



The Sheraton Hotel | Boston | Aug 14 - 17, 2017

Transforming Retail. Together.

THE CONFERENCE FOR ECOMMERCE & OMNI-CHANNEL INNOVATORS

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Very Much Worth the Investment!

eTail West was fabulous and very much worth the investment! We found it to be very informative, filled with actionable insights and critical interaction with other comparable ecommerce retailers.

Diana Eavzan, eCommerce Merchandising Director, **Bluestem Brands**



Amazing Content

“The beauty of the separate subject tracks is that they allow you to get a more focused experience within your field, and meet people who actually do what you do.”

Charis Marquez, Director, Site Merchandising / Vertical Experience, **Sam’s Club**



eTail Has Made us More Profitable

“eTail will change mindsets of your employees. It has changed the structure of our company. Simply put: attending eTail has made us more profitable as a business.”

Guido Campello, CEO - Creative Director, **Cosabella**



Loved The Women in (R)eTail Panel

“Women have a different journey in their business career than men and having a community of your peers to discuss these issues with was empowering! I appreciated the diversity of the panel and the honesty of their feedback. They weren’t afraid to offer differing viewpoints and share their stories. We could have continued the panel discussion for hours, I felt like we just scratched the surface.”

Allison McGuire, Marketing Director, **Paper Mart**



Absolutely Fabulous!

EtailWest is the place to go if you want to be on the forefront of your industry. We came looking for 1 solution and we found 20 solutions for problems we don’t even know we had. Definitely worth the investments.

Tri Le, Marketing Director, **Art Naturals**



The Bar has Been Set High!

eTail has set the bar pretty high for digital conferences. Great content and spectacular events. It’s going to be hard to be wowed at the other conferences this year.

Anshuman Taneja, Senior Director and Head of Digital Product Management, **Abercrombie & Fitch**



Exceptional Content

I have been to many conferences over the years, few of which impressed me. The quality of content, tactical advice, and speakers here is quite simply stellar. So inspired, motivated, and impressed - and equipped with so much actionable intel to inform our work!

Jacquelyn Cyr, President, **Cake Beauty**



Excellent Content!

This was my first year attending eTail East, and it was inspiring and motivational. The presentations were full of stats, real life, best-in-class examples. I couldn’t wait to get back to the office to start planning and implementing what I learned.

Karen Cleveland, eCommerce Manager, **The Fountainhead Group**



Stellar Rooted in Data

Super impressed with the vast amount of information rooted in data - each presenter was incredible! Vendor population extremely informative. I had a hard time only bringing back 10 key takeaways! Will continue to attend each year is possible!

Rebecca Hicks, Digital Planner, **Kohl’s**



Get Your Tickets



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www.etaileast.com

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INNOVATION.

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section to get
there faster!*

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Registration
**PRICING AND
INFORMATION**



No Fluff. Pure Strategy.

Hear secrets from heavyweights like Walmart, Wayfair and Neiman Marcus. Then have your paradigm shifted in no holds barred case studies from super innovative disruptors like Le Tote, STATE Bags, Purple Carrot and Indochino.



Fireside Chat:

A CUSTOMER FIRST APPROACH:

*Balancing Short and Long Term Without
Sacrificing The Bottom Line*

WITH NICK FAIRBAIRN

SVP, Marketing, Le Tote

LE TOTE

&

BRUCE ROGERS

Chief Insight Officer, Forbes

Forbes



Meet Nick.

Nick is the SVP of Marketing at subscription fashion rental service, Le Tote where he is focused on acquisition and relationship-based marketing for the growing brand. Prior to Le Tote, Nick was the VP of Media & Acquisition at Dollar Shave Club.

Hear Nick.

In this Fireside chat hosted by Bruce Rogers, Chief Insight Officer at Forbes, hear more about Nick's experiences at three major brands (Pro Flowers, Dollar Shave Club and Le Tote) and how it has shaped his approach to marketing.

Learn from Nick.

Find out how to get beyond just paying lip service to customer-first marketing while still driving long term ROI. Discuss how to manage expectations of your key stakeholders and how to be comfortable leaving growth on the table to focus on the best possible customer experience.

**AUG
15** 10:45
AM





MAKE MEANING

*Lessons from a Mission-Driven
eCommerce Disruptor*

WITH ANDY LEVITT

Founder & CEO,
The Purple Carrot



Meet Andy.

Andy is the Founder and CEO of The Purple Carrot, a meal kit delivery service that makes it fun and easy for consumers to prepare and eat healthy, great-tasting plant-based meals at home.

Hear Andy.

Learn how Purple Carrot, an underdog company, applied its core values to create a winning formula, and built a tribe of Carrot Heads who feel a part of something larger than themselves. Propel your company's success using his tried and true strategies for customer engagement.

Learn from Andy.

Find out how to embrace a mission to attract customers, and win over their hearts and minds with more than just a basic product. Understand the keys to building a loyal tribe of employees and customers. Be inspired to take advantage of the unique, the weird and the trends along the fringe – That's where you can stand out and win.

**AUG
16** 8:15
AM





Fireside Chat:

THE SUPER CONSUMER

How Digital & Physical Retail Intersect

WITH CHERYL KAPLAN

Co-Founder and President, M.Gemi

M . G E M I



Meet Cheryl.

Cheryl is a retail veteran, with over 20 years of experience. In 2007 Cheryl took on the role of EVP and Chief Membership Advocate at RuLaLa. There Cheryl worked closely with Ben Fischman and following the sale of RuLaLa, Cheryl once again joined Ben and Maria Gangemi to launch M.Gemi. As President, Cheryl oversees creative and brand management, technology, client experience, planning and programing.

Hear Cheryl.

Retail companies are using data to successfully drive the experience of their brand online and offline by integrating the physical & digital worlds. M.Gemi sets a new standard for the DTC model, with a whole new take on data, delivery and the store experience.

Learn from Cheryl.

Learn how to leverage consumer data in a whole new way to inform all aspects of company growth—from product development and design to supply chain strategy. Explore how this model led to 400% growth in M.Gemi's customer base in 2016.

AUG
16 10:45 AM



MACHINE LEARNING, ARTIFICIAL INTELLIGENCE— WHY THE URGENCY?

WITH MIKE ZHANG

VP, eCommerce, Digital Marketing, Innovation, Lands' End

LANDS'END



Meet Mike.

Mike has over 15 years of proven success in driving growth through profitable customer acquisition, personalized user experience, and data-driven marketing. He leads Lands' End eCommerce through the use of all available digital channels and by supporting unified omni user experience. In addition, Mike provides leadership in areas of digital transformation, Big Data Center of Excellence, and innovation.

Hear Mike.

Machine Learning and Artificial Intelligence are two buzz phrases, but don't write them off only as bright shiny objects. They may be what actually determine the winners and losers of retail businesses in the future. Mike will walk you through how to take advantage of these technologies for your data science organization to drive smarter retail decisions.

Learn from Mike.

Mike will show you how to explain machine learning and AI in layman's terms and walk you through the critical components of a successful data science organization, including how to build it from scratch and acquire the right talent.

**AUG
16** 2:00
PM



Who Attends eTail?

From the billion dollar club, to the start-ups. From travel, beauty, apparel, electronics and much more – eTail is for companies that want real wins, real growth, right now.



Get Your Tickets

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eTail@wbresearch.com

www.etaileast.com

What You'll Only Get at eTail

✓ FOCUS ON GROWING YOUR BUSINESS.

eTail is designed to help you make more money. Bottom line. To help you grow profitably. We give you disruptive content designed to help you optimize the profits from your business. 50% of our speakers are C-level. 75% are VP level and higher. We purposely find the executives that are in the trenches, doing the dirty work – so they can tell you the why, how, and what they would change next time – you're benchmarking against the best of the best. Talk is cheap! We cut out the fluff to give you hundreds of strategic takeaways. Guaranteed.

✗ NO TALKING HEADS. NO BIG EGOS. NO COMMERCIALS.



✓ INTERACTIVITY. A TRUE COMMUNITY.

Attended tradeshows where you feel like you're lost at an airport? Not at eTail. We design the show so that you meet different people every day. You constantly interact with fellow attendees in small group discussions, workshops, meet-ups, retailer-only sessions, roundtables and a lot more. We slice and dice the networking so you can meet whomever you want. You come as an attendee, but leave as part of a community.

✗ NOT A MASSIVE TRADESHOW.



✓ AN AWESOME EXPERIENCE.

We're known in the industry for awesome experiences you can't get anywhere else. Want to sip some of California wine country's best offerings? You can. Try new tequila? Done. Want to attend private chef tastings? We've got you covered. Our infamous receptions and tastings can't be missed. They're every day of the show. You'll make memories that last a lifetime.

✗ NOT HYPE WITHOUT SUBSTANCE.



What You'll Only Get at eTail



✓ AT A HOTEL, IN THE HEART OF HISTORIC BOSTON.

To us, you're a VIP, and should be treated like it. That's what you get at our venue in beautiful, historic Boston. Right next to the Charles River, in the middle of city, surrounded by shops and restaurants - the convenience is unparalleled.

✗ NOT AT A CONVENTION CENTER.

✓ ALL RETAILERS. ALL THE TIME

Being pitched all day? Distracted? Presentations full of commercials? That's not us. We protect our buyer to seller numbers to make sure you are meeting and interacting with the right people; 150 leading retail speakers, 1300 retailer attendees from 400+ companies.

✗ NOT PACKED WITH SOLUTION PROVIDERS



✓ UNRIVALED CUSTOMER SERVICE.

We've been in this business since 1999 - yup, eighteen years, and we're here to stay. We've changed as the industry has. We're not here to make a quick buck, but are invested in your success, for the long term. Our staff offer you a concierge service. You can call or email any of us, and we're more than happy to help you, anytime. Delivering a great experience for you is imperative to us.

✗ NOT HIRED HELP.



Meet The 2017 Speaker Faculty

Is your company speaking at eTail East? Join your co-workers at an additional 20% off the current price.
Register using code: SPEAKEREAST

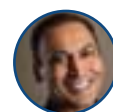
You'll hear from more retail leaders who are actually doing the work than ever before. You'll leave with ideas to implement immediately. Learn from their successes (and avoid pitfalls). No commercials, no high level overview, just specifics from those who do it best.



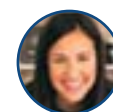
Rajeev Rai
CTO
Neiman Marcus



Drew Green
CEO
Indochino



Manish Chandra
Founder and CEO
Poshmark



Tara Foley
Founder and CEO
Follain



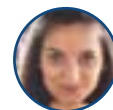
Bob Sherwin
VP, Direct Marketing
Wayfair



Rafeh Masood
SVP, Chief Digital Officer
BJ's Wholesale Club



Scot Tatelman
Co-Founder and Give Back Guy
STATE Bags



Lydia Gilbert
Co-Founder
Dia&Co.



Nick Fairbairn
SVP, Marketing
Le Tote



Mike Zhang
VP, eCommerce, Digital Marketing, Innovation
Lands' End



Brent Cryder
CTO
Dillard's



Michael Wystrach
CEO
Freshly



Kevin Lavelle
Founder and CEO
Mizzen+Main



Shawna Kaplan Hausman
EVP, eCommerce and Digital Marketing
Mission



Marc Rashba
VP
Sony Pictures Entertainment



Amit Shat
CMO
1-800-Flowers.com



Andy Levitt
Founder and CEO
The Purple Carrot



Jen Rubio
Co-Founder
Away



Myles Burke
COO
Nine Line Apparel



Scott Steever
Head of eCommerce
ABC Carpet & Home



Carrie Bienkowski
CMO
Peapod



Cheryl Kaplan
Co-Founder & President
M.Gemi



Cody Hawken
CTO
1xRun



Mitch Murphy
Head of Design and Co-Founder
Leesa Sleep



Ingrid Milman
VP, Marketing & eCommerce
Sam Edelman



Emily Culp
CMO
Keds



Marshall Porter
President
Spring Inc.



Matthew Scanlan
CEO, and Co-Founder
Naadam



Linda Voracek
Group Vice President, Chief Merchant
Sally Beauty



Courtney Graybill
VP, Digital Strategy & Analytics
David's Bridal

Your Speakers *continued*



Nina Alexander-Hurst
VP, Brand Marketing
BaubleBar



Emery Skolfield
VP, Marketing
Foot Locker



Mark Berinato
VP, Experience Design
Panera Bread



Swan Sit
VP, Global Digital
Revlon



Dave Harris
VP, IT
The Yankee Candle Company



Nicole Quinn
Partner
Lightspeed Venture Partners



Logan Bartlett
VP
Battery Ventures



Natalie Hwang
Managing Director
Simon Ventures



Brendan Witcher
Principal Analyst, eBusiness & Channel
Strategy
Forrester Research



Chris Vitale
VP, Digital Operations & eCommerce
Pep Boys



Adam Kasper
VP, Marketing
Bob's Discount Furniture



Ryan Scott
VP, Digital Operations & Innovation
Keurig Green Mountain, Inc.



