



Insight  
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Network *Presents the*

DISCOUNTED RATE  
FOR NON-PROFITS,  
STUDENTS, AND  
GOVERNMENT!

# Marketing Metrics and Analytics Summit 2017

A Marketer's Guide to Meaningful Measurement  
in the Age of Big Data

April 26-27 2017 • 3 West Club • New York, NY



#IENMktgMetrics



YOU'LL HEAR  
DIRECTLY FROM:

Andrea Lopus Cardozo, **Pandora**

Peter Fader, **Wharton Business School**

**Lu Chen, THINX** Sakti Kunz, **Honeywell**

Eric Callahan, **American Express** Matthew Koppel, **Hint Inc.**

John Guo, **Fifth Third Bank** Vasudha Venkataraman, **Salesforce**

Shafqat Islam, **NewsCred** Dave Jacobs, **HSBC** David Bakey, **Harry's Grooming**

**Rob Armstrong, Teradata** Francisco Rius, **Electronic Arts**

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Join us in NYC this April 26-27 for our Marketing Metrics and Analytics Summit 2017, and come away with all the knowledge, insight, and practical tips you need to enhance your marketing measurement efforts, and boost your overall marketing ROI. Whether you're looking to fine-tune your organization's marketing spend, considering implementing new analytics tools, wanting to gain a deeper understanding of how your company's marketing dollars are being put to use, or just simply don't know where to start—this conference is for you!

With our attendees' needs in mind, we've carefully selected a professional faculty full of industry leaders in the marketing measurement arena—people who really “know their stuff.” No infomercials here—we're committed to providing our attendees with actionable insights and useable takeaways based on the first-hand experiences of others like them.

Join us for our practitioners' roundtables, where you'll hear directly from your peers about their analytics strategies and on-the-job experiences. How did they start out? What has worked for them, and what hasn't? What have they learned along the way?

Sit in for our many case studies, where seasoned practitioners describe how they successfully harnessed the power of big data to achieve important business goals.

Listen to experts talk in depth about the power and pitfalls of specific advanced metrics, such as multi-touch attribution, customer lifetime value, and more!

All in all, this is a not-to-be-missed event. Please make sure to check out our discounts for multiple registrants from the same company for the opportunity to amplify the skill sets of your entire team. And if you're a non-profit, government agency, start-up, or student, there's a special rate for you, too.

We can't wait to see you in NYC!

## Top Reasons to Attend

- Discover how to cut through the “analysis paralysis” and start measuring what matters most!
- Gain insight from companies that have successfully implemented airtight analytics strategies
- Find out which metrics best support your KPIs, and how to begin implementing them
- Better understand how your company can use analytics as a powerful forecasting tool
- Hear about standards and best practices from those who have paved the way
- Get ahead of the curve by learning about innovative practices and cutting-edge technologies
- Learn how to present marketing strategies more effectively using metrics that speak the language of finance
- Figure out which technology solutions are right for you and your organization

## Who Should Attend?

- **Marketing Professionals**
- **VPs, Heads, Managers, Directors and new employees in the areas of:**
  - Analytics
  - Data Science
  - Digital and Media
  - Customer Loyalty/Success
  - Performance
  - Growth
  - Optimization
  - Insight
  - Advertising
- **IT Professionals:**
  - Software Developers
  - Technicians
  - Architects
- **Technology and Service Vendors**

## Team Discounts

- Three Delegates will receive a **10% DISCOUNT**

- Four Delegates will receive a **15% DISCOUNT**

- Five Delegates or More will receive a **20% DISCOUNT**

Please call Corinne Smart to make your group reservation at 704-649-3860 or email [Corinne@insightxnetwork.com](mailto:Corinne@insightxnetwork.com)

\*\* If you're a student, academic, or from a non-profit or startup (defined as a company that's three years old or less), you can take advantage of a discount on the regular full conference pass rate. You will be required to show proof of your student, academic, or non-profit status.

