

The Big Picture

OPTIMIZING ONLINE MARKETING VALUE

The Largest Emetrics Summit Ever
Sold Out Two Years in a Row

This conference opened my eyes to how much I did not know about a topic I thought I had a handle on.

- Sean Adee, Global Information Management, Johnson & Johnson

October 15-18, 2006
Washington D.C.
Sheraton Premiere at
Tysons Corner

Optimize Marketing Value
Optimize Awareness
Optimize Acquisition
Optimize Persuasion
Optimize Retention
Optimize Loyalty
Optimize Satisfaction

Keynotes



Tim Goudie, Group Manager, Interactive Marketing, Coca-Cola



Duane Schulz, VP Corporate Internet Marketing, Xerox Corp



Jim Sterne, President Web Analytics Association

Focused Tracks to Cover the Bases - Bring the Team

- | | |
|---|--|
| <input type="checkbox"/> Marketing Optimization Track | <input type="checkbox"/> Business Implementation Track |
| <input type="checkbox"/> Data Capture and Integration Track | <input type="checkbox"/> Voice of the Customer Track |
| <input type="checkbox"/> Non-Profit - Public Sector Track | <input type="checkbox"/> Success Tactics Track |

Networking lunches and receptions in the Exhibit Hall

50+ Sessions, 70+ Speakers:

The Brands: 3M, Avaya, Charles Schwab, CNET, Coca-Cola, EDS, IBM, Intercontinental Hotels, Internet Broadcasting, Intuit, J. Paul Getty Trust, Library of Congress, Monster, Quicken Loans, State of California, StubHub.com, Sybase, TELUS, GSA, USAC, World Bank, Xerox

The Analysts: Forrester Research, Gartner, JupiterResearch

The Experts: Jason Burby, Sam Decker, Bryan Eisenberg, Ian Houston, Josh Manion, Neil Mason, Eric Peterson, Neil Raden, David Rance, Robbin Steif, Jim Sterne

Optimize Your Online Marketing Performance Management

Early Bird Registration ends August 31
Special Bring the Team Offer
www.emetrics.org

Optimizing Online Marketing Value

Emetrics Summit: The Big Picture

October 15-18, Washington DC
Sheraton Premiere Tysons Corner, Vienna, VA

The Big Picture

- ❖ Three days of conference
- ❖ Two days of exhibition (Days 1 and 2)
- ❖ One Day of WAA Training

Network with fellow Attendees

- ❖ Join colleagues in solving mutual challenges
- ❖ Discuss issues at 3 networking lunches
- ❖ Exchange solutions at two cocktail receptions

Four main conference tracks

- ❖ Marketing Optimization Track
- ❖ Business Implementation Track
- ❖ Data Capture and Integration Track
- ❖ Success Tactics Track

Two special tracks

- ❖ Voice of the Customer Track
- ❖ Non-Profit - Public Sector Track

Program Chair & Opening Keynote

Jim Sterne, Target Marketing - President Web Analytics Association

Optimization is no longer Optional

Optimization is the heart and soul of the operationalized marketing department. The Emetrics Summit - The Big Picture unites the best-practices, the industry analysis and the technologies that bring digital communication out of the test lab and deliver results into the boardroom.

Join fellow marketing professionals responsible for optimizing their entire online marketing process.

Proven Track Record

The last two Emetrics Summits in Santa Barbara sold out months in advance. The Big Picture is an expanded Emetrics Summit, with more room for more attendees and more tracks for more content.

Perfect Match

- ❖ Attendees at Emetrics Summit - The Big Picture are responsible for delivering online marketing results to top management - make the most of unsurpassed networking
- ❖ Speakers are those meeting the challenges in optimizing online marketing value - identify best practices
- ❖ Sponsors at The Big Picture are the companies providing enabling tools and experience - differentiate the best from the rest
- ❖ The issues addressed at The Big Picture are those on your plate - take home solutions to current problems

Sponsorship Opportunities still available. See www.emetrics.org or email sponsorship@emetrics.org

**Register Online Now at:
www.emetrics.org**

Previous Attendees (a small sample)