Dan Fagan
Vice President, CRM & Media
DXL Group



Jamie Dooley
Head of eCommerce
Dorel Juvenile



Bob Land
VP, Consumer Engagement
Dorel Juvenile



Mark Chou
VP, Growth Marketing & eCommerce
Away



Emily Hofstetter
VP, Business Development &
Communications
Bombas



Christine Monaghan
VP, Digital
Astral Brands



Scott Drayer
VP, Marketing
Paul Fredrick



Ashley Serotta
VP, Digital Marketing & eCommerce
Living Proof



Elizabeth Bailey
VP, eCommerce & Consumer Business
SCOUT



Kate Kegan
VP, Sales and Marketing
SCOUT



Hillary Settle
VP, eCommerce Marketing
Brayola



Jeff McRitchie
VP, eCommerce & Technology
Mybinding.com



Gary McEldowney
VP, Marketing
Allergy Buyers



Charlie Ninegar
VP, Sales
SPY



James Thompson
VP, Marketing
SKLZ



Alexandra Tanner
AVP, Digital Marketing & eCommerce
L'Oreal



Josh Himwich
Senior Director, Product Management
Walmart



Harsh Acharya
Senior Director, Product Management
and Strategy
Dell.com



Ilona Sobkowiak
Senior Director, Web Analytics
Vistaprint



John Yesko
Senior Director, Digital Experience
Walgreens



Linh Peters
Senior Director, Loyalty Marketing and
Strategy
Ulta Beauty



Craig Kapilow
Senior Director, Integrated Marketing
Rue La La



Tim Zawislack
Senior Director of Ecommerce
Delta Galil USA, Inc.



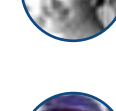
Kylie Beals
Senior Marketing Director, Digital and
CRM
Clarks



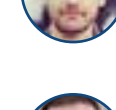
Dan Marques
Senior Director, eCommerce and Online
Marketing
Talbots



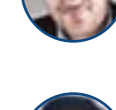
Lauren Steinberg
Senior Director, Digital Marketing
Loblaw Digital - Joe Fresh



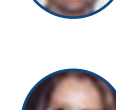
Benjamin Running
Director, Jet Innovation Lab
Jet.com



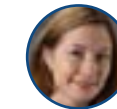
Paul Murray
Director, Digital Innovation
Dunkin Brands



Chris Phippen
Director of Engineering and Commerce
Dell



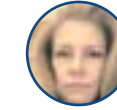
Jessica Jacobs
Director, Marketing
Wayfair



Jessica Thompson
Digital Acquisition Lead
Plow & Hearth



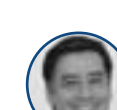
Drew Sirico
Senior Director, Marketing, eCommerce
Edible Arrangements



Kristin Smith
Director, Digital Commerce
Chico's



Sapna Shah Parikh
Director of Digital Strategy &
eCommerce
Avon



Lee Carson
Director, Digital Experiments
Marriott



Debbie Johnsen
Director, Digital Marketing
The Watergate Hotel



Mosheh Poltorak
Director, Digital Marketing
Blinds.com (A Home Depot Company)



Amanda Kendrick
Director, eCommerce
Pep Boys



Marta Dalton
Director, eCommerce
Coca-Cola



Sebastian Pawlowski
Director, Digital Acquisition
Sprint



Heidi Maund
Director, eCommerce
Natori

Your Speakers *continued*



John Calvert
Director, Digital Legal Compliance and
Program Management
Albertson Companies



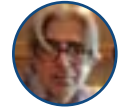
Renu Razdan
Director, Product Management,
Omni-Channel & Mobile Apps
Nordstromrack.com & HauteLook



Rachel Panetta
Director of Corporate Marketing
Planet Fitness



Susan Buckner Rose
Product Marketing Director
Instagram



David O'Neill
Managing Director of Digital Inclusion
American Foundation for the Blind



Janine Somers
Director of Marketing & Direct to
Consumer Sales
Stonewall Kitchen



Kelsey Foy
Director, Retention Marketing
Eloquii



Mike Zuccato
Director of eCommerce
Sourcebooks



Tyler Vautier
Director of Digital Marketing
BuildDirect



John Gilson
Director, eCommerce
SPY



Shrenik Sadalgi
Mixed Reality Applications Lead
Wayfair Next



Prashanth Srinivasan
Software Architect
Dell



Charis Loveland
Senior Product Manager, Data
Rue La La



Chip Reno
Senior Advanced Analytics Manager
T-Mobile



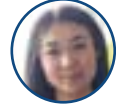
Anand Viswanathan
Manager, Email Marketing
Under Armour



Darren Johnson
Product Manager
Barkbox



Jamie Braxton
Marketing Manager,
US-Mattress



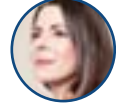
Vivienne So
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Greg Stuart
Global CEO
Mobile Marketing Association



Bruce Rogers
Chief Insights Officer
Forbes



Tiffany Yannetta
Shopping Director
Racked



Bethany Biron
Reporter
Glossy



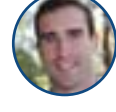
Lauren Heller
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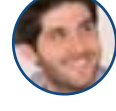
Fitz Tepper
Writer
TechCrunch



Carl Miller
Managing Director
GRIN Labs



Skye Spear
VP of Partners
Signifyed



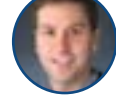
Yoav Susz
Director of Business Development
Optimove



Paul J. Walsh
SVP, Platform Strategy & Innovation
Visa



Myles Peacock
CEO
CreativeDrive



Rob Garf
VP of Industry Strategy & Insights
Salesforce Commerce Cloud



Pini Yakuel
Founder and CEO
Optimove



Jaysen Gillespie
VP, Analytics, Insights and Data Science
Criteo



Mukund Ramachandran
VP of Global Marketing
Dynamic Yield



Tom Dolan
SVP
MaxPoint



Gary Smith
VP, Worldwide Sales
Your Amigo



Matt Killough
Manager, Customer Success
Bluecore



Vikram Bhaskaran
Head of Market Development
Pinterest



Chuck Davis
Chief Revenue Officer
Webbula



Laurent Vincent
Senior Sales Engineer
Gooddata



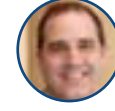
Oren Netzer
Co-Founder and CEO
cClearly



Cory Munchbach
SVP, Strategy
BlueConic



Jared Blank
SVP of Data Insights & Analysis
Bluecore



Mark Chaves
Principal Product Manager, Customer
Intelligence
SAS



Nicole Hutzul
Regional VP, Sales, Americas
Emarsys



Denis Coombes
Director
ROI Revolution



Brian Strauss
VP Worldwide Field Engineering
Moxie



Jon Panella
GVP, Commerce Technology
SapientRazorfish



Jason Conley
Sr. Director, Sales & Solution Consulting
Precision Dialogue



Meera Murthy
VP Strategy
Evergage



Scott Smigler
President & Founder
Exclusive Concepts, Inc.



Marty Berman
VP, North America Remarketing
InMobi



Shane Black
Managing Director
Source Knowledge



Amir Shub
GM, Americas
Smartly.io



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Together

No one does learning like eTail.

Every day, in every session you have the opportunity to make valuable business contacts, connect one on one with other retailers and catch up with friends. During sessions and outside of them, we want you to meet people at the event. Below are some of the ways you'll do just that!

PANEL REMIX

Let's get interactive! After a group chat, you'll get your challenges solved in small groups and talk about a key area discussed in the panel.



CASE STUDY REMIX

No one wants to sit through presentation after presentation, over and over! Remix your experience! You'll chat in groups and solve a key challenge raised during a case study presentation.



RETAILER-ONLY MEET-UPS

Mix it up with retailers who can give you free advice on a ton of different pain points, and who share similar interests. Each of these discussions will have a retail expert host.



C-LEVEL BOARDROOM

This is your chance to meet other senior executives at the conference, in a closed-door setting. Chat about critical topics that impact your business, with others just like you. For more information or for an invitation, contact kristin.schoenstein@wbreserach.com.



Together

WOMEN IN (R)eTAIL COCKTAIL HOUR & LEADERSHIP PANEL

Okay ladies, let's get information! Listen and be inspired by an accomplished panel of fierce femmes; then, cultivate new friendships and discuss the issues that were raised on the panel. The session will be hosted by executives from Mission and Astral brands, among others.

COCKTAILS & CONVERSATIONS FOR RETAILERS

Relax with a cocktail at the end of the day, and chat with others who share your pain points. You'll meet other retailers who can give you tons of advice and technology recommendations.



RETAILER-ONLY SPEED DATING

Think speed dating (without the date)! This fun session lets you meet a load of new and interesting people before the main conference kicks off. Grab a glass of wine or a cold beer and get your business cards ready!



SOMMELIER-LED WINE TASTING HOSTED BY ZETA GLOBAL

Join our exclusive premium wine and cheese tasting on Tuesday, August 15
By invite only.



CRAFT BEER TASTING WITH LOCAL BOSTON BREWRIES HOSTED BY CRITEO

Join our Craft Beer Expert in tasting the fantastic Beers of Boston along with light bites on Tuesday, August 15
By invite only.



"One of the most interesting parts is the retailer only meet ups which helps us connect with our peers in the industry and discuss our problems and solutions. If there is one conference I go to every year, it is this one!"

Vishal Agarwal, EVP & CMO, Choxi



It's Time to Party...And You're Invited



"eTail has set the bar pretty high for digital conferences. Great content and spectacular events. It's going to be hard to be wowed at the other conferences this year."

Anshuman Taneja, Senior Director and Head of Digital Product Management, Abercrombie & Fitch



Eats at Eataly

Join the Eataly experience at our Welcome Reception. Italian cuisine, specialty wines and herb-infused cocktails await!

MON
AUG 14
5:30pm

** Limited availability,
sign up onsite!*

Sunset Soiree

RECEPTION

The Rooftop at
The Revere Hotel

FOOD. DRINKS. AND THE BEST WAY TO SEE BOSTON.

TUE
AUG 15
5:30pm

* Shuttle transportation provided



eTail

Tour And Tasting

HARPOON

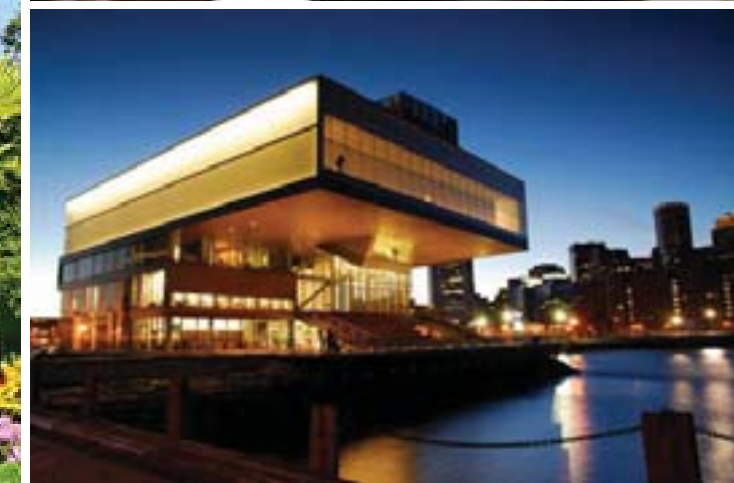
LOVE BEER. LOVE LIFE.

Harpoon Brewery Takeover

Craft Beer / Food / Brewery Tours

THUR
AUG 17
1:30pm

* Shuttle transportation provided
** Retailers only. Space is limited.
Sign up for this event onsite!



Have A Wicked Good Time In Boston

You'll Be In The Heart of The City

The hotel is really close to the Boston Logan International Airport (only four miles), steps away from amazing shopping at the Prudential Center and Copley Place, the brand new Eataly and you can walk to the Charles River (and even Fenway Park)! It's convenience like no other. You'll be in the middle of where it all happens at the Sheraton!

Room Information - Book Today

Guess what? We've got preferential rates at the Sheraton Boston. **Once you've booked and paid for your conference registration, you will receive the booking website information from our customer service department.** If you do not receive the email, please contact us at +1 646-200-7530. So hurry, these rooms will sell out quickly.

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The hotel spent millions on a recent renovation designed to provide you with endless comforts. Beautiful rooms, new restaurants, a luxurious spa – you name it, and this hotel has it. And with temperatures in the 80s in August, Boston is the perfect destination.

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Exhibit Hall**





This Isn't Your Average Exhibit Hall

We've done all the legwork before the show, so you'll be able to identify which solution will work for your business as soon as you walk into the room. Check out the most relevant solutions here, and find your next long-term partner. For solution providers, there's no better place to showcase your brand. And did we mention the VR games, retailer chats, giveaways, cash prizes, mimosas and much more? You won't want to leave the 2017 Exhibit Hall!

AUG
15

Tuesday
7:15am-
5:30pm

7:15am - 7:40am	Breakfast & Networking
9:45am - 10:45am	Morning Break: Game Challenge & Mimosas
3:20pm - 4:10pm	Afternoon Break: Game Challenge & Beer
5:30pm	Hall Closes

AUG
16

Wednesday
7:30 am-
3:55 pm

7:25am - 8:00am	Breakfast & Networking
9:55am - 10:45am	Morning Break: Game Challenge & Irish Coffees
3:25pm - 3:55pm	Afternoon Break: Final Game Challenge & Wine
3:55pm	Hall Closes

Interested in Sponsoring?

Here's What Makes Us Different...

- ✓ **900 retailers. 450 unique companies.** All B2C. And all waiting to meet you - It's like a big party, and you're bringing the drinks!
- ✓ **60% retailer ratio.** Unlike other events, we protect our ratio to make sure our retailers, and our sponsors are meeting the right people.
- ✓ **Targeting made simple.** You'll know exactly who to talk to when you get here. We survey attendees to find out where they're investing, and then we send the findings to you in the eTail 'Spend Report'. That's information you can't get anywhere else.
- ✓ **It feels like vacation.** To us, you're VIP, and you should be treated like it. That's why eTail is held at a luxury hotel, and not a convention center. We're not all business, all the time.



"This event was, by far, the best show I've ever attended or my company attended – and not just in terms of eTail shows, but all shows in general!"

