive analytics, customer service, customer value analysis, ad and concept testing, brand strategy, messaging, and related topics. She holds a Ph.D in Educational Psychology and Evaluation from The Catholic University of America and, in previous positions, conducted research related to health care utilization (physician practice, prescription drug pricing, and cost issues related to durable medical equipment).

Keynote: Data Diving for a Good Cause

Monday, March 5, 1:20-1:40pm

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Keynote Bios



Jim Sterne

Founder,
eMetrics Marketing Optimization Summit

Jim is an international consultant on electronic marketing and customer interaction who focuses his twenty five years in sales and marketing on measuring the value of interactivity for creating and strengthening customer relationships. Jim has written six books on Internet advertising, marketing and customer service including, "Web Metrics: Proven Methods for Measuring Web Site Success" and "Social Media Metrics: How to Measure and Optimize Your Marketing Investment." He is the founder of the eMetrics Marketing Optimization Summit, Founding President and current Chairman of the Web Analytics Association and is very pleased you could make it to this latest Summit.

Keynote: Sterne Measures
Monday, March 5, 9:30-9:50am

Keynote: A Few Sterne Questions
Wednesday, March 7, 2:35-2:50pm



Pelin Wood Thorogood

Managing Partner,
Schulman + Thorogood Group

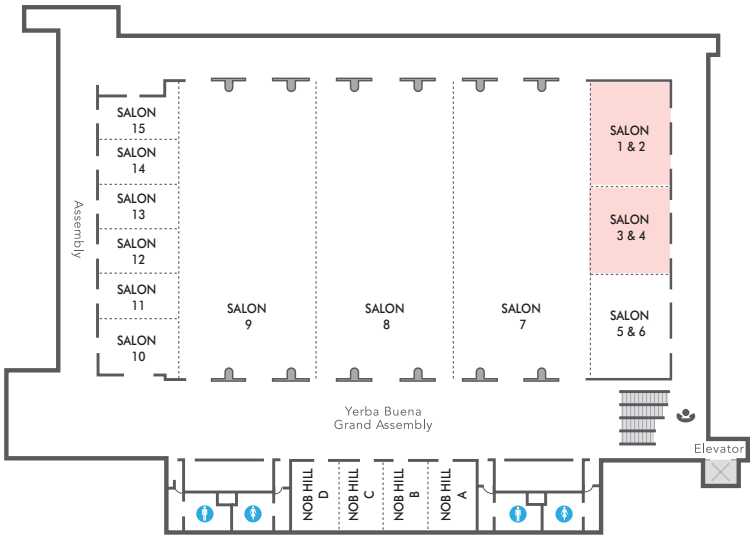
Pelin is a new media marketer and entrepreneur, with success in both venture-backed startups and public companies. Throughout her career as a high technology executive, she has consistently been in the forefront of emerging technologies and trends, including as CMO of WebSideStory's award-winning suite of cloud-based online marketing optimization solutions (acquired by Omniture/Adobe). In 2011, Pelin was named one of the "20 Women to Watch" in sales lead management, and is a frequent speaker and author on "Social Selling", "Social Marketing" and related topics. As managing partner in Schulman+Thorogood Group, Pelin sits onboards and advises new media and cloud computing companies. She also serves as Executive-In-Residence for Cornell's Johnson Graduate School of Management. Pelin holds a BS in Operations Research, M. Eng and MBA degrees, all from Cornell University.

Keynote: Creating a Metrics-Driven, Demand Generation Program
Tuesday, March 6, 9:35-9:55am

For all speaker bios please visit :
www.emetrics.org/sanfrancisco/2012/speakers.php

