



Lifecycle

7th Annual Lifecycle Conference

The home of smart retail marketing

Printworks, London
16-17 October 2019

Agenda 2019

Welcome to Lifecycle19!

Over the past six years Lifecycle has become a leading event for retail marketers. Each year, the conference brings together a community of over 300 marketers and e-commerce professionals to learn how to truly advance their marketing strategies from peers and industry leaders.

Spread across two days, Lifecycle19 will have 30 speakers leading keynotes and panels; a two-track day of workshops, based on your needs, all culminating with an unforgettable party.

We'll be talking about:

- Bridging the online/offline marketing divide
- The challenges of personalising at scale
- How to beat the discounting race to the bottom
- The value of influencer marketing

Team Lifecycle19



Why you should make Lifecycle19 your #1 event of the year



An agenda tailor-made for
retail marketers



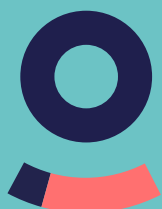
300+ retail marketers from fashion to
beauty, homeware to food and drink



2 day event, with 30 industry-
renowned speakers



Actionable content - **100%**
of Lifecycle18 attendees said they'd
learned something new to apply to
their own marketing



Hosts that truly care!

This is an event for the retail community, designed to engage and empower attendees with the tools they need to create messages their customers will love.

Lifecycle 19 Speakers



Lysa Hardy
CMO and Board Director
Hotel Chocolat

Lysa Hardy is Board Director & CMO at Hotel Chocolat. She is an award winning inspirational and high impact board director who creates market positions and delivers commercial results, nationally and internationally. She has previously held positions of Head of Brand and Communication at T-Mobile, Interim Sales & Marketing Director at RAC, Chief Commercial Officer at Holland & Barrett and Chief Customer Officer at Joules.



Whitney Bromberg Hawkings
CEO and Co-Founder
FLOWERBX

Whitney Bromberg Hawkings graduated from Columbia University in 1998 and started her career in Paris working for Tom Ford at Gucci. In 2016, she resigned from her position as SVP of Communications of TOM FORD after working for the designer for 18 years to found FLOWERBX, the online flower delivery service that is slated to become the first global flower brand. Over the past three years, she has launched FLOWERBX across the UK and in France, Germany, Belgium, Ireland and 17 other countries across Europe.



Marie Chenailier-Maurice
Marketing Director
Seraphine

Marie is a Marketing Director at maternity fashion brand, Seraphine.

Originally from Paris where she earned her postgraduate degree in marketing, Marie started her career in Customer Relationship Management.

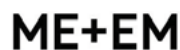
Moving between the fashion, lifestyle & tourism industries, Marie relocated to London as her career branched out to cover the full digital marketing spectrum, eventually heading up marketing teams at Arcadia & Mulberry before moving to her current role at Seraphine.

A mum of three, she specialises in developing & delivering multichannel marketing strategies.



Taylor Coil
Marketing Director
Tortuga

Taylor is a marketing generalist who believes in tested, extensible strategy over gimmicky growth hacks. Her primary expertise is in content marketing, copywriting, and product marketing. A fierce advocate for location independence, she has worked from more than 20 countries during her tenure at Tortuga.



Ciaran McClellan
Customer Director
ME+EM

Ciaran has a track record of scaling digital businesses and was part of the executive teams at The Cotswold Company and Long Tall Sally that achieved successful exits to private equity. During his 12-years' experience in e-commerce, he has worked across all aspects of marketing and e-commerce operations from digital marketing and CRM to trading and analytics. He was recently appointed Customer Director at DTC luxury fashion brand, ME+EM.



Jennifer Roebuck
CMO
Feelunique

Jennifer is the Chief Marketing Officer at Feelunique, one of Europe's largest beauty pure-play retailers. She is also a Non-Executive Director at Ted Baker. Her experience stretches across all marketing disciplines, eCommerce strategy and operations.

Lifecycle 19 Speakers



ometria

Ivan Mazour
Founder and CEO
Ometria

Ivan Mazour is the CEO and Founder of Ometria, a customer marketing platform built specifically for retailers. Ometria is backed by several leading Global VCs and London's most successful technology entrepreneurs. Ivan was previously the Founding Partner of Innova Kapital, and has himself invested in over thirty technology startups. As well as holding degrees in Mathematics from Cambridge University, and in Economics from the Open University, Ivan is a regular public speaker, and is the author of several books and a popular blog.