Gary Smith, VP – Global Marketing & Sales, YourAmigo

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YOTTA

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This conference is my all time favorite. The whole experience has been amazing! Starting from the beautiful hotel, user friendly eTail app, connection with the right people and the entertaining functions. I feel very inspired and ready to transform my business!

Khanh Nguyen, Senior Web Producer at Arbonne International

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**eTAIL
APP**



Group Discussion:

Found a good local restaurant? Want to know where tonight's after party is? Post anything you want on the app's timeline and the audience will respond.



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Need to follow-up with the person you just met? You can view & message all attendees to continue the conversation or set up meetings.



The Agenda:

To choose which sessions to attend & to view the real-time agenda, use the app. You can also highlight your favorite speakers, and receive a notification when they go onstage. And remember, your pre-event printouts will be out of date!



Live Polling:

During sessions, we'll perform live audience polls. When you see questions appear on the big screen, vote on your device & you'll see what everyone is thinking in real-time.

The Search Display & Online Media Summit

Don't Blow Your Budget On Search.

Here we delve into search vs. display, SEO, SEM and online advertising. Which of these vehicles heavily influence the purchase, and how can you get the most out of them without spending too much? You'll talk to other retailers asking these questions too– we'll run roundtables with subject experts throughout the day, mixing in case studies and panels that get into the nitty gritty.



11:30AM

KEYNOTE CASE STUDY REMIX: Maximize Customer Engagement With Thematic Shopping To Create Brand Integrations With A Sales Component

Rue La La is maximizing high levels of consumer engagement within its unique thematic shopping franchises (i.e. Rue Kitchen, What's In Her Bag) to create native integration opportunities. Hear how native content in the private sale space offers brands the ability to advertise while simultaneously monetizing digital spend and acquiring new customers.



CRAIG KAPILOW
Senior Director, Integrated Marketing
Rue La La

2:35PM

CASE STUDY REMIX: Cutting Through The Noise Of Attribution And Incrementality

As marketers we aim to allocate advertising funds to where they have greatest effect, but how do we know what's working and what isn't? Join Mosheh Poltorak, Director of Digital Marketing at Blinds.com, as he shares practical approaches to measuring the success of your digital campaigns while also exploring methods and examples of testing incremental lift, ideas for segmentation of your retargeting program and ideas for mapping your customer funnel across multiple channels.



MOSHEH POLTORAK
Director, Digital Marketing
Blinds.com (A Home Depot Company)

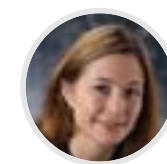
3:40PM

FIRESIDE CHAT: Search: The Ever Elusive Target

Brands know that optimizing search is an ongoing battle. How can you continuously up your game? Hear lessons learned and help to address how Google enhancements might be impacting your business, how to better predict the impact of changes to search programs and how to determine which site extensions and features are helping and which ones might be hurting your rankings.



ASHLEY SEROTTA
VP, Digital Marketing & eCommerce
Living Proof



JESSICA THOMPSON
Digital Acquisition Lead
Plow & Hearth



A “must attend” event for retailers

The caliber of retailers presenting and attending is second to none. The networking and opportunities to learn from your peers is the best of any conference I attend.

Ashley Serotta, Senior Digital Marketing & eCommerce Director, Living Proof



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Email Marketing & Customer Retention Summit

You Can Get More Out Of Your Email And CRM Programs.

Move the needle with strategies that keep customers coming back. Increase your open rates. Get in the inbox. We'll only talk email during this day, so you leave with not only tons of notes, but tangible ways to solve your challenges. As a bonus we have roundtables designed to get you talking with your peers.



9:10AM

KEYNOTE: What Does HollyWood Know About Loyalty In The eTail Space Anyway?

Connecting to the consumer is more critical than ever today. The eTail space has been enjoying fantastic growth but the consumer proposition has to go beyond just convenience and price. Others have been here before, but were unable to continue their relevance with consumers. Establishing the right consumer relationship is paramount. eTailers must do more to earn loyalty with today's online shopper. We will share some insights in this presentation to ensure eTailing's future remains bright.

Some of the learning objectives will be:

- Understanding why loyalty matters
- Hearing about some key strategies that are working with others right now
- What eTailers can do short-term and long-term to build loyalty



MARC RASHBA
VP
Sony Pictures Entertainment

11:45AM

KEYNOTE PANEL DISCUSSION REMIX: Using Email Content To Drive Not Only Loyalty, But Revenues

Across all channels retailers are experimenting with providing different types of content for their customers aside from promotion-focused campaigns. Emails are especially getting more creative. Explore new content ideas for email that will differentiate your brand and engage your customers.



JANINE SOMERS
Director of Marketing and Direct to Consumer Sales
Stonewall Kitchen



AMY ROMERO
CMO
Creative Drive



JOHN OSTERHOLT
Senior Manager, Ecommerce & Digital Marketing
La Prairie Group



JILL BALIS
CMO
The Grommet

2:55PM

PRESENTATION: How To Generate The Most Value From Your Email Program (And Your Email List)

At The Grommet, Email has always been, and continues to be, our most important channel. Learn what has (and has not) worked well for us, and how we are continuing to grow value from our email program. In this session, we will share what we have learned about:

- Acquiring the right subscribers
- Onboarding them and setting the right expectations
- Keeping subscribers engaged
- Deriving value from your list (even if they are not opening your emails)



JILL BALIS
CMO
The Grommet

Next Gen eCommerce Summit

Bringing Together A Community Of Retail Innovators and Disruptors.

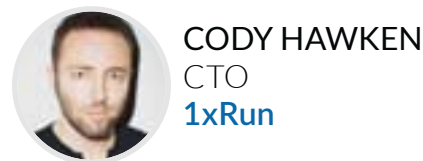
From scrappy start ups turning the industry on its head to retail giants experimenting with the latest technology, this future forward summit will tackle VR, AI, connected commerce and everything in between. Find out what's really disrupting retail and which trends you should consider putting on the back burner.



9:25AM

KEYNOTE CASE STUDY: Gamifying The Shopping Experience To Drive Loyalty

At its core, e-retail is an emotional experience. Whether you're selling big-ticket items or low-priced consumer goods, it's important to get the customer excited about your products, and to leave them feeling satisfied and eager to return. We will delve deep into the psychology of the purchase, and explore the many ways that leading fine art publisher 1xRUN uses gamification to innovate the online retail experience to help drive the sale; techniques that 1xRUN has pioneered to transform the way that people buy art online. With a focus on 1xRUN's innovative promotions and strategies, we will discuss how you can incorporate these core concepts to keep your customers excited, engaged, and eager to return.

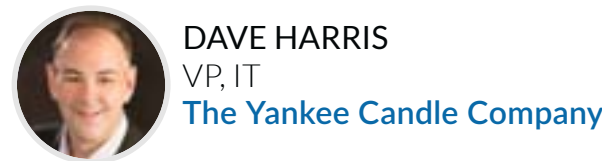


CODY HAWKEN
CTO
1xRun

11:35AM

KEYNOTE PANEL DISCUSSION: Tapping Into The Omni-channel Nature of Today's Consumer

Today's customers are all omni-channel customers—so choosing to be an omni-channel company is no longer an option. Panelists will talk through how to build functionality between web and store systems as well as ways to ensure customer recognitions as they travel between channels. Learn how to better keep track of your customers shopping online and off and take advantage of opportunities like BOPUIS, in-store try on, etc. Leave this panel discussion knowing how to better understand your shoppers.



DAVE HARRIS
VP, IT
The Yankee Candle Company



RENU RAZDAN
Director, Product Management, Omni-Channel & Mobile Apps
Nordstromrack.com & HauteLook

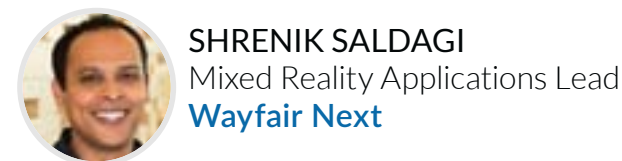


DAN FAGAN
VP, CRM & Media
Destination XL Group

12:30AM

KEYNOTE CASE STUDY REMIX: Retail Reality: VR, AR And Wayfair

Get a peek into the future of online retail! Discover how Wayfair is trailblazing online retail and enhancing the customer experience using next generation technologies. Hear the story of WayfairNext, the R&D team focusing on next generation experiences and Learn more about why they are investing in this space. Plus, see a short demo of WayfairView – their AR app that lets you visualize furniture in your space.



SHRENIK SALDAGI
Mixed Reality Applications Lead
Wayfair Next

Agenda Highlights

eCommerce and Omni-Channel Growth Tactics

Get fresh ideas to really drive innovation in your business, online and across channels. Our speakers tackle strategy, growth, disruption and more - how they are revolutionizing retail. Build a long-term vision that is grounded in examples of success from your peers.



10:45AM

KEYNOTE FIRESIDE CHAT: A Customer First Approach: Balancing Short and Long Term Without Sacrificing the Bottom Line

Nick Fairbairn, SVP, Marketing at Le Tote will share his experiences at three major brands (Pro Flowers, Dollar Shave Club and Le Tote) and how it has shaped his approach to marketing. Find out how to get beyond just paying lip service to customer-first marketing while still driving long term ROI. Discuss how to manage expectations of your key stakeholders and how to be comfortable leaving growth on the table to focus on the best possible customer experience.



NICK FAIRBAIRN
SVP, Marketing
Le Tote

Interviewed By:



BRUCE ROGERS
Chief Insights Officer
Forbes

12:05PM

PANEL DISCUSSION: VC Perspectives: Mapping Out Your Biggest Opportunity Ever

This is your chance to get a handle on the next big thing in retail and technology. Where are VC's investing and why? Hear more about which trends they are bullish about and where they wish they had invested. Explore the core factors they consider when investing in retail from top line growth to retention.

Interviewer:



MATTHEW TOWNSEND
Reporter
Bloomberg News



NICOLE QUINN
Partner
Lightspeed Venture Partners



NATALIE HWANG
Managing Director
Simon Ventures



LOGAN BARTLETT
VP
Battery Ventures

4:10PM

PANEL DISCUSSION REMIX: Going Beyond Omni-Channel: Removing Channel Barriers To Better Serve Your Customers

Your customers don't see channels, so why do retailers continue to work this way? Learn how to represent your brand in a channel agnostic way, and discuss ways to remove artificial barriers across channels. Check out this all-star panel and find out how to take omni-channel to the next level.



RAJEEV RAI
CTO
Neiman Marcus



CHRISTINE MONAGHAN
VP, Digital
Astral Brands



MARK BERINATO
VP, Experience Design
Panera



JON PANELLA
GVP, Commerce Technology
SapientRazorfish



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Digital and eCommerce Transformation Strategies

On day three of eTail, you'll get a roadmap for how to transform your eCommerce strategy and rethink how you approach digital marketing. Get the strategic, operational and technical tools you need to achieve continued growth in 2017 and beyond.



9:05AM

KEYNOTE PANEL DEBATE: Understanding Disruption, Innovation And Brick And Mortar Success

This is your chance to see some of the hottest start-ups and disruptors in retail today. Panelists will discuss some of their biggest wins of 2017 and the key differentiators that are growing their business. Find out which areas they are spending their time on from an innovation standpoint and dig deeper into which efforts are paying off in brick and mortar as well as digital.



DREW GREEN
CEO
[Indochino](#)



EMILY HOFSTETTER
VP, Business Development & Communications
[Bombas](#)



CHERYL KAPLAN
Co-Founder & President
[M.Gemi](#)



KEVIN LAVELLE
Founder and CEO
[Mizzen+Main](#)

11:05AM

KEYNOTE CASE STUDY: Mobile Commerce As An Imperative: What We've Learned And Where We're Going

Mobile commerce is no longer just for trendsetters. Hear about the new reality of mobile commerce and ways brands can tap into the mobile opportunity. Dig deeper into the mobile imperative in the changing retail landscape, how to expand your mobile commerce footprint and lessons learned from a mobile shopping pioneer.



MARSHALL PORTER
President
[Spring](#)

11:55AM

KEYNOTE PANEL DISCUSSION: Footprinting Retail Experiences Of The Future

The store environment is undergoing a rapid transformation as consumer shopping preferences continue to evolve. This diverse group will talk through new opportunities for merging digital and in-store and how technology is truly bridging the gap between bricks and clicks. Discuss new store formats and concepts, opportunities for pure plays in the offline space and the importance of customer engagement over transactions.



AMIT SHAH
CMO
[1-800-Flowers](#)



BRENT CRYDER
CTO
[Dillard's](#)



JEN RUBIO
Co-Founder
[Away](#)



SKYE SPEAR
VP, Partnerships
[Signifyed](#)

Next Generation eCommerce Day

Discover what's next in Retail eCommerce. This day brings you renowned disrupters and innovators pushing the boundaries of digital. Cap off a jam packed event with a cold craft beer from the renowned Harpoon Brewery.

AUG
17 Thursday

9:05AM

KEYNOTE: Hot Or Not: How Retailers Are Prioritizing Commerce Tech Investments In 2017

Get insight into what capabilities leading retailers are making investments in now, and why these solutions are important for winning, serving, and retaining today's digitally-savvy consumers. Brendan will discuss the top ecommerce tech investments, which investments are cooling and what future tech is getting traction and why.

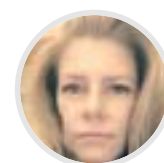


BRENDAN WITCHER
Principal Analyst
[Forrester Research](#)

11:40AM

KEYNOTE PANEL DISCUSSION REMIX: Keeping A Mobile First Mindset To Meet Customer Expectations

It's all about mobile first, so how can you deliver a great experience to your mobile customers and then scale up your mobile experience to the desktop. Discuss lessons learned in responsive design and how to truly optimize the user experience with your target customer in mind.