Aberdeen Group, Allstate Insurance, Amazon, AMD, America Online, American Cancer Society, American Institute of Physics, Avaya, Boston Scientific, Cable & Wireless, Campbell Soup Company, Capital One, Caterpillar Inc., Charles Schwab, CircuitCity, CNET Networks, Costco Wholesale, Countrywide Financial, Dell Computer, Deloitte Touche, Disney, Dow Corning, DuPont, ESRI, FannieMae, Fireman's Fund Insurance Company, Ford Motor Company, Forrester Research, Freddie Mac, Fujitsu Computer Systems, Gateway, Inc., General Motors, Google, Hallmark, HSBC Card Services, HP, IBM, InterContinental Hotels, Intuit, J. Paul Getty Trust, J. Walter Thompson, J.D. Power and Associates, Johnson & Johnson, Jupiter Research, Kodak, L.L. Bean, Liberty Mutual, Library of Congress, LowerMyBills.com, Macys, Merck & Co, MGM Mirage, Microsoft, Milliken & Company, Monsanto, Motorola, MSN, National Assoc. of

Realtors, National Cancer Institute, National Semiconductor, Network World, Nokia, Oracle, PayPal Inc, Philip Morris, Philips, Progressive Insurance, SAP, Siemens, Silicon Graphics, Sun Microsystems, Tektronics, Tommy Hilfiger, USAA Federal Savings Bank, WarnerBros Online, Wells Fargo, World Bank Group, World Savings Bank

"I was pleased to find like-minded, experienced peers with common issues eager to share their learnings."
Paula Burr, Manager, Usability & Web Analytics, American Century Investments

"Very informative. It has given me many, many ideas and goals for my own web analytics packages, reporting, communication."
Tom Butkevich, Manager, Online Statistics American Institute of Physics

"A true assembly of super smart people discussing a mission critical topic."
Scott Fasser, Chief Digital Strategist, Brand Digital

"The conference has an extremely useful blend of web analytics insight for marketers and technicians alike. Actionable insight I can apply immediately. Thanks!"

Clarissa Dimacali, Director, Charles Schwab & Co.

"My year 2 was twice as good as year one, can't wait for year 3."
Ian Houston, Principal / Consultant Visioactive, LLC

"Great range of speakers on what is current thinking in the industry. Many thanks and look forward to meeting up again in October."
Guy Stephens, Global eCRM Manager Four Square (Mars, Inc)

"I took away many key learnings from the case studies, working sessions and networking opportunities provided at this event. I shall return again and again."
Shelley Sump, Web Data Manager, BetterManagement (a division of SAS)

"It was great, again. Worth the roundtrip. Huge value for my daily consulting practice."
Daniel Markus, Managing Partner, clickvalue (Netherlands)

"Out of 3 main "web marketing" conferences I've been to (SES and Ad:tech being the others), this is the BEST. The information is much more detailed and the technology more fascinating."
Aaron Landerkin, SEO Analyst, Bruce Clay, Inc.

"The most intense knowledge sharing per day per presenter at a web conference!"
Mitko Gerensky-Greene, Web Site Manager, Universal Service Administrative Company