Sofar

Ryan Moriarty
SVP Marketing
Sofar Sounds

Ryan is a highly experienced leader in Digital Marketing, CRM, Product Development, Business Intelligence, Data Science and Consumer Insights. He has a proven track record of building effective teams, having worked across a range of industries both in the UK and globally. He specialises in Digital Marketing Optimisation and Attribution Modelling, Conversion Rate Optimisation frameworks and AB Testing, Market and Trading Insights, Operation Development and Consumer Research.



Latest in Beauty

Charlotte Ashton
Managing Director
Latest in Beauty

Charlotte is Managing Director at Latest in Beauty, one of the UK's leading online beauty subscription platforms. Having joined Latest in Beauty over 7 years ago, Charlotte has played a key role in the company evolution; from its early start-up days to the established digital platform it is today, providing a one of a kind service to both customers and beauty brands. Charlotte is equally ambitious out of work & enjoys a sporting challenge. Having completed the Engadin Skimarathon in Switzerland in 2015, she plans to race the marathon again next year.



Dr Beth Butterwick
former CEO
Karen Millen & Coast

Beth has enjoyed a career in Retail for over 25 years. She joined Marks & Spencer and spent 16 years in the Clothing Division. She joined Gap Inc in 2005 and was responsible for delivering the European Expansion Programme. In 2009 she joined MS Mode BV as a Commercial Director and played a key part in its performance improvement prior to its acquisition by Excellent Retail Brands. In 2011 she took up a Brand Director role at Bonmarché where she steered the company through a massive turnaround. In September 2016 Beth took up her role as CEO of Karen Millen a Global fashion retailer with 400 shops in 65 countries. In 2018, they acquired Coast another premium women's fashion brand. Charged with delivering a successful sale process, Beth & her team led the sale of KM/Coast to Boohoo in August 2019. Beth was awarded the Draper's 2015 Retail Personality of the Year. That same year she was made Barclay's Business Woman of the Year. In November 2017 Beth was awarded an Honorary Doctorate from the University of Huddersfield for her services in Retail.



Martin Allen
Former Director of CRM and
Performance Marketing
Moonpig

Martin has worked in Customer Marketing & Loyalty for 20 years, building award winning CRM programmes and loyalty schemes both online and offline, most recently at Moonpig. Along the way he built & grew the Customer Marketing function at Hotels.com, spanning over 100 countries. He is passionate about the customer and how learnings and insight can power personalisation & ultimately drive business growth.



Alessandra Steinherr
Influencer, Digital Beauty Content
Creator

Alessandra has had an illustrious career in the beauty industry with over a decade as beauty director of GLAMOUR magazine under her belt and being one of the first beauty journalists to traverse the line between journalism and social media influencer. In 2018 she brought out her own skincare range with Primark. Alessandra's depth and knowledge of the beauty industry is second to none. Her candid content keeps her 190K Instagram followers coming back for more.

Lifecycle 19 Speakers



Fiona Stevens
Head of Marketing
LoyaltyLion

Fiona Stevens is the Head of Marketing at LoyaltyLion, a data-driven loyalty and engagement platform for fast-growth ecommerce merchants. LoyaltyLion helps thousands of retailers worldwide to build fully customised loyalty programs, proven to increase customer engagement, retention and spend. Fiona has ten years' experience in Marketing, having worked in-house and agency side across functions including PR, SEO and content. She has specialised in loyalty for retail and ecommerce brands for the past five years.



ELVIS & KRESSE

Harri Laitalainen
Marketing Strategist
Elvis & Kresse

Harri Laitalainen is the current marketing strategist of Elvis & Kresse, an award winning sustainable luxury brand based in Kent, UK known for their environmental work and radical transparency.

Harri helped increase direct online sales by 44% without a team or agency, while only increasing marketing spend by £3708 for the entire year.

By August 2019 cumulative online sales for Elvis & Kresse had already surpassed the total sales for year end of 2018 and profits had increased by 19%.



LEDBURY

Brad Dey
VP of Digital
Ledbury & Health Warrior

Brad's experience in financial services (at a Fortune 200 company) positioned him to achieve a major goal in his life: satisfy his entrepreneurial spirit by starting his own consulting company. This now affords his the opportunity to both work with individuals that he admires/respect & to wear multiple hats (many times within the same day).