**Refunds and Cancellations:** For information on refunds and cancellations please visit our website: [www.insightxnetwork.com](http://www.insightxnetwork.com)

# Day One

April 26, 2017

7:45 – 8:45

Registration and Continental Breakfast

8:45 – 9:00

Chairperson's Opening Remarks

Speaker to be announced

9:00 – 9:40

Driving Actionable Analytics: Accelerating Outcomes through Data-Centricity

Teradata's Rob Armstrong will explain how a solid data relationship foundation sets the stage for long term user agility within data anarchy. You'll learn how to cultivate this agile analytics environment within your own business, focusing on the integration and reusability of data. He'll highlight new analytics capabilities, and the pros and cons of each, and close out with a case study illustrating how to turn insights into ideas you can act on.

**Rob Armstrong**

Data and Analytics Enthusiast

**TERADATA**

## THE ROAD TO SUCCESS IS PAVED IN DATA: CASE STUDIES FROM TOP BRANDS

9:40 – 10:15

Part I: Big Data and Marketing Analytics: Transforming Information into Value

In this session, John Guo will talk about the evolution of big data and what it means to have a successful Big Data System. Attendees can expect to come away with an understanding of how measurable improvements in KPI can be achieved through actions based on big data-enabled analytics. There will also be discussion of how to apply this in direct marketing, and how to leverage big data in targeting the right business prospects.

**John Guo**

SVP, Head of Consumer and Commercial Modeling & Analytics

**FIFTH THIRD BANK**

10:15 – 10:30

Networking break

10:30 – 11:05

Part II: Understanding Consumers Beyond Behavior and Demographics: Psychographic Segmentation Studies

This session will discuss different types of consumer segmenting and targeting strategies and address what might be right for your business needs.

We'll discuss the benefits of a psychographic segmentation, including:

- "Getting to know" your targets in order to optimize communication within marketing and advertising
- Understanding current behavior, predicting future behavior, and addressing unmet needs
- Understanding "bullseye" targets versus other types of consumers you'd like to engage

**Andrea Lopus Cardozo**

Director, Consumer Insights

**PANDORA**

11:05 – 11:45

When Following the Right Metrics Is the Wrong Thing to Do

What happens when industry-standard metrics force you to focus on the wrong thing at the wrong time, and end up doing more damage than good? In this session, Tom Shapiro will explore the intersection of marketing strategy, customer experience, and metrics in order to provide attendees with a deeper, more holistic understanding of how to deliver brand success.

**Tom Shapiro**

CEO

**STRATABEAT**

11:45 – 1:00

Luncheon

1:00 – 2:10

Panel Discussion: Getting Beyond "Last Click" with Advanced Attribution Models

Here you'll gain invaluable insight into the importance of advanced attribution, and the power it can have on business decisions, from several top attribution experts.

Topics to be discussed will include:

- The pros and cons of different basic models--how they stack up against each other and what they can do for you
- Tips for overcoming common challenges surrounding cross-channel attribution, particularly with mobile
- Predictions for the future, and what this means for you
- Using control groups in combination with attribution modeling to better measure direct-marketing effectiveness
- In-house vs. outsourcing—which approach is right for you
- What questions you should be asking before committing to a new service or technology provider

...And more!

Moderator:

**Jeff Greenfield**

COO & Cofounder

**C3 METRICS**

Panelists:

**Todd Kirk**

Founding Partner

**MARKETING ATTRIBUTION PARTNERS**

**Eric Callahan**

Director of Performance Analytics

**AMERICAN EXPRESS**

**Andrew Ruegger**

Head of Data Science

**CATALYST/GROUP M**

**Eric Fischer**

Principal

**HJA STRATEGIC MARKETING**

(formerly Global Brand Media Director of GODADDY)

2:10 – 2:45

### Do or Die: Putting Real-Time Predictive Analytics at the Heart of Everything You Do

Enova Decision's Sean Naismith will explain why the next big data trend revolves around enhancing the customer experience with big data tools and techniques while focusing on the importance of real-time predictive analytics.

You will learn how to:

- Identify and target the most profitable potential customers
- Increase lifetime customer value
- Utilize a variety of data to develop a more complete view of each consumer
- Improve the customer experience at every decision point while maximizing profitability and boosting business efficiency

**Sean Naismith**

Head of Analytics Services

**ENOVA DECISIONS**

2:45 – 3:00

### Networking break

3:00 – 3:35

### Rise of the Machine: What Marketers Need to Know About Machine Learning

In this presentation, Andrew Ruegger will explain how marketers can best take advantage of machine learning.