**Don't miss
this opportunity
to share, learn
and network**

Schedule at a Glance

Sunday, Oct 15	Web Analytics Training Day – See Next Page			
Monday, Oct 16	Exhibit Hall is open 10:30am - 7:00pm			
7:30 - 9:00	Registration and Continental Breakfast			
9:00 - 10:00	Keynote – Jim Sterne - Measuring Website Success - The Big Picture			
10:00 - 10:30	OPTIMOST Customer Case Study			
10:30 - 11:00	Break / Exhibit Hall Open			
	Public Sector	Marketing Optimization	Business Implementation	Web Performance Monitoring
11:00 - 11:50	PS-1: What Do You Measure if You Don't Sell?	MO-1: SEO & SEM & On-Site Search Panel	BI-1: The Web Optimization Team and Web Metrics at the Heart of Your Business	WPM-1: Web Performance Monitoring in Translation
12:00 - 1:30	Lunch / Exhibit Hall Open			
1:30 - 2:20	PS-2: Web Analytics in the Public Sector A. The World Bank Experience B. FirstGov.gov & Public Sector Goals	MO-2: Multivariate Testing & Optimization - Panel	BI-2: Industry Analyst Panel with Forrester Research Gartner & JupiterResearch	WPM-2: Web Performance Monitoring Under the Hood
2:30 - 3:20	PS-3: Customer Satisfaction in a Constituent "Marketplace" How happy are they?	MO-3: Front Line Reports A. Website Optimization: The Next Frontier in Driving Revenue Growth and ROI B. Measuring ROI to Generate New Rx Prescriptions	BI-3: The Web Analytics Business Process – Web Analytics Guru Eric Peterson	WPM-3: The Web Performance Monitoring Dashboard
3:20 - 4:00	Break / Exhibits			
4:00 - 4:50	PS-4: Your Tax Dollars at Work – California Franchise Tax Board	MO-4: Deep Number Panel – Using Advanced Analytics to Optimize Acquisition	BI-4: The Business End of Web Success – World Class, Metrics Driven Marketing	WPM-4: Incident Management, Customer Experience and Conversion
5:00 - 5:50	PS-5: When ROI Isn't the Measure of Success	MO-5: Beyond Email Opens and Clicks. Using "Customer Engagement Metrics"	BI-5: Leveraging Strategic Web Analytics to Drive Incremental Profit	WPM-5: Capturing Actual User Sessions
5:50 - 7:00	Reception / Exhibits			
Tuesday, Oct 17	Exhibit Hall is open 8:00am - 4:00pm			
7:30 - 9:00	Registration and Continental Breakfast			
9:00 - 10:00	Keynote – Duane Schulz, VP of Corporate Internet Marketing for Xerox Corp			
10:00 - 10:30	OMNITURE Customer Case Study			
10:30 - 11:00	Break / Exhibits			
	Data Capture and Integration	Marketing Optimization	Business Implementation	Success Tactics
11:00 - 11:50	Data-1: Understanding the People Behind the Clicks – A Portfolio Approach	MO-6: Front Line Reports – Natural Pet Food & Olympic Achievements	BI-6: Creating a Data Driven Web Decision Making Culture: Lessons, Tips &	ST-1 & ST-2
12:00 - 1:30	Lunch / Exhibits			
1:30 - 2:20	Data-2: The Cookie Dilemma and RSS Opportunity Part 1: Visitor Identification and Analysis Part 2: Capturing the Effect of Feeds	MO-7: Waiting for Your Cat to Bark? Persuading Customers When They Ignore Marketing	BI-7: New Measurements for New Media – ROI for Fragmented Marketing	ST-3 & ST-4
	Voice of the Customer			
2:30 - 3:20	Data-3: Measuring Search From the Inside Out – Search Guru Mike Grehan	VoC-1: Tuning Your Company to the Customer Voice: Being Customer Centric	BI-8: From Toys to Tools: Optimizing the Team to Drive Radical Business Improvement	ST-5 & ST-6
3:20 - 4:00	Break / Exhibits			
4:00 - 4:50	Data-4: The Universal Data Collection Model (Tag)	VoC-2: Brand Camp – The Goals, Strategies (And Yes) Metrics for Increasing Your Online Brand Value	BI-9: Metrics-Based Web Search – The IBM Experience	ST-7 & ST-8
5:00 - 5:50	Data-5: Cross Channel Panel – The website, the front desk, the call center, the store...	VoC-3: Customer Support on the Web What is All That Activity?	BI-10: Intranet Panel - Optimizing Internal Processes & Web 2.0	ST-9 & ST-10
5:50 - 7:00	Attendee Reception			
Wednesday, Oct 17				
7:30 - 9:00	Registration and Continental Breakfast			
9:00 - 10:00	Keynote – Tim Goudie, Group Manager, Interactive Marketing, Coca-Cola			
10:00 - 10:30	Gold Sponsor Presentations			
10:30 - 11:00	Break			
11:00 - 11:50	Data-6: Web Analytics Data Meets Datawarehouse	VoC-4: Listening to Your Customers – Panel One: Quantifying the Corporate Value of the Website, and Integrating Web Information & Managing the Web Team	BI-11: The Operationalization of Marketing – Accountability Up the Chain & Why Your CEO Doesn't Care About Clicks	ST-11 & ST-12
12:00 - 1:30	Lunch			
1:30 - 2:20	Data-7: Marketers are from Mercury and Programmers are from Pluto: Marketing for Technologists	VoC-5: Listening to Your Customers – Panel Two: Making Retail Customer Satisfaction a Priority, and Integrating Attitudinal and Behavioral Data	BI-12: Competitive Analysis Panel – ComScore, Hitwise, I/Pro, Nielsen Netratings (invited)	ST-13 & ST-14
2:30 - 3:20	Data-8: Publishing Meaningful Reports A. Effectively Presenting Web Analytics for Search Engine Marketing B. Turning Terabytes of Data into Meaningful Reports	VoC-6: Not Just What? But Who and Why? Web insight guru Neil Mason	BI-13: Online PR Metrics – Blogrolls and Wikis and Feeds - Oh My!	ST-15 & ST-16
3:20pm	Conference Closes			

Web Analytics Association Training Day

Today's organizations know the importance of the Internet for supporting sales and marketing, facilitating orders and supplies across the value chain, and reinforcing the corporate brand and market position. To achieve truly productive results online, business managers need a solid grounding about the strategies and tactics that support web analytics.

