Practical Analytics for the Data-Driven Marketer

Marketing Metrics & Analytics Summit 2017
Presents the September 26-27, 2017 • The Standard Club • Chicago, IL

ONLY $595 FOR CORPORATE PRACTITIONERS!

HEAR DIRECTLY FROM:
GOOGLE, VIACOM, J. CREW
NORTHWESTERN, IHEARTMEDIA
ZIPRECRUITER, BRAD’S DEALS, THINX, SPOHERO
ALLSTATE, TERADATA, HSBC, ENVYO, LOGMEIN, IBOTTA
THE CLIMATE CORPORATION, ATHLETA
...and more!

Sponsors: ibotta, velocidi, STRALA
Media Partners: MarTech, MMRA, DKNW MEDIA
Join us in Chicago this September 26-27 for our **Marketing Metrics & Analytics Summit**. Sitting at the burgeoning intersection of marketing and data science, this event will provide you with all the practical knowledge and actionable insights you need to take your organization’s marketing measurement game to the next level.

With our attendees’ needs in mind, we’ve carefully selected a professional faculty full of leading minds in marketing measurement across many different industries and verticals. IEN is committed to providing our attendees with readily-useable takeaways based on the first-hand experiences and unique areas of expertise of our brilliant speakers.

Whether you’re looking to fine tune your organization’s marketing spend, considering implementing new analytics tools, an executive wanting to gain a deeper understanding of how your marketing dollars can best be put to use, or just simply don’t know where to start—this conference is for you!

**Key topics include:**

- How to integrate recent technological advancements into your marketing mix
- Using analytics to better understand the customer decision journey
- Marketing mix modeling in the digital age
- The impact of mobile on the path to purchase
- Measuring for Customer Lifetime Value
- An in-depth looking into multi-touch attribution modeling
- Getting ahead of the competition with AI & machine learning for marketing
- Using metrics to build a unique & highly visible brand voice
- Scrappy analytics tactics for startups & small companies
- Overcoming interdepartmental communication barriers and data-siloing

And so much 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 elevate the analytics capabilities of your entire team.

We can’t wait to see you in Chicago!

Sincerely,

**Meg Freitag**
Content Director
**Insight Exchange Network, LLC**

---

**Who Should Attend?**

- Marketing professionals, particularly VPs, Directors, Managers, and new employees in the areas of:
  - Acquisition
  - Growth
  - Retention
  - Optimization
  - Performance
  - Loyalty/Success
  - Insight
  - Digital & Media
  - Analytics
  - Data Science
- **Marketing service and technology vendors**

**Top Reasons to Attend**

- Discover how to cut through the “analysis paralysis” and start measuring what matters most!
- Get beyond just measuring marketing’s worth and focus on using metrics to inform impactful business decisions
- Gain insight from companies and individuals that have successfully implemented airtight analytics strategies
- Find out how to approach technology solutions for your team—from outsourced, to custom built, to DIY
- Find out which metrics best support your KPIs, and how to begin implementing them
- Better understand how your organization 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
Day One  September 26, 2017

7:45 – 8:45  Registration and Continental Breakfast

8:45 – 9:00  Chairperson’s Opening Remarks
Mikel Chertudi,  CEO & Co-founder
STRALA
Rob Clarke  CPO & Co-founder
STRALA

9:00 – 9:45  Opening Industry Roundtable: Marketing Analytics—Where We Are, Where We’re Going
This lively, in-depth discussion will set the stage for the two days of talks that follow. Hear seasoned marketing professionals with years of experience on both the industry and agency sides talk candidly about the current state of analytics in marketing.

Topics to be discussed will include:
· The newest wave of digital disruption models
· The impact of big data on the marketer/consumer relationship
· Advanced analytics: when to DIY and when to outsource
· Black-box algorithms and accountability
· The need for big data techniques to be implemented and accepted “beyond marketing”
...And more!