Attendees will leave with insight into:

- Where it started and where we are today, including a look at the five key schools of thought
- How machine learning can help uncover patterns in huge datasets and automate analyses, and how these algorithms can learn from data and adapt responses and outputs
- How machine learning is being used by marketers today, from examples you encounter in your daily life to highly advanced and innovative applications
- Predictions for future machine learning innovations, trends, and uses

**Andrew Ruegger**

Head of Data Science

**CATALYST/GROUP M**

3:35 – 4:50

### Practitioners' Roundtable: Veni, Vidi, Vici

Learn how experienced practitioners have helped enable their companies to cut through the "analysis paralysis" in order to focus on what really matters, and what wisdom they've gathered along the way. This session will be followed by an intensive Q & A, so come bearing questions!

Topics to be discussed will include:

- The process of implementation--how new strategies or technologies have been successfully integrated into existing organizational culture
- How experienced practitioners are using performance indicators to measure growth opportunities
- Successful approaches to things like customer segmentation, behavior forecasting, and determining long term customer value
- How to build pseudo control groups in the absence of clean A/B testing
- Specific game-changing technology and software solutions
- And more!

Moderator to be announced

Presenters:

**David Bakey**

VP Growth Marketing

**HARRY'S GROOMING**

**Francisco Rius**

Customer Intelligence, Analytics

**ELECTRONIC ARTS**

**Matthew Koppel**

Director of Performance Marketing

**HINT INC.**

**Eric Callahan**

Director of Performance Analytics

**AMERICAN EXPRESS**

4:50 – 5:10

### Practitioners' Roundtable Q & A

5:10

### Cocktail reception

## Venue

### 3 West Club

3 West 51st Street  
New York, NY 10019  
(212) 582-5454  
www.3westclub.com.

## ABOUT 3 WEST CLUB

The 3 West Club is an event space and boutique hotel in an historical building, providing the classic feel of "Old New York". A fabulous and convenient location in Midtown Manhattan.

Complete with crystal chandeliers, high ceilings, and art deco touches, the Club is centrally located off of 5th Avenue, steps away from Rockefeller Center and Radio City Music Hall.

## Sponsor



With over 20 million consumer downloads, Ibotta is the largest and fastest growing mobile shopping application in CPG and retail. Ibotta partners with the world's leading brands to deliver incremental sales on an innovative mobile platform. Ibotta consumers engage with brand content prior to unlocking an offer, and accordingly, brands build equity in a way that is not possible via legacy coupons.

Redemptions are processed in real-time, allowing marketers to see campaign results immediately and adjust as needed. Ibotta's platform is 100% pay-per-sale, so brands only pay when a fully verified sale happens at retail. Ibotta collects this item-level purchase history across all retailers and channels, allowing brands to target based on past purchase, detailed demographic, and consumer poll responses in a way no other tactic can match.

## Partner



## Media Partners



# Day Two

April 27, 2017

8:00 – 8:30

**Continental Breakfast**

8:30 – 8:45

**Chairperson's Recap of Day One**

8:45 – 9:25

**Marketing Mix Modeling and the Customer Decision Journey: A Deeper Integration Through Analytics**

Here you'll learn how to combine the tools of the past with the breadth of data and depth of computing horsepower of the 21st century in order to achieve a more holistic view of the customer decision journey, and how to use this understanding to better optimize your marketing resources. A case study will provide an overview of how marketers can operationalize these ideas within their own brands.

**Todd Kirk**

Founding Partner

**MARKETING ATTRIBUTION PARTNERS**

**THE ROAD TO SUCCESS IS PAVED IN DATA: CASE STUDIES FROM TOP BRANDS**

9:25 – 10:05

**Part III: How Marketers Can Profit from IoT Analytics in Today's Connected World**

From smart buildings to intelligent avionics, the Internet of Things is one of today's biggest buzzwords – but what does it really mean to marketers? What's happening to the data generated by all those "things?" And how does IoT analytics change the marketing landscape?