KRISTIN SMITH
Director, Digital Commerce
[Chico's](#)



ALEXANDRA TANNER
AVP, Digital Marketing & eCommerce
[L'Oreal](#)

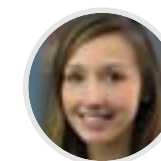
Executive, [ContentSquare](#)

12:05PM

KEYNOTE: Making Shopping Simple On Instagram

Discovery has been part of the Instagram experience from the beginning. With 80% of people following a business account, and a global community of over 700 million, Instagrammers want to explore and find new products from brands they love and businesses want more opportunities to build relationships with these valuable customers.

During this session, hear from Susan Buckner Rose about how Instagram is enhancing the shopping journey for consumers—making it easier to learn more and consider items that interest them. Ultimately, Instagram aims to deliver the most seamless shopping experience for consumers and businesses on mobile.



SUSAN BUCKNER ROSE
Product Marketing Director
[Instagram](#)



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Retailer Only Pre-Conference Summit:

The Search, Display & Online Media Summit


AUG
14 Monday

- 7:50

Continental Breakfast & Registration
- 8:30


Welcome Remarks & Benchmarking Study
- 8:40

Keynote Chairperson's Opening Remarks



Gary Smith
VP, Worldwide Sales,
YourAmigo
- 8:55

KEYNOTE: How Edible Arrangements Used Localized SEM Ads To Bridge The Gap Between The Online And In-Store Channels



Drew Sirico
Senior Director of Marketing, eCommerce
Edible Arrangements
- 9:20

Roundtable Host Introductions
- 9:30

Kickoff Of Interactive Roundtables Discussions

Table 1: How To Outrank And Take Business From Amazon
Moderator: Gary Smith, VP, Worldwide Sales, YourAmigo and Jeff McRitchie, VP, eCommerce & Co-Founder, mybinding

Table 2: Boosting Paid Search Performance With Audience Targeting (Not Retargeting)
Moderator: Oren Netzer, Co-Founder and CEO, cClearly


Table 3: Topic Pending
Moderator: Jaime Smith, Director of Integrated Media Strategy, Elite SEM

Table 4: How Data Can Drive Your Competitive Advantage In Search (And Beyond)
Moderator: Craig Smith, Founder and CEO, Trinity Insight
- 10:30


Coffee & Refreshments

- 10:55


KEYNOTE PANEL DISCUSSION REMIX: Examining The Current (And Future) Search Landscape To Maximize Your Spend




Debbie Johnsen
Director, Digital Marketing
The Watergate Hotel



Gary McEldowney
VP, Marketing
Allergy Buyers Group




Jeff McRitchie
VP, eCommerce & Technology
Mybinding.com



Dan Marques
Senior Director, eCommerce and Online Marketing
Talbots
- 11:30

KEYNOTE CASE STUDY REMIX: Maximize Customer Engagement With Thematic Shopping To Create Brand Integrations With A Sales Component




Craig Kapilow
Senior Director, Integrated Marketing
Rue La La
- 12:00


Continuation of Interactive Roundtables
- 1:00

Lunch For All Attendees
- 2:00


KEYNOTE PANEL DISCUSSION REMIX: Competing In A Marketplace-Heavy World (And Still Maintaining Margin)




Linda Voracek
Group VP, Chief Merchant
Sally Beauty



Jessica Thompson
Digital Acquisition Lead
Plow & Hearth




John Gilson
Director, eCommerce
SPY



Charlie Ninegar
VP, Sales
SPY

- 2:35


CASE STUDY REMIX: Prospecting And Retargeting To Identify True Incremental Lift



Mosheh Poltorak
Director, Digital Marketing
Blinds.com (A Home Depot Company)
- 3:00


Afternoon Coffee & Refreshments
- 3:25

FIRESIDE CHAT: Search: The Ever Elusive Target



Jessica Thompson
Digital Acquisition Lead
Plow & Hearth
- 4:00

CASE STUDY: How Living Proof Learned To Love Search



Ashley Serotta
Vice President, Digital Marketing & eCommerce
Living Proof
- 4:30

Conclusion Of The Search, Display & Online Media Summit
- 4:45

Retailer-Only Speed Dating: Bring your business cards—you'll need them!
- 5:00

Invite Only "Sip & Savor" Tasting Event at Eataly hosted by Nanigans
- 5:30

Eats at Eataly Reception
- 6:30

Registration Closed



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Retailer Only Pre-Conference Summit: Email & Customer Retention Summit

AUG
14 Monday

8:10 Continental Breakfast & Registration

8:45 Welcome Remarks & Benchmarking Study Top Challenges Icebreaker Activity

9:00 Keynote Chairperson's Opening Remarks & Moderator



Pini Yakuel
Founder and CEO
Optimove

9:15 **KEYNOTE:** What Does Hollywood Know About Loyalty In The eTail Space Anyway?



Marc Rashba
VP
Sony Pictures Entertainment

9:40 **KEYNOTE PANEL DISCUSSION REMIX:** Reviewing The Changing Email Landscape To Better Personalize Your Program



Scott Drayer
VP, Marketing
Paul Fredrick



Jamie Braxton
Marketing Manager
US-Mattress



John Osterholt
Senior Manager, Ecommerce & Digital Marketing
La Prairie Group

10:15 Roundtable Host Introductions

10:25 Kickoff Of Interactive Roundtable Discussions

Table 1: The Evolution of a Sophisticated, Dynamic Email Program Through Marketing Team Empowerment

Moderator: Matt Killough, Manager, Customer Success, [Bluecore](#)
Anand Viswanathan, Manager, Email Marketing, [Under Armour](#)

Table 2: Topic Pending

Moderator: Justin Feinberg, Sales, [Iterable](#)

Table 3: How To Effectively Test The Impact Of Your Marketing

Moderator: Yoav Susz, Director of Business Development, [Optimove](#)

Table 4: Topic Pending

Moderator: Chuck Davis, Chief Revenue Officer, [Webbula](#)

Table 5: Topic Pending

Moderator: Executive, [SalesForce Commerce Cloud](#)

11:25 Coffee & Refreshments

11:55 **KEYNOTE PANEL DISCUSSION REMIX:** Using Email Content To Drive Not Only Loyalty, But Revenues



Amy Romero
CMO
Creative Drive



John Osterholt
Senior Manager, Ecommerce & Digital Marketing
La Prairie Group



Jill Balis
CMO
The Grommett



Janine Somers
Director of Marketing and Direct to Consumer Sales
Stonewall Kitchen

12:30 Continuation Of Interactive Roundtables

2:30 Lunch For All Attendees

2:20 **CASE STUDY:** Finding Customer: The Path To Empowering The Digital Journey



Sebastian Pawlowski
Director, Digital Acquisition
Sprint

2:55 **PRESENTATION:** How To Generate The Most Value From Your Email Program (And Your Email List)



Jill Balis
CMO
The Grommett

3:15 Afternoon Coffee & Refreshment Break

4:00 Top Challenges Roundtable Discussions

Wrap up the summit by joining roundtable discussions based on the challenges you submitted during our activity earlier today and talk through your most pressing questions at a table of your peers.

4:30 Conclusion Of Email Marketing & CRM Summit

4:30 Retailer-Only Speed Dating: Bring your business cards—you'll need them!

5:30 Eats at Eataly Reception

6:30 Registration Closed



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Pre-Conference Summit: NextGen eCommerce Summit


AUG
14 Monday

- 8:25



Registration & Networking Breakfast
- 9:00

Welcome Remarks & Benchmarking Study
- 9:10


Keynote Chairperson's Opening Remarks & Moderator
Antoine Blondeau
Co-Founder & Co-Chairman
Sentient
- 9:25

Keynote: Gamifying The Shopping Experience To Drive Loyalty
 Cody Hawken
CTO
1xRun
- 9:50




KEYNOTE: The Robots Are Coming For Your Wardrobe! Demystify The Hype From Reality With All Things AI In Retail
Anand Chandrasekaran
CTO and Co-founder
Mad Street Den
- 10:15


KEYNOTE PANEL DISCUSSION: Discovering New Ways To Use Technology Within The Retail Space To Drive Sales
 Mark Berinato
VP, Experience Design
Panera Bread
 Ryan Scott
Vice President, Digital Operations & Innovation
Keurig Green Mountain


- 10:45

KEYNOTE: A Guaranteed Win/Win: Integrating Conscious Capitalism With Your eCommerce Operations
 Matthew Scanlan
CEO and Co-Founder
Naadam
- 11:10

Coffee & Refreshments
- 11:35


KEYNOTE PANEL DISCUSSION: Tapping Into The Omni-channel Nature of Today's Consumer
 Dave Harris
VP, IT
The Yankee Candle Company
 Renu Razdan
Director of Product Management, Omni-Channel & Mobile Apps
Nordstromrack.com & HauteLook
 Dan Fagan
VP, CRM & Media
Destination XL Group
- 12:05





KEYNOTE: SYSTEM OF INSIGHT: How To Unleash The Value Of Retail Data
 Laurent Vincent
Senior Sales Engineer
Gooddata
- 12:30

KEYNOTE CASE STUDY REMIX: Retail Reality: AR, VR and Wayfair
 Shrenik Saldagi
Mixed Reality Applications Lead
Wayfair Next
- 1:00

Lunch For All Attendees

- 2:00

CASE STUDY: Using The Customer Journey To Create "Digital Context"
 Darren Johnson
Product Manager
Barkbox
- 2:25

KEYNOTE PANEL DISCUSSION REMIX: Becoming A More Flexible And Agile eCommerce Organization
 Chris Phippen
Director of Engineering and Commerce
Dell
 Prashanth Srinivasan
Software Architect
Dell
 Courtney Graybill
VP, Digital Strategy & Analytics
David's Bridal
 Hillary Settle
VP, eCommerce Marketing
Brayola
- 3:05

Coffee & Refreshments
- 4:30

End Of Summit
- 4:30

Retailer-Only Speed Dating: Bring your business cards—you'll need them!
- 5:30

Eats At Eataly Reception
- 6:30

Registration Closed



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MAIN CONFERENCE DAY ONE

eCommerce and Omni-Channel Growth Tactics

AUG
15
Tuesday

7:15 Registration And Networking Breakfast Inside The Solution Zone

7:40 Welcome Address & Opening Ice Breaker



Kristin Schoenstein
Executive Director
eTail East

7:50 Keynote Chairperson's Opening Remarks



Mukund Ramachandran
VP of Global Marketing
Dynamic Yield

8:05 **FIRESIDE CHAT:** Omni-Channel Transformation At BJ's Wholesale Club



Interviewer:
Matthew Townsend
Reporter
Bloomberg News



Rafeh Masood
SVP, Chief Digital Officer
BJ's Wholesale Club

8:25 Keynote Client Case Study



Jaysen Gillespie
VP, Analytics, Insights and Data Science
Criteo

8:50 **KEYNOTE PANEL DISCUSSION:** Defining The Future Of Marketing And Retail



Ryan Scott
VP, Digital Operations & Innovation
Keurig Green Mountain, Inc.



Michael Wystrach
CEO
Freshly



Mitch Murphy
Head of Design and Co-Founder
Leesa Sleep



Cory Munchbach
SVP, Strategy
BlueConic

9:20 **FIRESIDE CHAT:** The Intersection of Social and Shopping: The Poshmark Story



Interviewer:
Fitz Tepper
Writer
TechCrunch



Manish Chandra
Founder and CEO
Poshmark

9:45 Morning Indulgence Break in the Exhibit Hall

10:45 **FIRESIDE CHAT:** Putting Your Customers First Without Sacrificing Margin



Nick Fairbairn
SVP, Marketing
Le Tote



Interviewer: Bruce Rogers
Chief Insights Officer
Forbes

11:10 Keynote Client Case Study



Lauren Steinberg
Senior Director, Digital Marketing
Loblaw Digital - Joe Fresh



Jared Blank
SVP of Data Insights & Analysis
Bluecore

11:35 **KEYNOTE C-LEVEL PANEL DISCUSSION:** Bringing Innovation Into The Retail Experience To Drive Growth



Brent Cryder
CTO
Dillard's



Lydia Gilbert
Co-Founder
Dia&Co.