Attend this one day, 5-session workshop and be well positioned to get the most from the jam-packed Emetrics Summit that follows. Return to your workplace primed to put everything you'll have learned into practice, immediately.



8:00 - 8:45 Registration

8:45 - 9:00 Introductions – June Li, ClickInsight

Welcome – Brian Induni, Executive Director, WAA

9:00 - 10:00 WAA Session 1 Getting Started with Web Analytics

Presenter: Alex Langshur, PublicInsite

The ability to observe the actions and behaviors of web site visitors is one of the truly powerful aspects of web analytics. This introductory session will review the fundamentals of web analytics, including an exploration of the various approaches, an examination of data collection issues, and a discussion on what you need to know to get started.

You'll learn about:

- Key concepts and practices.
- Differences between data collection methods.
- Data collection pitfalls and the ongoing cookie debate.
- Developing and using metrics.
- Types and options of available tools.

10:15 - 11:15 WAA Session 2 Ratcheting Up Website User Experience

Presenter: Braden Hoepfner, Telus

Successful web sites require continuous review to maximize conversion rates. What specific actions should be taken to improve the user experience and increase web site traffic? Learn how to optimize your site's content structure and usability, so that you can improve the quality of content on your site to increase conversion.

You'll leave more confident about how to:

- Track, evaluate, and optimize your web site's landing pages to improve visitor conversion.
- Diagnose shopping cart abandonment and increase completions.
- Leverage onsite search to better understand visitors and improve your site's content.
- Use scenario analysis to understand what's working and what's not.
- Create simple tests to define and evaluate the value of web site changes.
- Measure the effectiveness of search engine optimization efforts.

11:30 - 12:30 WAA Session 3 Optimizing Online Campaigns

Presenters: Andrea Hadley, NetSetGo Marketing, Terry Cohen and Keira Lorentzen, Digitas

Once your site is optimized for usability and the visitor experience, it's time to bring in more traffic. With the diversity of online acquisition vehicles, it's important to properly gauge the success of campaigns, and quickly identify what's working and what's not. Leave with new practical insights from a real life online optimization case study.

You'll increase your knowledge about how to:

- Evaluate the impact of campaigns and achieve higher returns on investment for online marketing initiatives.

- Design and measure offline campaigns that drive traffic to web sites.
- Identify the critical metrics needed to assess and improve campaigns, including tracking the impact of online channels such as paid search (pay-per-click), email marketing, and display or banner ads.

12:30 - 2:00 Lunch

2:00 - 3:00 WAA Session 4 Selecting a Web Analytics Vendor

Presenter: Jim Humphrys, W.L Gore & Associates

With a myriad of options of tools and vendors, where do you begin? Learn how W. L. Gore & Associates selected a web analytics tool and implemented web analytics. In this case study, see how one company structured the project, evaluated their organization's needs, picked a data collection method, selected a vendor and implemented web analytics. Implementation included training personnel in web analytics and rolling it out across the company, with more than a few interesting learnings along the way.

You'll gain insights into:

- Best practice vendor selection
- Lessons learned from the selection process
- Implementation challenges that may surface
- Issues that arose during the introduction and rollout of web analytics

3:15 - 4:15 WAA Session 5 Selling, Staffing and Sustaining Web Analytics

Presenter: June Li, ClickInsight

Beyond the science of web analytics is the art of successfully using web analytics to drive ongoing valuable progress within organizations. All too often web analytics is viewed as "done" when the tools are selected and the reports are configured. Not so! This is only the beginning, the start of a dynamic evolving journey.

You'll learn the how's and why's about:

- Getting organizational buy-in for analytics, necessary in transitioning to data-driven decision making.
- The need to constantly evangelize and sell web analytics, and how to do it.
- Using key performance indicators to communicate understandable business metrics to diverse constituents within your organization.
- Managing web analytics growth within your organization and meeting the challenge of finding staff.
- Practical suggestions on finding the right mix necessary to sustain web analytics in your organization.