Dey's End Consulting offers solutions to operational challenges, many of which are focused in D2C e-commerce digital marketing and/or collections servicing.



Aron Cody-Boutcher
Former CCO, **Seasalt** &
Founder **Opted**

With over 20 years experience with marketing and technology Aron has worked in a variety of sectors including fintech, retail, automotive, Creative industries, ecommerce and green tech with companies such as Seasalt, Clarks, Nisbets & Intuit. Finding, developing and deploying technology solutions to grow customer, business and shareholder value. Aron shares some selected practical frameworks that businesses at all scales can deploy to drive customer value from their technology, development and innovation programs.



Djalal Lougouev
Co-Founder and CPO
Ometria

Djalal is a technology entrepreneur with over a decade of experience in management, technology and design. He is responsible for finding technical and workflow insights that make products better. Prior to Ometria, Djalal worked in various industries including banking, property and the public sector.



Tijan Serena Mazour
Fashion & Lifestyle Influencer

With 52.1K Instagram followers Tijan has been a full time fashion, beauty and lifestyle influencer since 2014 and has worked on commercial partnerships with brands such as Estée Lauder, Guerlain and La Mer. Tijan has a loyal following of mostly women who actively shop her recommendations.

Lifecycle 19 Speakers



ometria

Alastair James
Co-Founder and CTO
Ometria

Alastair gained a PhD whilst researching computer Speech Recognition on mobile devices, and worked on standards jointly developed with Motorola. Artificial Intelligence (such as Speech Recognition) is the original Big Data problem, and during this time he gained an excellent understanding of how to apply pattern recognition and other statistical techniques to large amounts of data. Having escaped academia, Alastair teamed up with James Dunford Wood to found Adnet, a contextual advertising system which was an early innovator in the data-driven advertising revolution.



Movable Ink

Matt Potter
Regional Vice President
Partnerships, EMEA
Movable Ink

Matthew is a marketing technology expert with extensive experience working with and for both large corporations and innovative start-ups. As RVP for Partnerships for EMEA, he is responsible for leading Movable Ink's partner network of marketing services providers, agencies and innovative data lead tech organisations. Prior to Movable Ink, Matt was one of the founding members of CheetahMail in the UK, where he led client services and product marketing.



innovation bubble

Dr Simon Moore
CEO and Chartered Psychologist
Innovationbubble

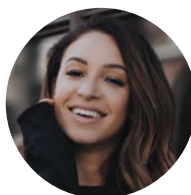
Simon is a Chartered Business and Consumer Psychologist and managing partner with the award winning psychology strategy consultancy, Innovationbubble. Simon and his psychology team have advised well-known global brands (Fedex, Microsoft, Diesel, Ted Baker, Sony, Microsoft, Unileve, etc), in relation to understanding human behaviour and decisions.

This work in onboarding, market growth, customer experience, loyalty and retention has won multiple awards. Simon is an author and regularly presents at international conferences on employing psychological science to help brands develop stronger employee/consumer experience. He regularly appears on the TV and radio and in the press discussing consumer psychology and behavioural intervention.



Alexandra Carello
Luxury Communications Specialist
Former NET-A-PORTER

Alexandra's extensive international career history has seen her specialise in luxury brand communications. Alexandra Carello has worked for the world's leading brands including Louis Vuitton, Jimmy Choo and NET-A-PORTER and has liaised with some of the biggest fashion influencers. Alexandra has also amassed a small but loyal following who gain inspiration from her personal style choices.



Danielle Peazer
Influencer & Founder
Danielle Peazer Method

Danielle is a professionally trained dancer and fully qualified Personal Trainer with an impressive following of over 1 million on Instagram. In 2013 Danielle started her social media journey focusing on dance, fitness, fashion and beauty content before creating her own method to guide anyone looking to inherit a healthy and active lifestyle named the Danielle Peazer Method.



Sarah Lewis
Digital Marketing Manager
Biscuiteers

Sarah is a digital marketing professional, specialising in CRM, email marketing and paid advertising. Before taking up a role of Digital Marketing Manager at Biscuiteers she has been the Head of Marketing at Instant Impact.