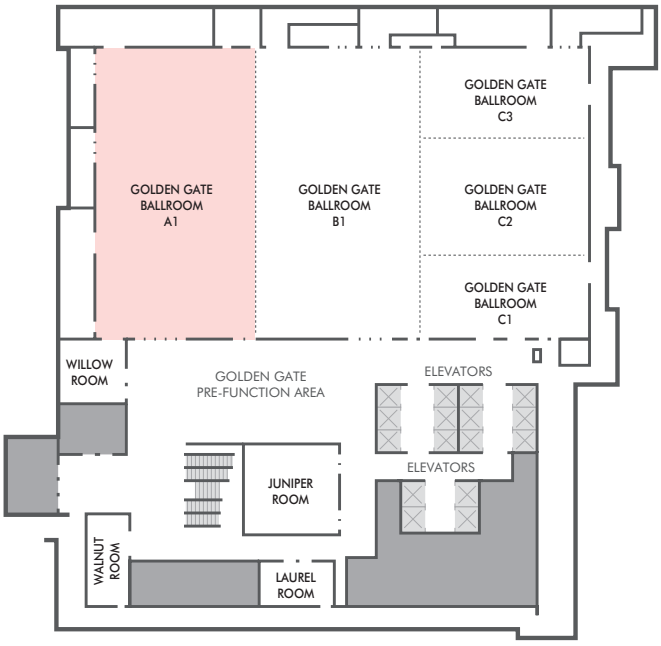
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Conference Information

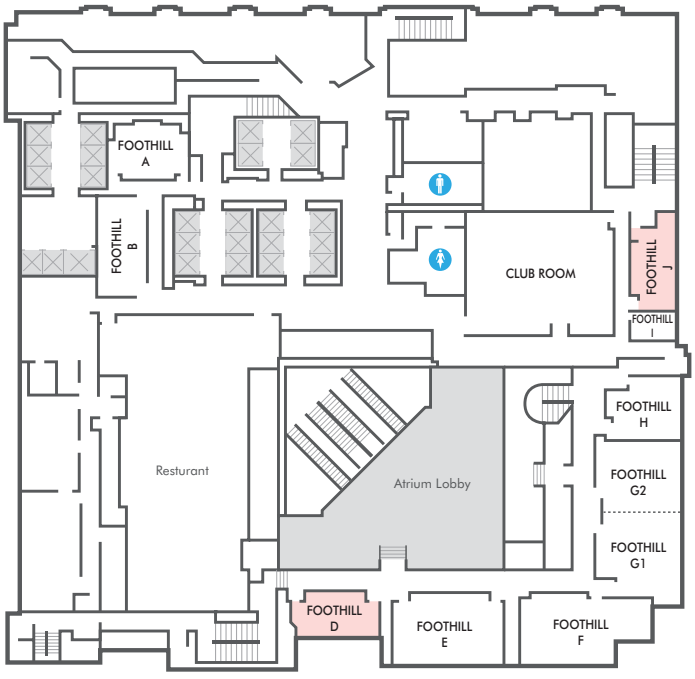


SALON 1&2
- Sunday: WAA Base Camp-101
- Monday, Tuesday and Wednesday: Track 3

SALON 3&4
- Sunday: Roadmap to Online Analytics Success
- Monday, Tuesday and Wednesday: Track 2



GOLDEN GATE BALLROOM A1
- Monday, Tuesday and Wednesday: General Session/Track 1



FOOTHILL D
- Thursday: Pimp Your Reports

FOOTHILL J
- Thursday: WAA Base Camp-102

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Registration

www.emetrics.org/sanfrancisco/registration

Passes	Regular Price ENDS MAR 2	Onsite Price
eMetrics All Access Pass *, March 4- 9 Full access to 3 day eMetrics Marketing Optimization Summit, eMetrics Workshops**, Exhibit Hall and all networking activities	$3,500	$3,700
3 Day eMetrics Marketing Optimization Summit *	$2,300	$2,500
1 Day eMetrics Marketing Optimization Summit *	$900	$1,000
3 Day eMetrics Summit / 2 Day Conversion Conference Combo Pass	$2,550	$2,750
3 Day eMetrics Summit / 2 Day DemandCon Combo Pass	$2,550	$2,750
3 Day eMetrics / 2 Day Predictive Analytics World Combo Pass	$2,550	$2,750
Social Networking Pass (Access to Exhibit Hall and Keynotes Only)	$150	$150
Exhibit Hall Only Passes	$25	$45