Attend the WAA Training Day and you could win a scholarship to the WAA-UBC online Award of Achievement in Web Analytics, offered through the University of British Columbia. Valued at \$595 CAD.

Monday 9:00-10:00

Keynote The Big Picture

Jim Sterne, Target Marketing

Just what does it mean to measure the success of your website? How many ways are there to evaluate your evolution, gauge your growth and appraise accomplishments? Jim will share the most important lessons learned from his focus on web marketing for the past thirteen years and his focus on web marketing optimization for the past seven years.



Business Implementation 1: Building the Team and Making them Indispensable

A. The Web Optimization Team

Ani Kortikar, CEO, Netramind

What makes a great web team? The cross functional nature of web site optimization means you need to combine the roles of web designer, copywriter, search analyst & analytics with IT services and project management. How will you handle team building and the politics of ownership?

B. Getting Web Metrics at the Heart of Your Business

Sam Decker, VP Marketing, Bazaarvoice

Many web teams find themselves outside of the 'cultural core' of the company, frustrated with lack of awareness, understanding and funding. Analytics combined with effective change management principles can bring your team into the heart of your organization. Real world principles, strategies and tips will help your company embrace effective change leadership to get senior management buy-in, functional cooperation, executive attention with metrics, and leverage web analytics and the customer voice to evolve your culture into an analytics competitor.

Web Performance Monitoring 1 Web Performance Monitoring in Translation

Knowing what's going on under the hood makes marketers better team players. Understanding the impact that web-based applications have on customer satisfaction makes IT professionals better team players. The first step is learning each other's language.

Monday 10:00-10:30

Optimost Customer Case Study

Monday 11:00-11:50

Public Sector 1 What Do You Measure if You Don't Sell?

A: The "Art" of Emetrics

Tim Hart, Head of Institutional Research, J. Paul Getty Trust

The J. Paul Getty Trust and the Library of Congress have a huge amount of knowledge to share. Are they publishers? What is the role of a museum online? If you only give away your content and if your audience is really three or four distinctly different audiences, how do you measure your online success? What do metrics look like if you have no conversion rates?

B: The Largest Library in the World

Joe Pagano, Internet Operations Group Coordinator, Library of Congress

How does an institution with topics ranging in scope from Aaron Copeland music sketches, to original Edison recordings, to baseball cards, to poetry readings, not to mention an online catalog with millions of items, and the Congress' own online legislative database, meet the needs of nearly 300 million people via the web? Joe Pagano will detail the Library of Congress' ambitious emetrics program which integrates both objective and subjective information sources that includes tools to look at user satisfaction, Web usage patterns of Americans in the areas of education and government, and how traffic flows into, around, and out of the Library's Web site.

Marketing Optimization 1: SEO & SEM & On-Site Search Panel

Dan Perry, Sr. Manager - Internet Advertising, Career Education Corporation

Trey Robinson, CyberTrader, a Charles Schwab Company

Mitko Gerensky-Greene, Manager, Web Services & Business Intelligence, USAC

Analyzing the search engine traffic gives important insight into the ways web visitors find websites. Once at the site, many of them rely on the site search to find the relevant information within the site. Putting the analysis of the two types of search traffic together from search engines and from site search can help optimize a site holistically by improving the user experience while focusing on achieving the site's business goals.

How do you analyze current site conversion patterns, revamp the conversion process to lift potential ROI, and retest paid search ads? This is the session to find out.

Monday 1:30-2:30

Public Sector 2 Web Analytics in the Public Sector

A. The World Bank Experience

Pierre Guillaume Wielezynski, Communications Officer – Online Outreach, The World Bank Group

How can public sector organizations benefit from web analytics, beyond simply reporting on page views? This is the dilemma faced by large public sector agencies when using web analytics. Pierre Guillaume Wielezynski from the World Bank Group will discuss the deployment of their web analytics system to better understand how the web is used, staffed and managed. He will share findings and lessons learned by focusing on;

1. Getting management buy-in
2. Educating staff & Solving common problems
2. Developing meaningful reports & Moving the needle

B. Tying Customer Patterns to Public Sector Goals

Richard Huffine, FirstGov, U.S. GSA

Richard Huffine of FirstGov will focus on a variety of case studies from public sector entities (government agencies, non-profit institutions) to demonstrate:

- How data can be analyzed to demonstrate the Web's value in achieving an organization's mission
- Approaches to customer segmentation, measuring user actions, and data normalization
- Limitations inherent in capturing data about users and their actions for public sector entities including privacy, security as well as legal and ethical considerations.