Come to learn:

- Why today's connected world holds so much potential for marketers
- How IoT will change the way marketing works
- Specific analytics and use cases marketers can apply

And more!

**Sakti Kunz**

Head of Data and Analytics Solutions

**HONEYWELL**

10:05 – 10:20

**Networking Break**

10:20 – 10:55

**Part IV: Salesforce Events: The Data Behind the Magic**

\*Session details to come

**Vasudha Venkataraman**

Senior Analyst, Marketing Analytics

**SALESFORCE**

10:55 – 11:30

**Part V: Driving Incremental Sales with Experimental Design**

In this session, Dave Jacobs will explain how to get beyond A/B testing in order to optimize your business. Here you'll learn how to properly set up an experiment, validate it, and—most importantly—how to use the results to drive tangible results. You will learn basic concepts about sample size calculation, test design, and uplift models that will lead to maximization of incremental sales.

**Dave Jacobs**

Senior Manager of Digital Analytics

**HSBC**

11:30 – 12:20

**Featured Presentations: The True Value of Customer Lifetime Value**

Customer valuation is finally coming to the forefront and here to stay. Wharton Business School professor and Customer Lifetime Value expert Peter Fader will discuss this important trend, its implications for executives, and cover a few recent examples of companies that have used customer valuation in surprising ways and with compelling results. He will discuss in depth a variety of factors that are driving this change, including:

- Customer-level data that is far more timely, complete, and accurate than ever before
- Better computing and IT skills, enabling a broader set of managers to build and use these models
- A stronger competitive imperative, as more companies are shifting from product- to customer-centric thinking



**Peter Fader**

Professor of Marketing

**WHARTON BUSINESS SCHOOL**

12:20 – 1:35

**Luncheon**

1:35 – 2:15

**Back to Basics: How Marketing and Storytelling Are Driving Measurable Business Success**

In this session, Newscred's Shafqat Islam will discuss how the best marketers are embracing content marketing to tell their brand stories and drive measurable business results that impact the bottom line. Attendees will learn how and what to measure in order to better understand their content efforts and help them reach new audiences, drive business, and ultimately become a cost effective and imperative marketing channel.

**Shafqat Islam**

Cofounder and CEO

**NEWSCRED**

2:15 – 3:30

**Practitioners' Roundtable: Breaking Down Black Boxes—How to Address Communication Barriers When It Comes to Big Data**

Hear several experienced practitioners discuss challenges with intraorganizational information-sharing, how they've learned to address and circumvent miscommunication and data-siloing, and, in doing so, how they've better positioned themselves and their companies for success. Attendees will come away with insights into forging harmonious and mutually-beneficial working relationships with other areas of their organizations.

Moderator to be announced

Presenters:

**Andrea Lopus Cardozo**

Director, Consumer Insights

**PANDORA**

**Matthew Koppel**

Director of Performance Marketing

**HINT INC.**

**Eric Fischer**

Principal

**HJA STRATEGIC MARKETING**

(formerly Global Brand Media Director of GODADDY)

**Lu Chen**

Senior Director, Growth Marketing

**THINX**

3:30

**Conference concludes**

# Registration Form

Marketing Metrics and Analytics Summit 2017

Call: 831-431-6668

Email: info@insightxnetwork.com

Web: www.insightxnetwork.com

Mail: 503 Miramar Dr. Santa Cruz, CA 95060

IEN

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Solution Provider	Corporate Marketer (End User*)	Non-profit, academic, start-up**
<input type="checkbox"/> \$1599	<input type="checkbox"/> \$595	<input type="checkbox"/> \$799

\*Corporate end-users must be employed by a company that does not offer marketing services, software, or other marketing technology products.

\*\* Proof of non-profit or academic status required. Start-up is defined as a company less than 3 years old.

Name \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_

Please charge my credit card:

Visa  MasterCard  American Express  Discover

Card Number: \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Bill me  Check Enclosed \*Purchase Order Number: \_\_\_\_\_

To correct mailing information, or to be removed from our list, please email info@insightxnetwork.com. Amendments may take up to 5 weeks.

Payment: Payments must be received no later than April 19th, 2017

\*Make checks payable to Insight Exchange Network and write M102 on your check.

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