Lifecycle 19 Speakers



FOLD

Hannah Widdicombe
Head of Brand
The Fold London

Starting out as a fashion design student, with internship's at magazines including Harper's Bazaar NY and Tank, turned out to be the perfect building blocks for a career based in marketing and PR, where a creative approach to content and storytelling, an eye for trends and an understanding of end-use are key. Starting out in womenswear (Caroline Charles, 2007), with a detour into the start-up kidswear market (ilovegorgeous, La Coqueta) led Hannah to her current role as Head of Brand for The Fold. With a motto for 'empowering women to achieve their ambitions', it's the perfect place to be driving compelling and forward-thinking campaigns.



ometria

James Dunford Wood
Co-Founder and CCO
Ometria

James started his online career in 1999 with the launch of Travel Intelligence, Europe's first boutique hotel booking site. He sold the company in 2007 (it was subsequently acquired by Travelzoo), and founded Adnet, an online ad network, which is currently being managed in a joint venture with an advertising agency. Working with advertisers, he saw first hand just how poorly data was being leveraged. He is an investor in a number of companies, including The Hotel Guru.



BULK POWDERS

Amy Smith
Head of CRM
Bulk Powders

Amy is a CRM professional, currently enjoying her role as Head of CRM at Bulk Powders. Previously she has been a CRM Manager at Secret Escapes and an Associate Client Director at more2 - the marketing science company.



FOOTASYLUM

Mike Wallwork
Head of Ecommerce
FOOTASYLUM

Mike has 25 years of experience working in the ECommerce space. He spent the first 13 years of his career at N Brown Group, where he enjoyed working in various roles. He then had different board level ECommerce and multi-channel roles at Barratts, as well as doing some consultancy work. For the past four years Mike has been heading up the ECommerce operations at Footasylum, where they have experienced exceptional digital growth. Mike has rolled out five websites in addition to the two existing ones. He is passionate about the consumer and their behaviour. He is relentless at constantly trying to find new ways of exceeding customer needs.

Conference

Wed, 16th October



08:30	Registration Collect your badge and grab a coffee to accompany morning networking
09:20	Chairman's welcome Ivan Mazour , <i>Founder and CEO, Ometria</i> James Dunford Wood , <i>Co-Founder and CCO, Ometria</i>
09:25	State of the industry update <ul style="list-style-type: none"> Amazing customer marketing examples of recent months The current state of the industry What is the benchmark for success? Do we know and what might we need to do to achieve it? Hannah Stacey , <i>Head of Brand and Product Marketing, Ometria</i>
09:40 KEYNOTE	Why we need to scrap everything we know about marketing to succeed? <ul style="list-style-type: none"> 20 years ago successful marketing was all about big placed campaigns 10 years ago it was all about direct mail, catalogues & e-mail campaigns Today social media and influencers 24/7 in real-time are driving big and small business campaigns With so much technology and data at our disposal how do we succeed at customer retention, acquisition and referrals? Dr Beth Butterwick , <i>former CEO, Karen Millen</i>
10:10 PANEL	Winning the seasonality surge <ul style="list-style-type: none"> How to stand out from the competition? Will the seasonal shopping experience become completely digital? When is it best to start prepping for big seasonal events? What does a good seasonal campaign look like What is the lifetime value of a seasonal shopper? What can we learn from other industries? Moderator: Dr Beth Butterwick , <i>former CEO, Karen Millen</i> Panel: Ryan Moriarty , <i>SVP Marketing, Sofar Sounds</i> Charlotte Ashton , <i>Managing Director, Latest in Beauty</i> Harri Laitalainen , <i>Marketing Strategist, Elvis & Kresse</i> Martin Allen , <i>Director of CRM and Performance Marketing, Moonpig</i> Whitney Bromberg Hawkings , <i>CEO and Co-Founder, FLOWERBX</i>
10:50 KEYNOTE	Winning time: How marketers can combine hitting targets with providing a great experience <ul style="list-style-type: none"> The risks of marketing the way we always have Understanding the customer - finding the the key to unlocking a different path How technology needs to enable marketers to build trust as well as hit their numbers Ivan Mazour , <i>Founder and CEO, Ometria</i>
11:10	Interactive Roundtable Discussion
11:30	Coffee Break
11:50	Personalisation at scale <ul style="list-style-type: none"> How the newsletter vs. automation balance will shift in favour of personalised, proactive automation How retailers can break the discounting cycle with personalised customer experiences How AI can do the heavy lifting when it comes to personalising the customer experience Jennifer Roebuck , <i>CMO, Feelunique</i>
12:20 INFLUENCER PANEL	What's in a like? The value of influencer marketing <ul style="list-style-type: none"> Can the impact (ROI) of influencer marketing truly be measured? Do customers want to be sold to via influencers - influencer marketing in numbers The shortening of the customer journey (with in-app purchase on the horizon) - what does this mean for budgets, influencer campaigns and defining ROI Moderator: Tijan Serena Mazour , <i>Fashion and Lifestyle Influencer</i> Panel: Danielle Peazer , <i>Influencer and Founder of Danielle Peazer Method</i> Alexandra Carello , <i>Luxury Communications Manager, Former NET-A-PORTER</i> Alessandra Steinherr , <i>Influencer, Digital Beauty Content Creator</i>