Moderator:
Andy Crestodina
Co-founder/Strategic Director
ORBIT MEDIA STUDIOS

Panelists:
Todd Kirk  Partner
MARKETING ATTRIBUTION PARTNERS
Jack McCush  Principal Data Scientist
TERADATA
Additional panelist TBA

9:45 – 10:10  Marketing Mix Modelling in a Digital World: Using Simulations to Test Your Models
Advertising is becoming more and more complex, and there is a strong demand for measurement tools that are capable of keeping up. In tandem with new measurement problems and solutions, new capabilities for evaluating measurement methodologies are needed. Given the complex marketing environment and the multitude of analytical methods available, simulation can be an essential tool for evaluating and comparing analysis options. Attend this session to learn how you can take advantage of this powerful tool!

Carsten Andreasen  Head of Marketing Insights
GOOGLE

10:10 – 10:30  Applied Analytics: Insights and Actions from 7 Reports
In this session, we’ll turn reports into actionable insights. Our focus will be on the little decisions that make the biggest impact for both traffic and conversions. The truth waiting to be discovered in your Analytics, you just need to know where it’s hiding.

Andy Crestodina  Co-founder/Strategic Director
ORBIT MEDIA STUDIOS

10:45 – 11:10  Tracking the Impact of Mobile Devices & Apps on Path-to-Purchase
This presentation will present two studies focusing on how consumers use mobile devices in their path to purchase. The first study will examine consumers’ cross-device behavior – across smart phones, tablets and laptops/desktops – as they shop for items at an online retailer. The study presents interesting insights into how consumers use these devices as they shop. The second study will examine the impact of mobile app adoption by consumers on their overall purchases through mobile devices as well as through other channels in the context of a hospitality firm. Overall discussion will focus on how metrics can be leveraged to better understand the impact of mobile on customer decision journey.

P.K. Kannan
Ralph J. Tyser Professor of Marketing
ROBERT H. SMITH SCHOOL OF BUSINESS, UNIVERSITY OF MARYLAND

11:10 – 11:35  Marketing Mix Modeling and the Customer Decision Journey: A Deeper Integration Through Analytics
This session will focus on the importance of integrating the old with the new. 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

11:35 – 12:15  Panel Discussion: How Mobile Couponing is Impacting Big Data for CPG Brands
This panel discussion will explore in-depth the following questions:
· How can mobile couponing help advertisers gain access to more deterministic data as it relates to verified sales & declared purchase intent?
· How does this data asset differ from and/or compliment the item-level purchase data that is currently available from third party data providers?
· What challenges and/or benefits have advertisers seen when trying to utilize this data for targeting & measurement purposes?
· How can this data help advertisers optimize their media messaging to reach consumers with the right message at the right time?

Moderator:
Mike Dadlani
Vice President of Data & Media Partnerships
IBOTTA

Panelists:
TBA

12:15 – 1:15  Networking luncheon

1:15 – 1:40  Topic TBA
Session details forthcoming

Speaker TBA
VELOCIDI
1:40 – 2:05
Predicting Social Sentiment Using Machine Learning Algorithms

Effective social sentiment analysis can help digital marketers build their brand, attract new customers, and better serve existing customers. In this session, Ankit Mangal will explore multiple machine learning algorithms (including Random Forests, Maximum Entropy, Decision Trees, SVM) that predict customer sentiment with high accuracy by analyzing tweets using open source analytical tools.

Ankit Mangal
Senior Manager, Digital Analytics
HSBC

2:05 – 2:55
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.

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

...And more!

Moderator:
To Be Announced

Panelists:
Ken Kirsten
Market Research & Analytics
ALLSTATE

Allison Kelley
Vice President of Customer Strategy
GAP

2:55 – 3:40
Panel Discussion: Getting Beyond “Last Click” with Advanced Attribution Models

In this session you’ll gain invaluable insight into different multi-touch attribution models from several top attribution experts, and come away with a deeper understanding of the importance of advanced attribution tracking, and the power it can have on business decisions.

Topics to be discussed will include:

- Learn how different basic models stand up against each other, and the pros and cons of each
- Learn tips for overcoming common challenges surrounding attribution across channels
- Hear predictions for the future of attribution
- Learn how to use control groups in combination with attribution modeling to better measure the effectiveness of direct marketing
- In-house versus outsourcing—which approach is right for you and your business?
- Find out what questions you should be asking before implementing a new attribution software or committing to an agency

...And more!