Carrie Bienkowski
CMO
Peapod



Brandon Levey
Co-Founder & CEO
Stitch Labs

12:05 **PANEL DISCUSSION:** VC Perspectives: Mapping Out Your Biggest Opportunity Ever



Interviewer:
Matthew Townsend
Reporter
Bloomberg News



Nicole Quinn
Partner
Lightspeed Venture Partners



Natalie Hwang
Managing Director
Simon Ventures



Logan Barlett
VP
Battery Ventures

12:30 Meet and Greet Lunch & Networking For All Attendees

Hosted By Elite SEM

12:30 Invitation-Only Private Workshop & Luncheon

Hosted by SAP Hybris

























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Day 1: Continued

	TRACK A: Acquisition/Conversion Optimization	TRACK B: Omni-Channel/Multi-Channel Execution	TRACK C: Social, Mobile & The Future Of Retail	TRACK D: Retailer-Only Connections	TRACK E Global Interactive Workshops
					Join 25 other participants in this collaborative workshop designed by retailers, and brought to you in conjunction with The GRIN Leadership Lab.
1:30	Chairperson's Opening Remarks & Track Moderator  Daniel Druker CMO Instart Logic	Chairperson's Opening Remarks  Mark Chaves Director, Media Intelligence SAS	Chairperson's Opening Remarks  Erik Mansur Head of Product Marketing Nanigans	Join Us In the Social Lounge For Retailer-Only Meet-Ups: Get Free Advice You Can't Get Anywhere Else 1:30-2:40 Topic: Evaluating The Pros and Cons of Commerce Enabled Social Platforms  Host: Hillary Settle VP, eCommerce Marketing Brayola Topic: Utilizing Native Advertising To Drive Ecommerce Sales  Host: Jess Jacobs Director, Marketing Wayfair	INTERACTIVE WORKSHOP: Asia Strategy Deep Dive This Asia Strategy Lab looks at customer acquisition, merchandising and marketplace strategy throughout Asia. Break into working groups to discuss: <ul style="list-style-type: none">How leading brands are taking a data driven approach to marketplace strategyA discussion led by brands about their lessons learned in AsiaAsia strategy focusing on prioritization of countries and activitiesCollaborative lab working on participants Asia Strategy  Carl Miller Managing Director The GRIN Labs
1:45	CASE STUDY REMIX: Exploring Engagement Tactics As Customer Expectations Hit An All Time High  Nina Alexander-Hurst VP, Brand Marketing Bauble Bar	CASE STUDY REMIX: The New Walmart At The Intersection of Digital and In-Store  Josh Himwich Senior Director, Product Management Walmart	CASE STUDY REMIX: Using Mobile To Drive Associate Engagement, Corporate Awareness And Customer Experience  Stephanie Horst Manager, eCommerce Pep Boys		
2:15	CASE STUDY: 3 Overlooked Paid Search Experiments to Amplify Sales Volume  Denis Coombes Director ROI Revolution  Vivienne So E-Commerce Manager Frette	Machine Learning + AI: Scaling True Personalization  Nicole Hutzul Regional VP, Sales, Americas Emarsys	CASE STUDY: The Rise of On-Site Search as a Revenue Driver  Pavan Sondur Co-Founder & CEO Unbx  Domenic Armano Director, Marketing Services Potpourri Group		
2:40	CASE STUDY: Scaling Optimization To Meet The Needs Of An Omni-Channel Business  Lee Carson Director, Digital Experiments Marriott	PANEL DISCUSSION REMIX: Redefining Omni-Channel: Bridging The Gap Between Digital And In-Store  Adam Kasper VP, Marketing Bob's Discount Furniture  John Yesko Senior Director, User Experience Walgreens  Paul Murray Director, Digital Innovation Dunkin' Brands  Brian Strauss VP Solution Consulting, Moxie	PANEL DISCUSSION REMIX: Making The Mobile Experience Better For Today's Consumers To Convert Traffic To Sales  Scott Steever Head of eCommerce ABC Carpet & Home  Maya Hamilton Director, eCommerce Kipling  Benjamin Weiss Product Manager Walgreens		
2:40	Invitation-Only Wine Tasting Hosted By: Zeta Global		Invitation-Only Craft Beer Tasting Hosted By: Criteo		
3:20	Taco Tuesday Happy Hour In The Exhibit Hall				



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













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	TRACK A:	TRACK B:	TRACK C:	TRACK D:	TRACK E
4:10	<div>CASE STUDY REMIX: Best Practices for Building Your Amazon, Walmart, and eBay Marketplace Strategies</div> <div> Jamie Dooley Head of eCommerce Dorel Juvenile</div>	<div>PANEL DISCUSSION REMIX: Going Beyond Omni-Channel: Removing Channel Barriers To Better Serve Your Customers</div> <div> Rajeev Rai CTO Neiman Marcus</div> <div> Christine Monaghan VP, Digital Astral Brands</div> <div> Mark Berinato VP, Experience Design Panera Bread</div> <div> Jon Panella GVP, Commerce Technology SapientRazorfish</div>	<div>FIRESIDE CHAT: Using Responsive Design Best Practices To Increase Conversions</div> <div> Chris Phippen Director of Engineering and Commerce Dell</div> <div> Prashanth Srinivasan Software Architect Dell</div>	<div>Join Us In the Social Lounge For Retailer-Only Meet-Ups: Get Free Advice You Can't Get Anywhere Else</div> <div>Topic: Amazon 1P, 3P or Hybrid. The Pros, Cons and Tactics for Each</div> <div> Host: James Thompson VP, Marketing, SKLZ</div>	
4:35	<div>Client Case Study</div> <div> Dan Rowe Lead Architect Wayfair</div> <div> Omri Iluz CEO PerimeterX</div>	<div>Micro Session: All You Really Need To Know About 1:1 Marketing</div> <div> Jason Conley Sr. Director, Sales & Solution Consulting Precision Dialogue</div>	<div>Client Case Study</div>		
4:50	<div>PANEL DISCUSSION REMIX: Creating A Meaningful Site Experience To Engage Customers And Drive Sales</div> <div>Executive, Evergage</div> <div> Mike Zuccato Director of eCommerce Sourcebooks</div> <div> Kristin Smith Director, Digital Commerce Chico's</div> <div> Alexandra Tanner AVP, Digital Marketing & eCommerce L'Oreal</div> <div> Meera Murthy VP Strategy Evergage</div>	<div>CASE STUDY REMIX: Service Design At The Heart Of Omni-Channel</div> <div> John Yesko Senior Director, User Experience Walgreens</div>	<div>PANEL DISCUSSION REMIX: Working Through The Challenges With Social Advertising: Getting True Engagement And Returns</div> <div> Myles Burke COO Nine Line Apparel</div> <div> Jess Jacobs Director, Marketing Wayfair</div> <div> Mark Chou VP,Growth Marketing & eCommerce Away</div>		
5:30	Conclusion Of Main Day One				
5:30	Sunset Soiree Reception				

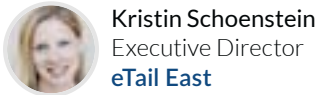
MAIN CONFERENCE DAY TWO

Digital and eCommerce Transformation Strategies

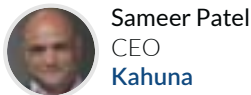
AUG
16 Wednesday

7:25 Registration And Networking Breakfast Inside The Solution Zone

7:55 Welcome Remarks



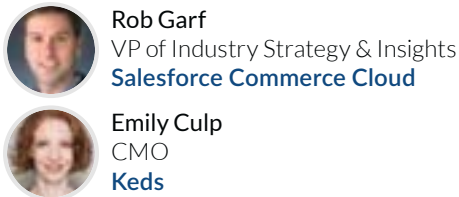
8:00 Keynote Chairperson's Opening Remarks



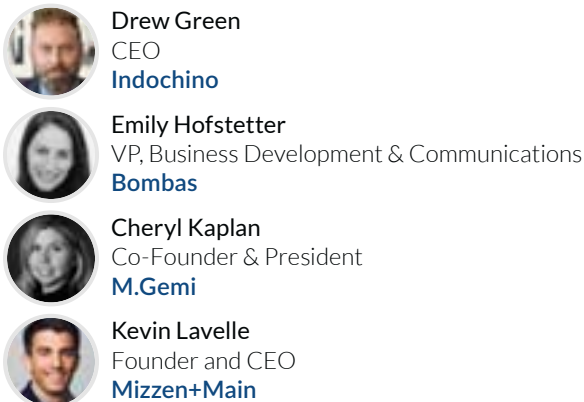
8:15 **KEYNOTE:** Make Meaning: Lessons from a Mission-Driven eCommerce Disruptor



8:40 **KEYNOTE:** Shopper-First Retailing: Changing Shopping Preferences And The Impact On Retailers

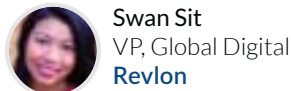
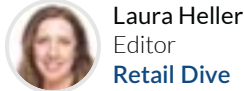


9:05 **KEYNOTE PANEL DEBATE:** Understanding Disruption, Innovation And Brick And Mortar Success



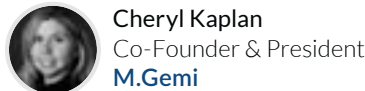
9:35 **FIRESIDE CHAT:** Accelerating Digital At A Hundred Year Old Brand

Interviewer:

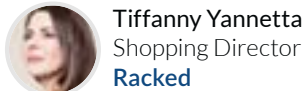


9:55 Morning Networking & Refreshment Break In the Exhibit Hall

10:45 **FIRESIDE CHAT:** The Super Consumer: How Digital & Physical Retail Intersect



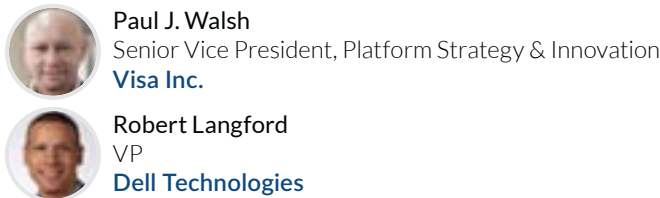
Interviewer:



11:05 **KEYNOTE CASE STUDY:** Mobile Commerce As An Imperative: What We've Learned and Where It's Going



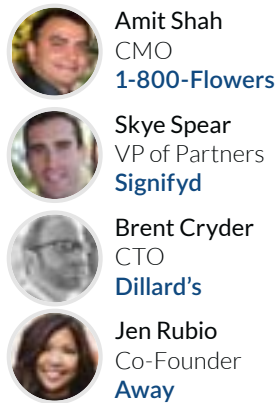
11:30 **KEYNOTE PRESENTATION:** The New Norm: Disruption Through Innovation



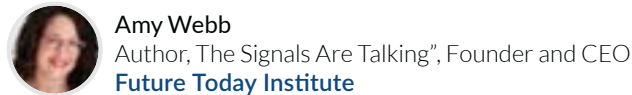
11:30 **INVITE ONLY C-Level Boardroom**

This is your chance to meet other senior executives at the conference, in a closed-door setting. Chat about critical topics that impact your business, with others just like you. For more information or for an invitation, contact kristin.schoenstein@wbresearch.com.

11:55 **KEYNOTE PANEL DISCUSSION:** Footprinting Retail Experiences Of The Future



12:25 **GUEST SPEAKER:** The Future Of Retail Technology: 5 Trends To Watch



12:45 Invitation-Only Private Workshop & Luncheon

12:45 Meet and Greet Lunch & Networking For All Attendees



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



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Day 2: Continued

	TRACK A: Data, Analytics & Attribution	TRACK B: Content, Customer Engagement & Personalization	TRACK C: Testing & User Experience Optimization	TRACK D: Retailer-Only Meet-Ups And Activities	TRACK E: Global Interactive Workshops Join 25 other participants in this collaborative workshop designed by retailers, and brought to you in conjunction with The GRIN Leadership Lab.
1:45	Chairperson's Opening Remarks  Pete Reilly SVP, Sales & Marketing AnswerRocket	Chairperson's Opening Remarks  James Hammersley CEO Good Growth	Chairperson's Opening Remarks  Mario Ciabarra CEO Quantum Metric	Join Us In the Social Lounge For Retailer-Only Meet-Ups: Get Free Advice You Can't Get Anywhere Else Conversion Optimization Workshop: Tips & Tricks  Host: Marta Dalton Director, eCommerce Coca-Cola	INTERACTIVE WORKSHOP: New Market Entry Deep Dive The New Market Entry Lab looks at how to research new markets and prioritize your global initiatives. Break into working groups to discuss: <ul style="list-style-type: none">• The new market entry platform• A closer look at the five pillars of going global• Collaborative lab working on participants new market entry strategy  Carl Miller Managing Director The GRIN Labs
2:00	CASE STUDY REMIX: Machine Learning, Artificial Intelligence—Why The Urgency?  Mike Zhang VP, eCommerce, Digital Marketing, Innovation Lands' End	CASE STUDY REMIX: The New Face of Loyalty: How Ulta Beauty is Leveraging Data to Shift Away From Discounts  Linh Peters Senior Director, Loyalty Marketing & Strategy Ulta Beauty	CASE STUDY REMIX: Digital Accessibility - Overview And How To Turn A Potential Negative Into A Positive  John Calvert Director, Digital Legal Compliance and Program Management Albertson Companies  David O'Neill Managing Director of Digital Inclusion American Foundation for the Blind		
2:30	Executive Presentation Executive, Pepper Jam	The Gift That Keeps on Giving: What Retailers Can Learn From the Top 100 Subscription Services  David Rangel Chief Operating Officer Iterable	High Performing Facebook Campaigns  Scott Smigler President & Founder Exclusive Concepts, Inc.		