Marketing Optimization 2: Multivariate Panel

Eelco van Kuik, Arroba Web Analyse

Regis Hadiaris, Director of Web Marketing, for Quicken Loans

Rathin Sinha, GM, eCommerce Business Segment, Monster.com

Getting the most out of multivariate testing means knowing the ropes: fractional design, Taguchi method, predictive analysis, landing page optimization, AdWord optimization, conversion optimization, segment identification - it's a big subject. Poor experimental design and impractical implementation issues can negate all that hard work. Our panel is made up of professionals who have made the most of a variety of tools to optimize each step of the conversion process.

Business Implementation 2: Industry Analyst Panel

Megan Burns, Forrester Research, Inc.
Gregory Dowling, JupiterResearch
Bill Gassman, Gartner

The Web Analytics industry is growing, the technology is advancing and end user needs are changing. Between IPO's, acquisitions and mergers, it's hard to tell the players without a program. The three top industry research firms gather to compare notes and answer questions. Take a look at the web analytics industry and it's future through the eyes for those with their fingers on the pulse and data to back up their opinions.

Web Performance Monitoring 2: Web Performance Monitoring Under the Hood

Tuning web apps has been like all things in engineering: You can have fast, good, and cheap: Pick any two. What kinds of tools are available for instrumenting and adjusting live web applications? What does a complete tool kit include?

Monday 2:30-3:20

Public Sector 3: Customer Satisfaction in a Constituent "Marketplace" How happy are they?

Marketing Optimization 3: Front Line Reports

A. Website Optimization:

The Next Frontier in Driving Revenue Growth and ROI

Roger Anderson, Manager, Online Media Analytics, Monster Worldwide

Millions of dollars, both online and offline, are invested to generate demand and get visitors to your site. Dramatic revenue and profit gains can be achieved from website optimization activities and these companies reveal how the applied leading-edge ideas, techniques, and technologies to optimize traffic and conversion rates, drive incremental revenue, and drive down the cost per action.

B. Measuring ROI to Generate New Rx Prescriptions

John Glascott, SVP of Business Development & Sales, RealAge Inc.

Pharmaceutical prescriptions have a very long/complex sales cycle involving condition education, doctor visits, and who pays (insurance or patient). Many aspects of online marketing are measurable, but not to the new prescription level. Permission based email delivers hand-raisers seeking additional information about specific conditions with 100% target composition and is measurable to the new prescription level. Sequential weekly condition education email series have been clinically shown to motivate health behavior changes (peer reviewed academic journal article).

Business Implementation 3: The Web Analytics Business Process

Eric Peterson, Vice President of Strategic Services, Visual Sciences

The pace at which companies invest in web analytics technology far outpaces the rate at which these same companies truly benefit from the data said technology is able to provide. Despite the best intentions, most companies still struggle mightily with the business process of web analytics. Research highlights in great detail the relationship between ad hoc analytics and poor ROI, especially after companies successfully clear the low hanging fruit from their websites.

- What is the web analytics business process?
- How do you determine your organization's level of "web analytics maturity"?
- How do you push your organization to optimize your existing investment in web analytic technology?

Web Performance Monitoring 3: The Web Performance Monitoring Dashboard

Petabytes of data can come streaming out of any web environment. But which bits are crucial? Which are fundamental? What are the minimum gauges you need to keep your eye on to ensure your datacenter is operating at maximum efficiency?

Monday 4:00-4:50

Public Sector 4: Your Tax Dollars at Work – California Franchise Tax Board

Kurtis Kroon, Web Analyst (inter alia), Enterprise Content Management Group, State of California, Franchise Tax Board

So, you want to understand why people visit your not-for-profit/public sector website, but you don't have any idea where to start? Kurtis will propose a Byzantine, 100-step, multitrack process form (filled out in quintuplicate, please) to peer deep into the minds of your website visitors. Or - if the audience feels it would be more valuable and asks nicely - Kurtis is ready and willing to point out the similarities and more importantly, the differences between the public and private sectors, so we can use industry best practices without violating customers' trust. And that's the first step: to rethink constituents, taxpayers, and citizens as customers.