Moderator:
Mikel Chertudi
CEO & Co-founder
STRALA

Panelists:
Andrew Ruegger
Senior Partner, Head of Strategy
CATALYST/GROUP M

Ross-boy Link
CEO
MARKETING ATTRIBUTION LLC

3:40 – 3:55
Networking Break

3:55 – 4:40
Panel Discussion: Customer-Centricity and Customer Lifetime Value

As more and more companies are shifting from product- to customer-centric thinking, new KPIs and associated metrics are emerging. This panel will discuss in-depth how maintaining a customer-centric approach requires a shift in view towards how individual customers are behaving over time, and how your organization can maximize the value of every customer relationship. Attendees will come away with insight into the different strategies for implementing new customer-centric analytics campaigns, and a comprehensive understanding of why customer valuation is here to stay.

Moderator:
Edward Malthouse
Professor of Integrated Marketing Communications
Research Director of the Spiegel Research Center at Medhill
NORTHWESTERN UNIVERSITY

Panelists:
Sandi Michels
Former VP Consumer Insights
Women’s Apparel Retailer

Greg Berger
Director, Market & Customer Insights
THE CLIMATE CORPORATION

Ryan Iyengar
Senior Director Marketing & Analytics
ZIPRECRUITER

4:40 – 5:30
Panel Discussion: Beyond the Buzz Words—What Marketers Need to Know About AI and Machine Learning

This will be an in-depth discussion of how marketers can best take advantage of recent advances in machine learning. Attendees will leave with insight into:

- Where it started and where we are today
- 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

Moderator:
To Be Announced

Panelists:
Andrew Ruegger
Senior Partner, Head of Strategy
CATALYST/GROUP M

Carsten Andreasen
Head of Marketing Insights
GOOGLE

Dave Jacobs
Senior Manager, Digital Analytics
HSBC

Jack McCush
Principal Data Scientist
TERADATA

5:30
Cocktail Reception
Day Two

September 27, 2017

8:15 – 8:45
Breakfast

8:45 – 9:00
Chairperson’s Recap of Day One
Mikel Chertudi, CEO & Co-founder
STRALA

9:00 – 9:50
Executive Roundtable: Big Data and the Decision-Makers — What’s Changing for Marketing Leadership

Realizing the potential of big data presents at least as many challenges as it does opportunities. And while it of course requires an expertly-curated team with strong analytic capabilities and a willingness to experiment, it also requires executive talent committed to implementing adaptable big-picture solutions. Listen to several senior-level decision makers talk about the challenges and delights of their current roles, and how things like big data, rapid technological advancement, and changes in corporate culture have altered the way they make important decisions. They will discuss how they see the role of the marketing decision-maker changing, what they’re expecting from their teams, how they’re able to prove the value of their campaigns, and how they’ve overcome issues with communication barriers and data-siloing both internally as well as with partners and clients.

Moderator:
Justin Yopp
Revenue Marketing Coach
THE PEDOWITZ GROUP

Panelists:
Jamie Gilpin
CMO
ENVOY

Beth Coleman
SVP Marketing & Partner Insights
VIACOM

Ed Malthouse
Professor of Integrated Marketing Communications
Research Director of the Spiegel Research Center at Medill
NORTHWESTERN UNIVERSITY

Tom Collinger
Executive Director Spiegel Research Center
NORTHWESTERN UNIVERSITY

9:50 – 10:35
Opening Keynote: The Consumer Engagement Ecosystem

The language of “managing the customer” is no longer reflective of how consumers engage with brands. Edward Malthouse and Tom Collinger will join us from Northwestern’s Spiegel Research Center to present on their Customer Engagement EcoSystem/Engine framework, which describes the way that customers interact with brands today. They will present the results of several empirical studies conducted by the Spiegel Research Center that illustrate the framework and show how different forms of social and mobile engagement affect purchase decisions and ultimately financial outcomes of a term. In particular, they will share insights on mobile apps, online customer reviews, and social media contests.