2:45 PM to 4:45 PM











Invitation-Only Bourbon Tasting Hosted By eShopworld























2:45 PM to 4:45 PM

Invitation-Only Wine Tasting Hosted By InMobi



	TRACK A:	TRACK B:	TRACK C:	TRACK D:	TRACK E:
2:55	PANEL DISCUSSION: Using Data To Design Customers Experiences That Encourage The Sale  Marta Dalton Director, eCommerce Coca Cola  Tara Foley Founder and CEO Follain  Troy Winskowicz VP, Product Edgecase	PANEL DISCUSSION: Keep Your Customer Coming Back For More: Enhancing The Relationship With Your Brand  Robert Sherwin VP, Direct Marketing Wayfair  Kelsey Foy Director, Retention Marketing Eloquii  Tim Zawislack Sr. Director, eCommerce Delta Galil USA  Marty Berman VP, North America Remarketing InMobi	PANEL DISCUSSION: Presenting The Best Possible Website Experience Using Usability Enhancements  Darren Johnson Product Manager Barkbox  Myles Burke CTO Nine Line Apparel  Tedd Rodman	Session continued	Session continued
3:25	Afternoon Networking & Refreshment Break In The Exhibit Hall				

	TRACK A:	TRACK B:	TRACK C:	TRACK D:	TRACK E:
4:15	<p>CASE STUDY REMIX: Legendary Entertainment: Disrupting Hollywood Paradigms with Analytics</p> <div><p>Hana Cluff VP, Applied Analytics Legendary Entertainment</p></div>	<p>RETAILER PANEL DISCUSSION REMIX: Taking A Look At Personalization From Start To Finish</p> <div><p>Harsh Acharya Senior Director, Product Management and Strategy Dell.com</p></div> <div><p>Hillary Settle VP, eCommerce Marketing Brayola</p></div> <div><p>Charis Loveland Senior Product Manager, Data Rue La La</p></div> <div><p>Mike Wystrach CEO Freshly</p></div>	<p>PANEL DISCUSSION REMIX: Testing: What Works, What Doesn't, And How To Best Structure Your Program</p> <div><p>Courtney Graybill VP, Digital Strategy & Analytics David's Bridal</p></div> <div><p>Ilona Sobkowiak Senior Director, Web Analytics Vistaprint</p></div>	<p>Women In ReTail Networking Reception & Panel</p> <p>Panelists and Networking Facilitators Include:</p> <div><p>Christine Monaghan VP, Digital Astral Brands</p></div> <div><p>Shawna Kaplan Hausman EVP, eCommerce and Digital Marketing Mission</p></div>	
4:45	<p>RETAILER PANEL DISCUSSION REMIX: Tracking Online To Offline Data To Paint A Holistic Customer Picture</p> <div><p>Chip Reno Senior Advanced Analytics Manager T-Mobile</p></div> <div><p>Ingrid Milman VP, Marketing & eCommerce Sam Edelman</p></div> <div><p>Tom Dolan SVP MaxPoint</p></div>	<p>CASE STUDY: The Plan To Turn A Golf Specialty Store Into Canada's Home Of Golf, Leveraging Data / Content And Connectivity</p> <div><p>Frederick Lecoq VP, eCommerce Golf Town</p></div>	<p>CASE STUDY: Understanding Your Brand Through Your Customers' Eyes</p> <div><p>Elizabeth Bailey VP, eCommerce & Consumer Business SCOUT</p></div> <div><p>Kate Kegan VP, Sales and Marketing SCOUT</p></div>	<p>Session continued</p>	<p>Session continued</p>
5:15	<p>Retailer-Only Chats And Cocktails (Pick A Table And Grab A Drink)</p> <div><p>Table 1: Are Data-Driven Decisions Really Possible In A Human Organization? Host: Kylie Beals Senior Director, Digital Marketing & CRM Clark's</p><div></div></div> <div><p>Table 2: Hold your friends close...and Amazon closer Host: Bob Land VP, Customer Engagement Dorel Juvenile</p><div></div></div> <div><p>Table 3: Moving From Marketing Analytics To Data Science As A Marketer Host: Chip Reno Senior Advanced Analytics Manager T-Mobile</p><div></div></div> <div><p>Table 4: Optimizing Social Advertising With AI Host: Heidi Maund Director of eCommerce Natori</p><div></div></div> <div><p>Table 5: Leveraging Customer LTV to inform Marketing Strategies Host: Ilona Sobkowiak Sr. Director, Web Analytics Vistaprint</p><div></div></div>				
6:00	<p>End Of Main Conference Day Two</p>				

MAIN CONFERENCE DAY THREE

Next Generation eCommerce Day

AUG
17 Thursday

7:30 Registration & Networking Breakfast

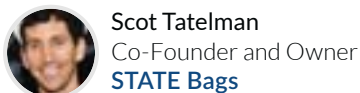
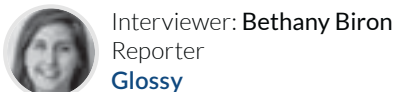
7:55 Welcome Remarks



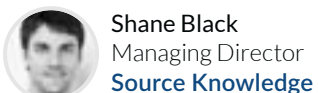
8:00 Chairperson's Opening Remarks



8:15 **KEYNOTE:** Building A Scalable And Successful Business Founded In Giving Back



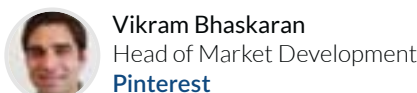
8:40 Can Video Help Drive Sales? BuildDirect Says Yes



9:05 **KEYNOTE:** Hot Or Not: How Retailers Are Prioritizing Commerce Tech Investments In 2017

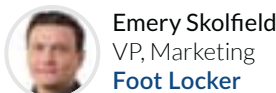


9:35 Getting Ready For The Holiday: Lessons From The Visual Storefront



10:00 Coffee & Refreshment Break

10:25 **KEYNOTE:** Getting Buy-In For Technology Investments



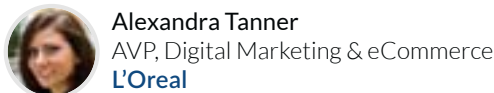
10:50 **KEYNOTE:** Multi Touch Attribution—The Holy Grail Of Marketing Measurement



11:15 **KEYNOTE:** Automating And Optimizing Facebook Marketing At Scale



11:40 **KEYNOTE PANEL DISCUSSION REMIX:** Keeping A Mobile First Mindset To Meet Customer Expectations



Executive
Content Square

12:05 **KEYNOTE:** Making Shopping Simple On Instagram



12:30 Lunch For All Attendees

1:30 Harpoon Brewery Tour and Tasting

See page 21 for details



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24-7 Intouch

They're not your typical contact center. At 24-7 Intouch culture is inherent, which is reflected in the company's 13 global facilities that are home to their like-minded Fortune 500 clients. As leaders and disruptors in the contact center industry, 24-7 Intouch delivers innovative, value-driven omnichannel solutions, such as voice, social media management, live chat, email, fraud, and back office administration to global brands across all industries. Using the most advanced technology, 24-7 Intouch allows their clients to utilize business insights to deliver lifetime consumer loyalty and increase incremental revenue.



Adlucent

Adlucent makes it easy for people to find and buy products online, with consumer-intent based advertising technology and services that power the world's most successful Internet retailers.

Adlucent provides brands with powerful and scalable technology to effectively create, launch and manage high-volume, high-value, PPC, PLA, display, and paid social ad campaigns. Leveraging its' Deep Search technology, Adlucent helps the smartest retailers acquire new customers and grow revenue profitably through personalized advertising.



Amazon Payments

Amazon Payments makes it simple for hundreds of millions of customers around the globe to check-in and checkout using information already stored in their Amazon account. It is a fast, easy, and trusted way to accept payments online.



Bazaarvoice

Bazaarvoice helps brands and retailers find and reach consumers, and win them with the content they trust. Each month in the Bazaarvoice Network, more than one-half billion consumers view and share authentic consumer-generated content (CGC), including ratings and reviews as well as curated visual content across 5,000 brand and retail websites. This visibility into shopper behavior allows Bazaarvoice to capture unique first-party data and insights that fuel our targeted advertising and personalization solutions. Founded in 2005, Bazaarvoice is headquartered in Austin, Texas with offices across North America and Europe. For more information, visit www.bazaarvoice.com.



BlueConic

BlueConic is the world's simplest and most accessible customer data platform, built for marketers to harness the data required to power the recognition of an individual at each interaction, and then synchronize their intent across the marketing ecosystem.

Collect shopper data, segment based on individuals' unique attributes, and act on that data with product recommendations and path-to-purchase optimization – all in one platform, in real-time. More than 150 brands leverage the platform to increase share of wallet and cart sizes, increase conversions, and decrease waste to grow incremental sales and revenue, including Shinola, Elie Tahari, RAEN Optics, Kansas City Steaks, Chilewich, and the Great American Home Store.



Bluecore

BLUECORE

At Bluecore we are transforming the way eCommerce marketers use data and automation to communicate with customers. Bluecore's platform is designed to simplify the process of ingesting terabytes of behavioral data and automatically taking action on precise insights, driving engagement and conversion rates that defy industry standards. Backed by FirstMark Capital and Georgian Partners, Bluecore is one of New York City's fastest growing SaaS start-ups and works with more than 190 customers representing more than 250 high-end apparel, electronics, automotive and other consumer brands.



ContentSquare

ContentSquare is an experience optimization platform for online and mobile businesses that uniquely captures visitor behavior insights to measure user experience, increase engagement and improve conversion rates. ContentSquare empowers brands to measure content performance, understand visitor intentions and explain consumer decisions when they do or do not purchase. Using artificial intelligence to provide automatic recommendations, ContentSquare's ease-of-use and unique performance indicators ensures all teams in an organization can easily make data-driven decisions. ContentSquare was founded in 2012 and is co-headquartered in New York and Paris, with a third office in London.



Criteo

Criteo delivers personalized performance marketing at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure. Criteo has over 2,000 employees in 31 offices across the Americas, EMEA and Asia-Pacific, serving over 12,000 advertisers worldwide with direct relationships with 16,000+ publishers. Criteo ads reach over 1.1 billion unique Internet users (comScore, September 2015). For more information, please visit www.criteo.com.



Decibel Insight

Decibel Insight reveals exactly how users behave on websites and apps, making it easy for enterprise businesses to quantify and improve the customer experience at every digital touchpoint. Powered by machine learning, our award-winning technology processes hundreds of revolutionary behavioral metrics – from mouse movements and device rotations, to pop-ups and errors – capturing an accurate picture of every user's on-page experience. The world's largest brands – including Lego, General Motors, British Airways, and AllState Insurance – use Decibel Insight to pinpoint opportunities to improve the customer experience and collaborate across their organisations to put the customer first.



Dyanamic Yield

DYNAMIC YIELD

Dynamic Yield is the world's first personalization technology stack. Its advanced machine learning engine builds actionable customer segments in real time, enabling marketers to increase revenue via personalization, recommendations, automatic optimization, and 1:1 messaging. Dynamic Yield personalizes the experiences of more than 500 million users globally, and counts industry leaders like Under Armour, Sephora, Pacsun, and URBN Brands among its many customers. Based in New York, the company has more than 100 employees in eight offices worldwide. Dynamic Yield was founded in 2011. Its investors include Vertex, Claltech, Baidu, Bessemer Venture Partners, New York Times Company, Marker LLC and Innovation Endeavors, founded by Google Chairman Eric Schmidt and Dror Berman.



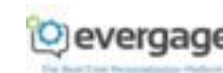
Edgecase

Edgecase empowers retailers with enriched product data and actionable insights to improve product findability and relevancy.



Emarsys

Emarsys provides the Marketing Cloud purpose built for the unique challenges facing brands and ecommerce companies today. The B2C marketing Cloud integrates customer intelligence, personalization, predictive recommendations and multichannel marketing automation at scale, across all devices and social channels into a single cloud platform. Customers include Lacoste, Volvo, eBay, Toys R Us and Canon. With more than 500 employees in 17 global 1,500 clients in 140 countries. Every month, Emarsys segments and analyzes more than 250,000 personalized campaigns, helping customers increase revenue and ROI.



Evergage

Only Evergage's real-time personalization platform delivers The Power of 1, enabling digital marketers to transform the dream of 1:1 customer engagement into reality. Combining in-depth behavioral analytics and customer data with advanced machine learning, Evergage provides the one platform you need to systematically understand and interact with each person that visits your site or uses your app – one at a time, "in the moment" and at scale – to deliver a maximally relevant, individualized experience. Evergage has delivered personalized experiences to more than 1 billion web visitors and users of over 150 organizations, including Academy Sports, Endurance International Group, Intuit, Publishers Clearing House, Rue La La, Zumiez and more.



Experian Data Quality

Experian Data Quality enables organizations to unlock the power of data. We focus on the quality of our clients' information so they can explore the meaningful ways they can use it. Whether optimizing data for better customer experiences or preparing data for improved



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business intelligence, we empower our clients to manage their data with confidence. We have the data, expertise, and proven technology to help our customers quickly turn information into insight. We're investing in new, innovative solutions to power opportunities for our people, clients, and communities. To learn more, visit www.edq.com.



EXTOLE **Extole**
Brands use Extole to turn customers into advocates. Our enterprise advocacy platform and team of experts create beautiful advocate and referral programs, so brands can harness the power of online sharing to the benefit of their bottom line. Extole enables marketers to connect with millions of advocates, scaling word-of-mouth to acquire new customers and increase loyalty using their greatest competitive advantage: their customers.



fastly **Fastly**
Founded in 2011, Fastly is the only content delivery network that gives businesses complete control over how they serve content, unprecedented access to real-time performance analytics, and the ability to cache frequently changing content at the edge. Our secure, global network allows enterprises to increase revenue and improve customer experiences across their websites and mobile applications while maintaining fast, consistent, and reliable performance. Fastly is funded by Amplify Partners, August Capital, Battery Ventures, Iconiq Capital, IDG Ventures, and O'Reilly AlphaTech Ventures. With offices in San Francisco, New York, Denver, London, and Tokyo, Fastly powers popular online destinations including Twitter, the Guardian, GOV.UK, Imgur, Fast Company, GitHub, Wayfair, Pinterest, and Shazam. Learn more at Fastly.com and follow us at [@fastly](https://twitter.com/fastly).



fullstory **FullStory**
Meet FullStory, the app that captures all your customer experience data in one powerful, easy-to-use platform. Our tiny script unlocks pixel-perfect session playback, automatic insights, funnel analytics, and robust search and segmentation – empowering everyone in your organization to help build the best online experience for your customers.



IgnitionOne simplifies life for marketers, allowing brands to more effectively engage with customers and make the most out of every marketing dollar through expert services and innovative technology. Our score-powered audiences and optimization drive deep insights, so marketers can reach customers across the most relevant channels with personalized, 1:1 messaging.



iterable **Iterable**
Iterable empowers growth marketers to create world-class user engagement campaigns throughout the full lifecycle, and across all channels. Marketers segment users, build workflows, automate touchpoints, and test strategies at scale without engineering support.