Workshops

WAA Base Camp™ Workshops		
Introduction to Web Analytics 101 **	$900	$1,000
Applying Web Analytics 102 **	$900	$1,000
Combo Price: Register for both and get the second half price **	$1,350	$1,500

eMetrics Partner Workshops		
Roadmap to Online Analytics Success *	$900	$1,000
Pimp Your Reports: Dashboards and Executive Reports *	$900	$1,000

Google Analytics User's Great Event		
Day 1 - User Conference	**$495**	**$595**
Day 2 - User Conference or Training Workshops	**$495**	**$595**
Both Days	**$895**	**$995**

*15% Discount for Members of the Web Analytics Association (Use Promo Code: WAADISCOUNT)
*50% Discount for Government and Non-Profit employees
**20% Discount for Members of the Web Analytics Association (Use Promo Code: WAADISCOUNT)

Bring the Team Offer

We believe there is too much good stuff for one person to see. Each additional attendee from the same company who registers at the same time receives an additional $200 off the eMetrics All Access Pass and Three Day eMetrics Marketing Optimization Summit.

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Hotel & Location





Hotel Rooms and Location:

eMetrics Marketing Optimization Summit
San Francisco Marriott Marquis
55 Fourth Street
San Francisco, CA 94103

Reservations: 1-800-228-9290

Phone: 1-703-845-1010

Fax: 1-703-820-6425

There are a limited number of rooms at the San Francisco Marriott Marquis which can be booked at the eMetrics Group Rate of $249 plus taxes for a single or double room. To guarantee the group rate, reservations must be completed by February 13. Reservations can be made by calling 800-228-9290 and referencing Data Driven Business Week.

Reservations must be received on or before February 13th, 2012 to guarantee the group rate.

Hotel Highlights

Rising 39 stories high in the skyline, the magnificent Marriott Marquis San Francisco Hotel exudes an essence of modern luxury and the convenience of an extraordinary downtown San Francisco hotel. Just south of Market Street, this San Francisco, California hotel next to the Moscone Convention Center is steps away from the Yerba Buena Gardens, renowned museums and cultural attractions, world-class shopping on Union Square, and AT&T Park, home of the San Francisco Giants. Enjoy inspiring penthouse views and cocktails at The View Lounge or the finest contemporary cuisine at Mission Grille before retiring to luxuriously appointed San Francisco hotel rooms and suites. Renowned as a meeting hotel in San Francisco, California, this business hotel provides flexible and expansive event venues to accommodate both grand and intimate San Francisco hotel receptions. Whether in town for business or pleasure, experience San Francisco at the Marriott Marquis hotel in San Francisco, CA where you're sure to leave your heart.





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Tealium is the leading provider of tag management systems, serving some of the most demanding clients worldwide. Tealium can be implemented in days instead of weeks or months; dramatically reducing tagging costs for organizations.

Through the Tealium Tag Management Console, business users can manage their tag implementations in a simple and intuitive point-and-click interface, without requiring knowledge of JavaScript or further taxing IT departments. Tealium's solutions let customers save on IT costs, reduce vendor switching costs, and increase digital marketing agility while improving their analytics and digital marketing deployments and improving the performance of their web site.

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Our clients include such well known brands as InterContinental Hotels, General Motors, Dell, Hyundai, LG Electronics, Choice Hotels International, BMW and Monster Worldwide.

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Specializing in Webtrends, Google Analytics and Adobe SiteCatalyst, Unilytics also integrates data from other channels such as SharePoint, email marketing, CRM, CMS, and many line-of-business databases. Unilytics has developed proprietary technology for product solutions including Mergence® to enhance reporting for Microsoft SharePoint®, andMontage to produce automated dashboards. Unilytics Managed Services for Webtrends delivers a hybrid service with the best features of both the on premises and On Demand versions of Webtrends. Unilytics is a privately held corporation with offices in Toronto, Canada and San Jose, USA.

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The Web Analytics Association (WAA) leads and supports the members by providing quality education, developing standards and best practices, conducting research, providing certification and advocating for issues that advance the industry.

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www.sfbig.org

San Francisco Bay Area Interactive Group (sfBIG) is a non-profit professional association dedicated to championing innovation in digital marketing to brand marketers, publishers and agencies through educational networking, and association events.

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