Conference

Wed, 16th October



13:00	Lunch Break	
	TRACK A: Foundational	TRACK B: Next level
14:30	Pleasing the 75%: How to create the customer journey that truly resonates <ul style="list-style-type: none"> 75% of consumers feel misunderstood by retailers - learn how to recognise their wants How to recognise loyalty and reward it? Getting to know your customer base: what does the data tell you about your shoppers? Ciaran McClellan , <i>Customer Director, ME+EM</i>	So, you're personalising, but what's next? <ul style="list-style-type: none"> What to do now that you've implemented the singular customer view Making sense of customer insight and learning how to tell the story of your customer through data What the future of personalisation has in store for marketers Marie Chenailier-Maurice , <i>Marketing Director, Seraphine</i>
15:00	What does great content look like: Making every word count <ul style="list-style-type: none"> Real life examples of how content-first brand incorporate experienced based copy into their campaigns Knowing your brand voice and resonating with your customer - what this looks like in practice Taylor Coil , <i>Marketing Director, Tortuga</i>	Delivering customer value through technology: Lessons learned from the last 3.4 million years <p>With over 7500 tech vendors in the martech space how we can make technology decisions to deliver customer, business and shareholder value.</p> <ul style="list-style-type: none"> How to choose tech to drive customer value? How do we define value? The risk of relying on the perceived knowledge to make perceived decisions Discover why culture and people should be at the heart of your technology stack Aron Cody-Boutcher , <i>former Chief Customer Officer of Seasalt and Founder, Opted</i>
15:30	Under lock and key: Best practice for collecting and utilising key data <ul style="list-style-type: none"> Why is data collection so important? Where to start with actionable insight: how to apply the data? The challenges of surfacing data Data as an empowerment tool: Where can data take you next? Mike Wallwork , <i>Head of Ecommerce, FOOTASYLUM</i>	The art of visual experiences <ul style="list-style-type: none"> Complementing the science of customer data Activating your martech stack Removing the creative bottleneck Personalising to an audience of 1 Matt Potter , <i>Regional Vice President Partnerships, EMEA, Movable Ink</i>
16:00	Coffee Break	
16:30	Predictive 1:1 messaging at scale <ul style="list-style-type: none"> Cut through the marketing firehose by focusing on personalised, timely messages Avoid sending too many irrelevant messages to your customers across key channels Remove manual campaign creation and optimisation through predictive automation Djalal Lougouev , <i>CPO and Co-Founder, Ometria</i> Alastair James , <i>CTO and Co-Founder, Ometria</i>	
16:50	Interactive Roundtable Discussion	
17:10	What does it take to build a global brand? <ul style="list-style-type: none"> How to build a foundation for growth through customer loyalty How to scale a brand culture without losing your identity How to build internal growth processes and teams Lysa Hardy , <i>CMO and Board Director, Hotel Chocolat</i>	
17:40	Closing remarks	
17:50	Drinks and dancing at the Lifecycle Party!	

KEYNOTE

Lifecycle19 Party at Printworks London

After a packed day filled with keynotes and panels we are treating you to a fabulous evening of cocktails, tasty street food, quality music and quirky entertainment! And it's all on us.

Lifecycle19 Party will be held in the renown Printworks London, previously hosting the likes of Nike, GQ and Moschino. Go straight from the conference to the party without having to leave. This is a great chance to get to know your fellow marketers.

Join us for a fun night to remember!