Using Iterable, marketers quickly build high-performance campaigns. Examples include welcome series that engage new users, abandoned shopping cart campaigns that convert customers, or win-back series that reactivate lapsed users. Campaigns can seamlessly include transactional, triggered, and blast emails, as well as mobile push notifications and SMS text messages. Iterable provides marketers with a 360° view of their users via a flexible data model that accepts any data point and can segment users and trigger workflows based on any behavior, event or criteria.



Kahuna is smart marketing automation software that empowers B2C marketers to personalize journeys for millions of consumers in seconds, meeting their expectation of a highly customized experience every time. Using AI technology and a cross-channel approach, we help brands understand and effectively communicate with their customers at the individual level, leading to superior business goals. Kahuna removes the guesswork from marketing and is built with messaging capabilities in rich push notifications, in-app messages, email, SMS, and web push notifications. Kahuna is trusted by Yahoo, Yelp, Dollar Shave Club, Overstock, Travelzoo, and hundreds of other companies. The company was founded in 2012 and has raised \$58M in funding from top investors, including Sequoia Capital, Tenaya Capital, and SoftTech VC.



LiquidPixels leads the imaging revolution. Built on open standards, its LiquiFire® Dynamic Imaging Solutions integrate into existing web and workflow environments, enhancing product creation and visualization while reducing production costs. LiquidPixels makes its patented technology available as a hosted service or via on-premise enterprise servers with solutions that may be tailored to each customers' unique needs. LiquidPixels Dynamic Imaging Solutions support features such as adaptively optimized quality, to interactive viewers and sophisticated image customization with text, graphics, colors, fabrics, and more. One master image file can be used to create a myriad of variations for any viewing device, in real time. LiquidPixels was founded in 2000 and has been serving retailers globally for the past 17 years.

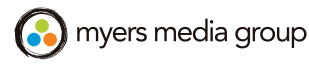


MaxPoint gives you unparalleled consumer intelligence to meet your e-commerce marketing challenges. Our technology solutions help you reactivate lapsed shoppers, convert new prospects and look-alikes, and retain and improve loyalty with your best customers.

Our identity graph, Customer Catalyst™, matches home or email addresses to digital customer identities and every device connected to those identities. We then enrich each household on your list with real-time interest and location activity, giving you a complete view of your customer and their buying behavior. All so you can seamlessly market to those customers across your full marketing stack.



Moovweb's mission is to make mobile shopping significantly easier. With solutions to optimize mobile, tablet and even desktop websites, Moovweb customers have mobile conversion rates 55% higher than the industry average. More than 200 brands trust Moovweb to power their mobile sites, including 10 of the Fortune 100. With more than one billion mobile shopping sessions and \$4 billion in e-commerce supported by its platform, 40% of mobile adults touch a Moovweb site every year. Learn more at www.moovweb.com.



Myers Media Group
Myers Media Group offers Macro SEO products and services that help large web presences reach their broadest market share in highly competitive spaces.

We develop the core components of a sustainable organic search marketing infrastructure, including the abilities to catalog and prioritize all SEO assets, control and direct a large internal link hierarchy, and generate and manage massive quantities of quality SEO optimized pages and content.”



The accuracy of your data is paramount when it comes to making informed strategic decisions, increasing workplace efficiency, and ensuring the privacy of yours and your customer's data. ObservePoint's DataAssurance™ technology ensures that your data is accurately collected, utilized, and safeguarded.



Pinterest
More than 175 million people use Pinterest every month to get more creative in their everyday lives. With more than 100 billion Pins, Pinterest has ideas for all interests, including style, recipes, parenting and more. Launched in 2010, Pinterest is based in San Francisco and available everywhere at Pinterest.com and on iOS and Android devices.



Precision Dialogue
It's the age of the customer. More than ever before, customers are at the heart of marketing strategies and messaging. They're informed and empowered, and they have high expectations for a relevant and personalized experience. Precision Dialogue helps retailers be relevant to their customers, right now. The company leverages information, insights, and interactions to drive strategies that result in improved marketing ROI. Named a Leader in Customer Engagement Strategy by the Forrester Wave on Customer Insights Services Providers, Precision Dialogue is at the leading edge of 1:1 marketing opportunities. Visit www.precisiondialogue.com to learn more.



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ROI Revolution

ROI Revolution is an e-commerce-focused digital marketing agency providing expert full-service management of paid search, online shopping, social media advertising, and search engine optimization.

ROI's dedicated experts use a full suite of proprietary software applications to deliver exceptional results for our 275+ clients. This ever-growing list of clients includes: Peter Millar, Vermont Teddy Bear Company, Silver Jeans, and many others. Most campaigns can gain at least 20% efficiency almost immediately with the right tactics in place. Meet with ROI Revolution for a complimentary campaign review & gift.



Salesforce Commerce Cloud

Salesforce Commerce Cloud empowers retailers to unify customer experiences across all points of commerce, including web, social, mobile and store. From shopping to fulfillment to customer service, the Commerce Cloud delivers 1-to-1 shopping experiences that consistently delight customers, driving increased engagement, loyalty and conversion. With embedded predictive intelligence and a robust partner ecosystem, the Commerce Cloud delivers customer satisfaction and growth from planning to launch and beyond.



SapientRazorfish

SapientRazorfish is a new breed of transformation partner designed to help companies reimagine their business through radical customer-centricity. With more than 12,000 people and 70 offices around the globe, our capabilities span growth and business model strategy, new product and service innovation, customer experience, enterprise digital transformation, IT modernization, omni-channel commerce, precision marketing, change management, digital operations, digital innovation, data strategy and advanced analytics.



ShipStation

ShipStation is the leading web-based shipping software that helps e-commerce retailers import, organize, process, and ship orders efficiently from any web browser (including iOS and Android mobile devices) no matter their size. With over 100 shopping carts, marketplaces, carriers, and fulfillment services, including eBay, Etsy, Big Cartel, Shopify, Amazon, USPS, UPS, FedEx, DHL, and Canada Post (and so many more), you can streamline shipping wherever you sell and however you ship.



Signifyd

Signifyd was founded to make fraud-free e-commerce available to every business. Signifyd solves the challenges that growing e-commerce businesses persistently face: billions of dollars lost in chargebacks, customer dissatisfaction from mistaken declines, and operational costs due to tedious, manual transaction investigation. As the world's largest provider of Guaranteed Fraud Protection, Signifyd provides

a 100 percent financial guarantee against fraud and chargebacks on every approved order. This effectively shifts the liability for fraud away from e-commerce merchants allowing them to increase sales and open new markets while reducing risk. Signifyd is in use by multiple companies on the Fortune 1000 and Internet Retailer Top 500 list. Signifyd is headquartered in San Jose, CA.



SLI Systems

SLI Systems accelerates e-commerce in three ways: We generate more traffic, convert shoppers into buyers and maximize order values. We do this through the SLI Buyer Engine™, a cloud-based, machine-learning platform that predicts what your shopper is most likely to buy right now. We make it easy to delight customers and increase revenue.



SourceKnowledge

SourceKnowledge is a leading performance advertising technology company built for data driven marketers. Our full-stack marketing platform, Engage®, gives marketers the tools they need to identify, recapture, convert, and measure high value audiences across any device. We help brands, agencies, app publishers, ecommerce, and SaaS companies to acquire better customers. Deloitte ranked SourceKnowledge as one of the fastest growing companies in the North America Technology Fast 500 in 2014 and 2015. Founded in 2009, SourceKnowledge is headquartered in Montreal with offices in Vancouver and clients around the world.



Tencent

Tencent uses technology to enrich the lives of Internet users. Every day, hundreds of millions of people communicate, share experiences, consume information and seek entertainment through our integrated platforms. Tencent's diversified services include QQ, Weixin/ WeChat for communications; Qzone for social networking; QQ Game Platform for online games; QQ.com and Tencent News for information and Tencent Video for video content.

Tencent was founded in Shenzhen in 1998 and went public on the Main Board of the Hong Kong Stock Exchange in 2004. The Company is one of the constituent stocks of the Hang Seng Index. Tencent seeks to evolve with the Internet by investing in innovation, providing a mutually beneficial environment for partners, and staying close to users.



TurnTo

TurnTo is the fastest-growing provider of customer content solutions to top merchants and brands. With a unique suite of 4 innovative products that work beautifully together - Ratings & Reviews, Community Q&A, Visual Reviews, and Checkout Comments - TurnTo produces more content of more different types, delivering greater conversion lift, better SEO, and deeper merchandising insights. TurnTo invented the Community Q&A format and continues to innovate, with enhancements that increase response rates and help shoppers find fast answers from a variety of sources. TurnTo clients also enjoy a world-class Ratings & Reviews platform, a highly engaging source of real-time

customer content with Checkout Comments, and a permissions-cleared source of customer photos and videos through Visual Reviews. TurnTo offers integrations with major eCommerce platforms and is built for the new world, reimagined for mobile, visual content, and messaging. ECommerce leaders like Saks Fifth Avenue, Newegg, Sur La Table, and GNC, and brands like Cole Haan, Jockey, and Clarins rely on TurnTo for their customer-voice programs.



Unbx'd

Unbx'd is a leading e-commerce product discovery platform that applies advanced data sciences to connect shoppers to the products they are most likely to buy, while providing predictive actionable insights for merchandising. With Unbx'd's Machine Learning Site Search, shoppers receive optimized search results based on merchandiser insight coupled with advanced machine learning algorithms, resulting in 33% higher conversion rates on an average. Unbx'd is the fastest growing e-commerce product discovery platform, and is trusted in over 40 countries by 1,200+ online retailers including EXPRESS, Ashley Furniture, Burkes Outlet, hhgregg and ibSupply, to power over 1.5 Billion interactions a month.



United States Postal Service

The US Postal Service is the only delivery service that reaches every address in the nation -- delivering to nearly 155 million addresses in every state, city and town in the country. The Postal Service and the mailing industry help power our nation's economy, and we're not standing still -- we never have. We have a long history of adaptation, embracing new technologies and innovating to meet the evolving needs of the people we serve. We'll keep investing in the future because we're always looking forward.



Visa

Visa Inc. (NYSE: V) is a global payments technology company that connects consumers, businesses, financial institutions, and governments in more than 200 countries and territories to fast, secure and reliable electronic payments. We operate one of the world's most advanced processing networks -- VisaNet -- that is capable of handling more than 65,000 transaction messages a second, with fraud protection for consumers and assured payment for merchants. Visa is not a bank and does not issue cards, extend credit or set rates and fees for consumers. Visa's innovations, however, enable its financial institution customers to offer consumers more choices: pay now with debit, pay ahead with prepaid or pay later with credit products. For more information, visit usa.visa.com/about-visa, visacorporate.tumblr.com and @VisaNews. Visa Checkout helps improve conversion in online and mobile commerce by offering consumers an easier way to pay with their card online. With Visa Checkout, merchants can provide a seamless online checkout experience without the consumer ever leaving the merchant site.



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YellowHammer Media Group

YellowHammer Media Group is a digital advertising technology company that streamlines programmatic media buying, creative messaging, and analysis for marketers, publishers, and agencies in a single, unified platform. With YellowHammer, clients are able to manage the entire customer journey, discern granular insights on creative performance, and drive higher revenue across display, native, social, and video. Founded in 2009 and headquartered in New York City with four offices globally, YellowHammer generates exceptional results for clients in over 200 countries. For more information, visit www.yhmg.com.

YOTTA Yotta

Yottaa is the leading SaaS platform for accelerating eCommerce. Purpose-built to solve the website performance challenges retailers face today, Yottaa enables retailers to deliver content instantly across all devices, pages, and browsers, through advanced acceleration and 3rd party application sequencing. Leading retailers, such as Hallmark, eBags, Jockey, Billabong, and JoAnn Fabrics, have deployed Yottaa in a matter of days with zero code change to realize billions in incremental revenue. To learn more about how Yottaa can accelerate your eCommerce site and increase online conversions, please visit www.yottaa.com or follow @yottaa on Twitter.



YourAmigo

YourAmigo was founded 16 years ago, with unique, scalable, search engine and artificial intelligence technology which today powers a new non-brand long tail revenue channel and complements your current organic search programs by boosting overall online revenues between 5%-20%. YourAmigo's Big Data and machine learning Organic Search Service creates a scalable, new sales channel in organic search by discovering thousands of new non-brand, ultra-long tail search phrases daily. These phrases consist of 5 words or more. What We Do: YourAmigo is used globally by the world's biggest brands to deliver incremental revenue from ultra-long tail, non-brand organic search. We complement and pick up where their SEO leaves off. How We Do It: we capture and analyze 6 terabytes of search data every day and find gaps where you're not receiving relevant, non-brand traffic. What You Get: we provide measurable, incremental sales and traffic from unique pages. No widgets, no overlap. Full reporting. YourAmigo recently delivered \$57 Million in one year in incremental ultra-long tail, non-brand traffic to an iconic omnichannel client, over and above their total online revenue. We're performance-based with no fixed-term contracts. www.youramigo.com.



Zaius

When a true single customer view is at the core of your marketing, amazing things can happen. For starters, Zaius empowers marketers to automate beautiful, relevant, and effective messages across channels and devices, in real-time. And because Zaius unifies data from all of your marketing channels, our attribution and analytics capabilities are unmatched. Take the next step in e-commerce marketing today with a platform built to drive repeat purchases and maximize customer lifetime revenue.