Marketing Optimization 4: Deep Number Panel Using Advanced Analytics to Optimize Acquisition

Sonia Chung, VP-Director, Strategy and Analysis, Digitas
Saqib Mausoo, Sr Manager Business Intelligence, Ask Search

A summary of advanced analytics techniques to use for online acquisition.

Examples from a wireless company to include:

- Fractional factorial testing to optimize Search
- CHAID analysis to select keywords
- Regression analysis to identify drivers of acquisition
- Value based metrics to select websites for banner placement
- Ongoing test and learn

Business Implementation 4: The Business End of Web Success – World Class, Metrics Driven Marketing

A. World Class Web Analytics -- How To Get There

Josh Manion, CEO, Stratigent

Create a world class web analytics operation for your organization. Understand the progression firms go through as they move from just getting started with web analytics to being at the forefront of the industry and what specific actions your organization can take to advance its use of web analytics. Josh will present the findings of his recent research and share a case study of the evolution of a company's web analytics capabilities.

B. Managing a Metrics-Driven Marketing Team

Sean Ellis, VP Marketing, LogMeIn

At LogMeIn, they constantly test innovative marketing approaches with a firm commitment to measure everything and reinvest in ideas that yield a positive ROI. Since LogMeIn has received over \$20 million in venture funding, there are always plenty of funds to support effective marketing approaches. This gives Sean an opportunity to manage the business of a metrics-driven marketing team.

Web Performance Monitoring 4: Incident Management, Customer Experience and Conversion

You've optimized your conversion funnel, integrated persuasive personas and refined your search terms. All this is to no avail if the product demo goes into an endless loop, the registration form returns error messages or the shopping basket has lost a wheel. How you plan to identify, correct and respond to web application errors has huge bearing on both revenue and customer experience.

Monday 5:00-5:50

Public Sector 5: When ROI Isn't the Measure of Success

Alex Langshur, Principal, Hillwatch

Public and non-profit sectors have invested heavily to implement state of the art web-infrastructures to provide clients with access to online programs, services and information. Now each sector faces the need to demonstrate that online services are efficient, effective and valuable. However, there is a paucity of robust methods, processes and performance indicators for measuring and managing. Private sector approaches such as ROI are often not appropriate to the public and non-profit sector. Come learn where to start, what models to use and what is most appropriate. This session will review:

- Strategic and tactical considerations for measuring public and non-profit websites
- Practical elements of website analytics in a non-commerce setting
- Making the case for performance measurement

Marketing Optimization 5: Beyond Email Opens and Clicks. Using "Customer Engagement Metrics"

Joel Book, Director, eMarketing Strategy, ExactTarget, Inc.

In its recently published report, "The Top Marketing Technologies in 2005," Forrester Research noted that "CRM is reemerging as a basic business enabler for revenue acceleration and retention management, and email is the core enabling technology." As email becomes an increasingly more valuable tool for customer acquisition, growth, and retention, marketers need an expanded set of metrics to measure and manage their customer portfolio.

- What are "Customer Engagement Metrics" and how to calculate them?
- How do you apply Customer Engagement Metrics for advanced segmentation and targeting?
- Who is using Customer Engagement Metrics to drive sales and loyalty?

Business Implementation 5: Leveraging Strategic Web Analytics to Drive Incremental Profit

Yosi Heber, President, Oxford Hill Partners

Marketers are becoming more accountable for ROI. Currently available web analytic tools are important and useful, but they are fairly narrow in scope because they measure only a 10-20% slice of the strategic and revenue driving landscape. In addition, the data is often complex, and not very actionable. To convince senior management to spend more money on web asset investment, marketers need to go beyond basic customer satisfaction reports, click stream/traffic movement data, and search rankings. They must begin to focus on eight strategic revenue driver categories. Yosi will explain each of them, briefly illustrate each with a real case study (mainly B2C, but also some B2B), and explain how to apply this new and refreshing strategic approach to their own businesses so senior management can finally "get it".

Web Performance Monitoring 5: Capturing Actual User Sessions

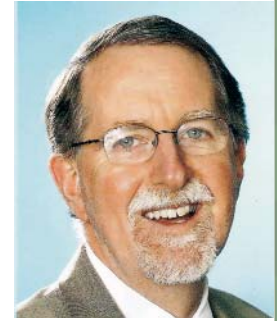
The latest arrow in the web monitoring quiver is client-side recording and playback of individual sessions. Invaluable for incident management and user experience analysis. How is this technology implemented? How is it best used? And yes - what about privacy?