Time:
18:00 until last
man standing

Dress Code:
Come as you are

Workshop day

Thu, 17th October



09:00	Registration and welcome coffee
09:30	Human psychology vs. AI: Will the machine win? <ul style="list-style-type: none">• Who are we really marketing to?• What role do emotions play in our buyer behaviour and how to use this to your advantage?• Why is it important to consider non-conscious factors? Dr Simon Moore, CEO and Chartered Psychologist, Innovationbubble
10:30	Personalising at scale: Where to start? <ul style="list-style-type: none">• Knowing what your customer journey looks like• How to achieve the 'sweet spot' and give AI all your heavy-lifting• Finding the balance between creating campaigns that increase revenue and delivering an outstanding customer experience Brad Dey, VP of Digital, Ledbury & Health Warrior
11:30	Coffee break
12:00	Everything you need to know about creating a data-driven loyalty strategy <p>Join LoyaltyLion's interactive workshop and learn how to overcome the retention challenges that exist for merchants in today's e-commerce environment. In this session we will look at real life case studies to understand how winning the loyalty of your existing customers can help you compete in the age of Amazon. Working in groups with other e-commerce merchants and loyalty consultants, you'll identify the loyalty tactics and techniques that could help you to overcome your own unique business challenges. From acquisition and retention to advocacy, we'll leave you well equipped to keep your most valuable customers coming back to your store.</p> Fiona Stevens, Head of Marketing, LoyaltyLion
13:00	Lunch break
13:40	Building relationships and negotiating with influencers <ul style="list-style-type: none">• How to choose the right influencer based on reach and your brand• Determining when a paid campaign is necessary• What does ROI from an influencer campaign look like?• How to incorporate influencers into a unified marketing strategy. Tijan Serena Mazour, Fashion and Lifestyle Influencer
14:40	Aligning marketing, strategy and technology together <ul style="list-style-type: none">• What are the top challenges stopping you from delivering your desired strategy?• How well do you know your existing customers?• What are the technical questions you are being asked from the rest of your organisation? Moderator: Brad Dey, VP of Digital, Ledbury & Health Warrior Panel: Amy Smith, Head of CRM, Bulk Powders Sarah Lewis, Digital Marketing Manager, Biscuiteers Hannah Widdicombe, Head of Brand, The Fold London
15:10	End of Conference

INTERACTIVE
BREAKOUT

Book a clinic

Want to perfect your email and stand out in the inbox? Book a session with our talented consultants at Lifecycle19. These short 20 min sessions will be one-to-one and private, for you and your team to book ahead of the conference. Deep dive into your data and receive invaluable advice from our experts who see 100s of different marketing emails on weekly basis.

Choose from the two clinics below and email lifecycle@ometria.com to secure your slot. **Please note:** due to a popular demand we can only accommodate a small number of these sessions. We suggest to book your session in advance of the conference to avoid disappointment.

Clinic: Email Strategy

1. How do your emails perform against industry benchmarks?
2. Are you effectively personalising the customer experience across all communications?
3. How are you reactivating unengaged contacts and activating more leads?



Your session will be with
Rita Martins, *Email Marketing Consultant*, **Ometria**

About your coach: With over 5 years of experience working with retailers across a variety of verticals, Rita is currently the Email Marketing Consultant at Ometria, advising clients on marketing strategy and focusing on customer retention.

Clinic: Email Deliverability

1. What are the best methods for balancing the internal pressure to send more mail vs. the impact on deliverability?
2. What does 'Deliverability Friendly' design look like for email?
3. How do you become the status quo for email quality and deliverability?



Your session will be with
Beth Woods, *Deliverability Consultant*, **Ometria**

About your coach: Beth is a Deliverability Consultant for Ometria who works closely with clients to implement Deliverability Practices that compliment Marketing strategies of Retail Marketers. Beth has over 3 years of experience in the email marketing space.

Our Partners



Movable Ink

Movable Ink enables digital marketing leaders to create unique, relevant, and compelling visual experiences across email, web, and display at the moment of engagement.

With the power of Movable Ink, digital marketers can free their data from silos to generate intelligent creative with millions of unique variations based on consumer context and behavior, third-party insights, and business logic. This intelligent creative is automatically generated in real-time, removing the production bottleneck that has historically prevented marketers from generating personalized images at scale.

More than 700 of the world's most innovative brands rely on Movable Ink's visual experience platform to deliver consistent experiences for their customers. With more than 275 employees, the company is headquartered in New York City with offices in San Francisco, Chicago, and London.