Edward Malthouse
Professor of Integrated Marketing Communications
Research Director of the Spiegel Research Center at Medill
NORTHWESTERN UNIVERSITY

Tom Collinger
Executive Director Spiegel Research Center
NORTHWESTERN UNIVERSITY

10:35 – 10:50
Networking break

10:50 – 11:15
Use Case: Measuring Offline Media — A Case Study in Radio Attribution

Digital publishing has awarded marketers the extraordinary ability to track media investments at the micro level. However, many brands that shifted media dollars to highly-targeted digital campaigns have noted a “brand disappearance” that can only be repaired with the reach of a mass medium. Given this challenge, is it possible to measure offline mass media with the precision of digital? Probably not. But, leveraging a combination of traditional research methods and data science, we can get close. Join Alyson Sprague, Director of Insights & Analytics at iHeartMedia, for a conversation and case study on how this successful company is approaching offline media measurement.

Alyson Sprague
Director of Insights & Analytics
IHEARTMEDIA

11:15 – 11:45
Use Case: Building Brand Voice through Smart Marketing Optimization

In this session, Lu Chen will share insights and learnings from her experience building brands using a combination of creative efforts and marketing analytics. She will speak in-depth to her expertise in discovering, scaling, and optimizing new marketing channels and tools to achieve ROI goals with both premium and commodity products. Attendees will leave with an enhanced understanding of how they can leverage analytics to inform their own unique brand voice and drive marketing innovation.

Lu Chen
Senior Director, Growth Marketing
THINX

11:45 – 12:15
Use Case: Marketing Context Matters — The Art & Science of Measuring Custom Marketing

While there has been a lot of chatter around the philosophy of Data Science, we have inherently been led towards using ONLY mathematics and statistics for analytics. Leveraging concepts from physics and chemistry, the new age marketing measurement framework can combine with the art of insight generation and science of ROI tracking, providing for a more holistic and impactful course of action for measuring marketing performance.

Beth Coleman
SVP Marketing & Partner Insights
VIACOM

12:15 – 1:15
Networking luncheon

ABOUT IEN

IEN is focused on producing practical, actionable, and content-driven events. We personally interview literally hundreds of people in each conference’s topic area, discovering their on-the-job problems, issues and concerns. We then find the very best speakers to offer solution-driven content, as well as facilitating peer-to-peer networking at each event. Our events are not trade shows or expos, although we do offer partnership opportunities to select vendors. We’re focused on the attendee’s needs entirely.
1:15 – 2:05
Panel Discussion: Getting the Most Out of Free Data
—Scrapy Analytics Tactics for Startups

For many startups, the limited availability of insightful customer data can be a big initial stumbling block. Many ponder where to even start, how much data to collect and what metrics to use, and with the added dilemma of how prohibitively expensive it can seem. This session will discuss several different tried-and-true DIY tactics for getting the most out of your data for free.

Moderator:
To Be Announced

Panelists:
Lu Chen
Senior Director, Growth Marketing
THINX

Kristen Cho
VP of Marketing
SPOTHERO

Gary Spagnoli
CEO/Founder
ZEN ANCHOR

2:05 – 2:35
Use Case: Customer Segmentation in the Retail Industry

This presentation will discuss various types of segmentation (behavioral, loyalty, lifestyle, attitudinal) used in the fashion retail industry and how to operationalize segmentation to make better strategic decisions. Segmentation not only helps marketing target existing customers through personalized offers but also improves customer acquisition efficiency using look-alike modeling. This talk will show how to combine different types of segmentation to deliver a 360-degree view of customers and help businesses reduce churn in a digital transformation journey.

Lucy Yang
Sr. Data Scientist
J. CREW

2:35 – 2:50
Networking Break

2:50 – 3:15
Use Case: Driving Outcomes through Demand and Conversion KPIs

This use case will show the demand funnel as a key framework for aligning marketing and sales. In this session, Judi Breisch will outline how the demand funnel informs the planning process and helps identify areas that require ‘reshaping’ in order to achieve revenue goals. She will also describe how tracking performance against planned targets highlights weaknesses and indicators for root-cause analysis. Attendees will come away with a deeper understanding of how analytics plays a central role in defining the KPIs (key performance indicators), as well as what data and systems are necessary to support reporting and analysis. Attendees will also gain insight into how they can effectively communicate with leadership teams about what strategies will provide greatest return.