Zeta Global

Zeta Global is a data-driven marketing technology company that helps leading brands acquire, retain and grow the value of customer relationships.



About Our Media Partners



Barcode News

The BarCode News is a barcoding intensive website with tools, case studies, how-to, a barcode generator, information about UPC codes and much more. Over 3,000 articles on bar code technology.



BayPay

The BayPay Forum is an Innovation Accelerator based in Silicon Valley and focused on trends and innovations in the payment and commerce industry. The BayPay Forum aims to connect payment professionals from startups and more established companies on a variety of topics, including mobile and social commerce, wallets, loyalty, authentication, cybercrime, digital media, entertainment, through personalized face-to-face forum and panel discussions.



Brand Quarterly

Brand Quarterly magazine champions a holistic approach to building a brand and recognizing the presence of that brand in all aspects of business. Providing marketers and business people alike with a content rich, visually appealing resource, to help successfully grow their personal, public, company and employee brands. www.brandquarterly.com



CIOReview

CIOReview is a technology magazine that talks about the enterprise solutions that can redefine the business goals of enterprises tomorrow. It is the leading source that shares innovative enterprise solutions developed by established solutions providers, upcoming hot enterprises and is a neutral source for technology decision makers. Published from Fremont, California, CIOReview is an excellent platform for the enterprise to showcase their innovative solutions.



CMS Wire

CMSWIRE is a popular web magazine published by Simpler Media Group, Inc. Founded in 2003 it publishes daily news, analysis, interviews and best practices focused on Customer Experience Management, Digital Marketing, Social Business and Enterprise Information Management.



CrowdReviews.com

CrowdReviews.com is a transparent online platform for determining which products and services are the best based on the opinion of the crowd. The crowd consists of Internet users which have experienced products and services first-hand and have an interest in letting other potential buyers their thoughts on their experience. CrowdReviews.com is driven by an algorithm allowing for both customers and providers of products and services to understand how the rankings are determined. The service can be used by potential buyers to learn more about their vendors prior to making a purchasing decision.



Digital Transactions

Digital Transactions magazine is the only publication covering the total consumer electronic transactions

market. This is an 87.6 billion transactions market, growing at an average of 6% over the last four years. Published twelve times a year, the magazine, web site www.digitaltransactions.net and weekly email newsletter Digital Transactions News reaches over 21,000 subscribers in banks, retail companies and acquiring processors.



eMarketer

eMarketer is the authoritative research firm for marketers who need to stay ahead of digital and require credible benchmarks for their decisions. We deliver customers a comprehensive and definitive view into the state of the digital marketplace, as well as vetted data and insights to support their initiatives.



FashInvest

FashInvest is the leading news and event platform in the fashion, fashion tech and retail tech investment space. What began in 2009 as a series of educational events has now grown into one of the industry's leading media resources focused on the growth and formation of companies within these markets.



FindBiometrics

FindBiometrics is your leading industry resource for all information on biometrics identification and identity verification systems and solutions. We have the latest daily news from the global biometric and identity management business community, a comprehensive vendor list, informative articles, interviews with industry leaders, exclusive videos, links to biometric associations and a calendar of the most important current industry news events and conferences. For more than a decade we have brought you the top industry news, answering all of your questions, and have remained an integral player in the biometrics community. Now, here in the industry's most rapid growth period, we are here to keep you more connected, knowledgeable, and up-to-date on the latest identity management news than ever before.



Global Retail Alliance

The Global Retail Alliance was created for a specific business community aware that you can only be successful if you stay connected and updated with all the markets because of a disruption somewhere in the world can always change the game. A member of this organization knows that a connection with a global network is the key to success. Staying informed and educated, globally and locally, is the best way to make the right choices for the future of every business, especially retail.



Innovative Retail Technologies

Innovative Retail Technologies (formerly Integrated Solutions for Retailers) - a free monthly magazine helping retail executives make informed decisions about technology and operations solutions for all of their sales channels. The magazine provides insight on how retailers can achieve critical business objectives by integrating leading-edge solutions across the retail enterprise.



Internet Retailer

Internet Retailer is the world's largest publisher in the field of e-commerce. Through multiple print, digital and web-based publications and database services, we provide strategic and practical business information and original competitive research on e-retailing to more than 400,000 retail executives and direct marketers every month.



Mobile ID World

Mobile ID World is here to bring you the latest in mobile authentication solutions and application providers. Our company is dedicated to providing users with the best content and cutting edge information on technology, news, and mobile solutions for your mobile identity management needs.



Mobile Marketer

Our mission is to provide busy professionals like you with a bird's-eye-view of the Mobile Marketer industry in 60 seconds. We cover industry news and provide original analysis. Throughout the day, our editorial team analyzes the top news stories and publishes in-depth feature articles. You can also use our site to check out industry events, jobs, and more. <http://www.mobilemarketer.com/>



Mobile Marketing and Technology

Mobile Marketing and Technology is an online publication and community dedicated to educating Marketing, Sales, IT Professionals and Executives about the latest mobile phone technologies for marketing and communication.

Technology companies, marketing agencies, and Fortune 1000 to small and medium-sized businesses are invited to participate by asking questions to our technical experts, submitting products for review, or sharing white papers and news releases with the community.



Multichannel Merchant

Multichannel Merchant is the indispensable resource covering marketing and operations management for ecommerce and catalog companies that sell merchandise direct-to-customer through multiple channels. We provide targeted, compelling content both in-print and online, including our magazine, buyers guides, webinars, whitepapers, special reports and events.



New York Fashion Tech Lab

The New York Fashion Tech Lab is a community-driven, relationship building, collaboration & business development platform. The 12 week program was cofounded by the Partnership Fund for New York City and Springboard Enterprises in 2014. NYFT Lab was founded in collaboration with leading fashion and retail brands, to support early to growth stage women-led technology start ups, that have developed innovations at the intersection of fashion, retail, and technology. www.nyftlab.com



The NFC Forum

The NFC Forum's (www.nfc-forum.org) mission is to advance the use of Near Field Communication technology by developing specifications, ensuring interoperability among devices and services, and educating the market about NFC technology. The Forum's global member companies are currently developing specifications for a modular NFC device architecture, and protocols for interoperable data exchange and device-independent service delivery, device discovery, and device capability. The NFC Forum's Sponsor members include Apple Inc., Broadcom Corporation, Dai Nippon Printing Co. Ltd., Google, Inc., Intel, MasterCard Worldwide, NXP Semiconductors, Qualcomm, Samsung, Sony Corporation, STMicroelectronics, and Visa Inc.



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Online Retail Today

Online Retail Today brings together the best daily content from 50 Innovation thought leaders, including Rishi Rawat, Bryan Eisenberg, Steve Dennis and many others. Using the social media signals from the audience, our proprietary curation engine ranks this content so that each of our readers receive the best and most personalized content. Join over 15,000 other business professionals focused on online retailing. Visit the site, subscribe to our newsletter and see what your peers are reading. For more information, visit: www.onlineretailtoday.com



Payment and Cards Network

The Payments & Cards Network is dedicated to the Payments industry. Adding value to clients by offering innovative executive search, recruitment and RPO solutions to international clients. With offices in Amsterdam, Hong Kong, San Francisco and London, a global outlook and understanding of the payments landscape is in place to offer the best advice and service on the market.

Call us with your specific needs today on +31 203 030 257 and one of our consultants will be able to help quickly and efficiently.

For more information, please visit www.paymentsandcardsnetwork.com



Payments Journal

PaymentsJournal is a free, comprehensive online information portal designed to keep payments and banking industry professionals informed through the daily delivery of the latest news, industry blogs, research, case studies, executive interviews and analyst insights. PaymentsJournal is published by Mercator Advisory Group, the leading payments research and consulting firm. PaymentsJournal is a natural extension for Mercator Advisory Group as we continue to monitor the payments and banking industries and work with industry's top leading companies. <http://www.paymentsjournal.com>



Point of Sale

The Point of Sale News is now in its 7th year with over 5,000 articles and one million visitors annually, this content based website encompasses all aspects of

POS software, POS hardware, links to other resources, a directory of local POS specialists, and an informative blog with case studies and more that's updated daily.



Response Magazine

Response Magazine is the definitive publication for performance-based marketers. Response, its Web site (www.responsemagazine.com), digital edition (response-digital.com) and weekly E-newsletter (Response This Week) provide targeted,

cutting-edge content, analysis and research for professionals involved in all facets of direct, digital and data-driven marketing, including: DRTV, DR radio, online, retail, mobile, social and DR print. Response, the leading independent source of news and information in the market, is the industry leader in promoting the convergence of direct marketing methods and is the flagship of a brand that also includes Response Expo and the Direct Response Marketing Alliance (DRMA).



RetailWire

RETAILWIRE is the retail industry's premier online discussion forum. RetailWire goes beyond conventional headline news reporting. Each business morning,

RetailWire editors pick news topics worthy of commentary by its "BrainTrust" panel of industry experts, and the general RetailWire membership. The results are virtual round tables of industry opinion and advice covering key dynamics and

issues affecting the retailing industry. RetailWire membership is free to all qualified retail industry professionals. Over two-thirds of members are in top executive or senior management positions, representing a broad cross section of retail channels and the companies that supply them. RetailWire is supported via sponsorships by leading retail suppliers and service organizations.



RETAIL & LOYALTY

RETAIL & LOYALTY Journal covers the best foreign and domestic experience in offline and online retail: m/e-commerce, loyalty programs, payment systems, POS-lending, IT solutions (CRM, BI, and etc.), safety, contactless technology (RFID, NFC, etc.), self-service systems (Self-Checkout, vending, etc.), co-branded marketing campaigns, etc.

The Journal audience:

- TOP-managers of food, non-food, DIY, fashion, HoReCa, e-Commerce retail businesses;
- Leading experts in online and offline retail;
- Staff of airlines, insurance companies, fuel stations, tour operators
- Services and solutions providers;
- Market regulators and other entities.

More information on www.retail-loyalty.org/en/



Retail TouchPoints

Retail TouchPoints (RTP) is an online publishing network for retail executives, offering content focused on optimizing the customer experience across all channels. RTP provides an array of editorial opportunities and content designed to guide the retail companies in their quest for long-term success. Focusing on the importance of thinking innovatively in a new media climate, we provide optimal vehicles to share industry insights and announcements, such as digital newsletters, video and audio podcasts. More than 28,000 retail executives tap into the weekly RTP newsletter, covering every type of line of business, from C-level executives, to Marketing, Merchandising, Store Operations, IT and Supply Chain.



Street Fight Magazine

Street Fight is a media, events, and research company covering the massive disruption taking place in local retail marketing. Street Fight celebrates the innovators in location, mobile and social technologies who are driving this change.



Target Marketing

Target Marketing helps professionals navigate multichannel direct marketing with innovative tactics, techniques and solutions. No matter what challenges you face, our thought leaders can offer diverse opinions about what tactics are successful and the best practices to implement them in order to survive and thrive in this ever-evolving world.



The eCommerce Club

The Ecommerce Club is a member-led group dedicated to encouraging and supporting retailers in developing ecommerce expertise. Building collaboration through information sharing, market insight, networking and events, we're bringing the industry together to develop best practice for an omnichannel future.



The Paypers

The Paypers (www.thepappers.com) is the Netherlands-based leading independent source of news and intelligence for professionals in the global payment community. Our products are aimed at merchants, payment services providers, processors, financial institutions, start-ups, technology vendors and payment professionals and have a special focus on all major trends and developments in payments-related industries including online and mobile payments, online/mobile banking, cards, cross-border e-commerce, e-invoicing and SEPA. We are also keen on keeping our readership informed with regard to online fraud prevention innovations and the most significant trends in the digital identity space.



Total Retail

Total Retail is the go-to source for marketing, e-commerce, operations and management executives looking for the latest news and analysis on the omnichannel retail industry. A quarterly print issue, daily e-newsletter (Total Retail Report), daily-updated website, and virtual and in-person events offer brick-and-mortar retailers, e-tailers, catalogers, brand manufacturers and retail industry consultants the information they need to do their jobs more effectively.



Visibility Magazine

Visibility Magazine, founded in 2007, has become the guide to latest trends in internet marketing. Visibility Magazine conducts interviews with CEOs, shares opinions, reviews products, and provides a wealth of information about the movements in the industry. The print medium holds great promise for Internet marketing vendors who are constantly looking for more channels to promote their services. Additionally, Visibility Magazine reaches many fringe businesses that may have been contemplating entering or expanding their Internet marketing campaigns. Visibility Magazine is published quarterly and covers a wide range of topics including, but not limited to, organic optimization, pay-per-click marketing, website analytics, affiliate marketing, and press release distribution. Visibility embodies high-quality content, good sense, superior taste, and the character of conscientious journalism.



Web Marketing Association

The Web Marketing Association was founded in 1997 to help define the standard of excellence for online marketing. Our internationally known award programs, such as WebAward Competition for Website Development, Internet Advertising Competition and the MobileWebAwards, recognize the people and organizations responsible for developing the most effective online marketing programs on the Internet today. Entrants benefit from assessment of their marketing efforts by a professional judging panel and the marketing opportunities presented by being recognized as an award-winning web developer.



Women's Wear Daily

WWD is the daily media of record and THE industry voice of authority for executives in the global women's and men's fashion, retail and beauty communities. Unrivaed as the original source for breaking news, in-depth market analysis and defining fashion moments and renowned imagery of our time, WWD delivers the information, story and competitive intelligence like no other media outlet and industry resource.



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✓

Includes Search, Display & Online Media Summit (Retailer Only)

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Includes Email & Customer Retention Summit (Retailer Only)

✓

Includes NextGen eCommerce Summit

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