LoyaltyLion

LoyaltyLion is a data-driven loyalty and engagement platform trusted by thousands of ecommerce brands worldwide. Merchants use LoyaltyLion when they want a fully customised loyalty program that is proven to increase customer engagement, retention and spend. Stores using LoyaltyLion typically generate at least \$15 for every \$1 they spend on the platform.



Akoova

HOSTING FREEDOM STARTS WITH A "K"

We don't believe in locking you in for lengthy contracts.

We don't believe in downtime or the crazy gap between developers and technical operations.

We don't believe in hindsight unless it can be turned into foresight.

We don't believe problems are solved without shared business intelligence.

So perhaps you are asking yourself. What does Akoova believe in?

We believe e-commerce and our clients should be free to think and never constrained to normality.



GPMD

We are a specialist ecommerce agency, entirely focused on achieving business objectives and delivering exceptional customer experiences. GPMD has been working alongside online retailers since 1999 and have helped brands from all over the world generate more revenue and acquire new customers.

We specialise in Magento, Shopware, BigCommerce, and have a range of clients that we currently work with including Soho Home, 31 Dover, Balance Me, Proviz Sports, Temperley London and Atelier Swarovski. Alongside our agency work, we have built several custom modules for these platforms. Through our close partnership with Ometria, we have also created their Shopware Plugin.

GPMD has built an integration platform called LIM, which makes e-commerce integrations with warehouses, ERP, CRM systems easy to configure and run.



The Retail Hive

The Retail Hive is a private network which empowers time-poor retail leaders to make faster and smarter business decisions, through relevant peer-to-peer discussion.

As a strictly invitation-only community, The Retail Hive connects senior retail leaders and solution providers globally - through face-to-face meetings, digital boardrooms and facilitated introductions - to disrupt, innovate and evolve the retail industry.

"The Retail Hive are relentless in their search for the freshest and most fragrant news, tech or solutions. They always attract a vast swarm of retailers and vendors that create a buzz of activity and everyone ends up with honey."



Rich Insight

The Marketplace Growth Partner for brands

We enable you to sell more on third party ecommerce platforms through leveraging our marketplace data, technology and service expertise

In this fast changing landscape, we guide you to the best decisions to fulfill your objectives, focus on things that move the needle, reduce channel barriers to entry and are agile with our service, to reflect your changing goals.

Don't just take our word for it

“ Interesting topics,
delivered by people at
the top of their game.

Marketing Manager

Lovehoney®
the sexual happiness people™

“ Real life
recommendations
and learnings you
can implement
today.

Head of CRM & Services Marketing

benefit
SAN FRANCISCO

“ Lifecycle is a great
opportunity to listen to
some of the best CRM
marketers in retail,
whilst also being able to
connect and exchange
ideas and best practices
with exceptional modern
marketers.

Head of Marketing

LOUNGE

A great event for
those that want to
take their business
to the next level.

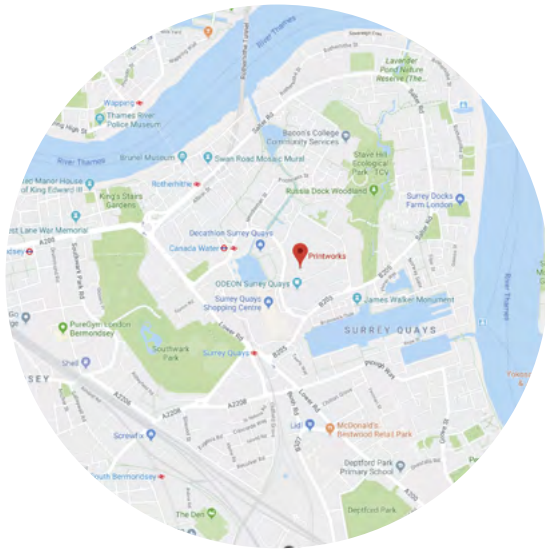
Social Media Strategist



Cred Jewellery

Venue Address

Printworks, Surrey Quays Road,
London SE16 7PJ



Getting Here

Printworks is located in Canada Water with excellent transport links from the City, Central London and Canary Wharf.

Canada Water (Overground and Jubilee) - 5 minute walk

London Bridge - 5 minutes by car

Get in touch

Lifecycle Team

We will be happy to talk you through the agenda, event outline and anything else you might have questions about. Feel free to drop us a line or call.

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