Judi Breisch
Manager, Go-to-Market Analytics
LOGMEIN

3:15 – 4:05
Panel Discussion: Breaking Down the Black Boxes
—Addressing Intra-Organizational Communication Barriers

Hear several experienced practitioners from different areas in their organizations discuss challenges with inter-departmental 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 marketing success. Attendees will come away with insights into forging harmonious and mutually-beneficial working relationships and tips for collaborative decision-making across the many areas of their organizations.

Moderator:
To Be Announced

Panelists:
James Kenler
Director, Marketing Operations
ENVOVY

Brett Bernstein
VP, Data Operations
BRAD’S DEALS

Greg Berger
Director, Market & Customer Insights
THE CLIMATE CORPORATION

4:05
Conference concludes

ABOUT THE STANDARD CLUB

From the day of its founding, The Standard Club and its members have endeavored to fulfill the promise expressed in the Club’s name, as a model, example or criterion. The vision of our founders was to create a membership of leaders who shared a common bond of charitable, social and civic responsibility. Many of Chicago’s businesses, industries, and academic and cultural institutions exist today as the result of the influence and generosity of our founders, as well as the members who have upheld their example.
Sponsorship and Exhibit Opportunities

Insight Exchange Network, LLC ("IEN") has a limited number of sponsorship opportunities in a variety of packages to help you get your message out to attendees. Sponsorship pricing is based on packages and start at low out-of-pocket. We can customize a variety of solutions to provide you with the best possible network opportunity.

For more information, contact Corinne Smart at 704-649-3860 or email Corinne@insightxnetwork.com

Sponsors

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.

Velocidi is a marketing intelligence software company, based in New York. We are marketers creating product for marketers. Our marketing intelligence platform touches billions of dollars in media spend for leading brands across the globe, and brings disparate data together into a single view so that brands and their agencies can collaborate on actionable insights and make faster, more effective decisions.

STRALA is a data definition platform that was created to solve a large gap in the digital technology stack common to all experience professionals (marketers, analysts, media, etc). STRALA offers a centralized, enterprise SaaS platform to easily manage and unify the vast amount of tracking codes across all digital technologies as well as standardize all meta data / classifications across the growing digital ecosystem. Ultimately, the STRALA platform results in faster, cleaner, and more complete data which leads to increases in marketing ROI and further optimization of the customer experience.

Pricing

<table>
<thead>
<tr>
<th>Solution Provider</th>
<th>Corporate Marketer (End User)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1599</td>
<td>$595*</td>
</tr>
</tbody>
</table>

* Subject to IEN approval. Corporate end-users must be employed by a company that does not offer marketing services, software, or other products.

Venue

The Standard Club
320 South Plymouth Court
Chicago, IL 60684
(312) 427-9100
www.stclub.com

Standard Rooms:
$205 +tax*

Please mention Insight Exchange Network when making your reservation. * Rooms are limited

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

Refunds and Cancellations: For information on refunds and cancellations please visit our website: www.insightxnetwork.com

PAST ATTENDEES INCLUDE REPRESENTATIVES FROM THE FOLLOWING COMPANIES:

AARP
ACLens Corp.
American Express
AMP Agency
Asurion
Aurora Health Care, Inc.
 Barkley
Boehminger Ingelheim Corporation
C3 Metrics
Doremus
Elastictii Inc.
Electronic Arts
Enova Decisions
Estee Lauder Companies, Inc.
Etsy
Everyday Health, Inc.
Evoglio Ltd
Evoke Health
Fifth Third Bank
Foot Locker, Inc.
Group M
Harry’s Grooming
Healthfirst, Inc.
Heineken
Hint, Inc.
GoDaddy
Honeywell
HSBC
John Wiley & Sons, Inc.
TNS GlobalMarketing
Attribution Partners
MarTech NYC Group
Mastercard
Mast-Jagermeister US
NAXION
Newscred
Nielsen
NYC Data Science
Academy
OdinText, Inc.
Pandora
Pernod-Ricard
Personagraph
RPM Direct
Salesforce
Sterling National Bank
Stratabeat
Target Optimized
Marketing Solutions
Teradata
Texture
The Wharton School
THINX
Torrid
Travel Centers of America
UBS
UC Berkeley
Ultimate Software
Vantiv, Inc.
Velocidi
Verizon
Whitman Insight
Strategies
Wiley
Wyndham Worldwide

www.insightxnetwork.com