Tuesday 9:00-10:00

Keynote

**Duane Schulz, VP of Corporate Internet Marketing
for Xerox Corp**

Duane Schulz has an extensive background in business intelligence and is currently responsible for Internet marketing at Xerox. Schulz will provide advice, examples and wisdom garnered from years of how measuring web activity can yield corporation-moving insights. Attendees will learn how Schulz manages customer-facing web and e-commerce applications across Xerox and how they can apply his strategies within their own companies.



Tuesday 10:00-10:30

Omniture Customer Case Study

Tuesday 11:00-11:50

Data Capture & Integration Track 1: Understanding the People Behind the Clicks - A Portfolio Approach

Camille Sobalvarro, Director, Web Marketing, Sybase

With the proliferation of data gathering methods, getting data is no longer the problem — businesses are drowning in it. It's choosing the right data and doing effective analysis that counts. How can businesses develop a portfolio approach to analysis of both quantitative AND qualitative data, to gain actionable insights on their audiences? To make this case, Camille will show how his team leverages data from a major web analytic platform, a major CRM system, and qualitative research to form a complete picture of the market segments they serve.

Marketing Optimization 6: Front Line Reports - Natural Pet Food & Olympic Achievements

A. Email Automation Solution: Man's Best Friend

Julie Dye, Only Natural Pet Store

Research has shown that targeted email campaigns consistently deliver higher returns than generic, non-personalized campaigns. Timing is everything as marketers send one-to-one personalized marketing messages that are triggered by user actions and external events. Like most catalog and online companies, Only Natural Pet Store, supplier of pet care products, relies heavily on email marketing to inform their customers of new products and information and drive sales. Julie will present her case study of her Year of the Dog Campaign, detailing how they measured its success.

B. An Olympic Marathon

Tom Masterman, Internet Broadcasting

For two weeks every two years, one web site becomes the world's largest sporting site overnight. Learn about the best practices in implementation and analytics processes that allowed Internet Broadcasting to help NBCOlympics.com and its 200+ local TV affiliates' web sites go for the gold. From tagging taxonomies and metrics definitions, to rollups, scorecards, executive reporting and SWAT teams, you'll hear about the lessons learned that can help you plan for any site's success.

Business Implementation 6: Creating a Data Driven Web Decision Making Culture: Lessons, Tips & Insights

Avinash Kaushik, Sr. Manager of Web Research & Analytics, Intuit

Web tools are a dime a dozen, terabytes of web data is instantly available yet most web organizations are not truly "data driven" in terms of taking actions. So how do you create a true data driven decision making culture, one in which data is the source of insights and not gut-feel? Avinash shares insights learned from the front lines, helping manage decision making across fifty plus websites.

Success Tactics 1 & 2

Tuesday 1:30-2:20

Data Capture & Integration 2: The Cookie Dilemma and RSS Opportunity

Ian Houston, Principal, Visioactive

Part 1: Visitor Identification and Analysis

Using secondary self regenerating ID's via a dynamic page tag to compare against cookies and measure deletion events and uniquely identify the blockers. Gather extra data about the browser environment to expand cookieless identification beyond IP address and the user agent.

Part 2: Capturing the Effect of Feeds

What should you capture about your feed usage and how it may be applied. How to translate that data into Subscriptions, Buzz and other metrics related to the marketing effectiveness of your blog. Working with different types of feed clients. Using subscriptions and clickthrough conversion to optimize use as a marketing tool and using buzz metrics and topical information about your feed to better understand your audience.

Marketing Optimization 7: Waiting For Your Cat to Bark?: Persuading Customers When They Ignore Marketing

**Bryan Eisenberg, Best-Selling Author and Chief Persuasion Officer,
Future Now Inc.**

Analysts and Business Owners frequently have trouble separating the noise from the signal in their data. They often hit glass ceilings optimizing for conversion rates. Conversion Marketing Expert and the inventor of Persuasion Architecture (TM) guides you through the full vernacular of funnel metrics, developing personas for persuasion, persuasive scenario design and how to get your customers to respond to your marketing efforts.

Business Implementation 7: New Measurements for New Media ROI for Fragmented Marketing

Rex Briggs, CEO, Marketing Evolution

Old measurement systems were not designed to measure fragmented media. We needed to develop a new system of measurement to address the complexity of the new media landscape. Learn about Powerful ROI accuracy, to help you create the ability to separate out the effect of each marketing element with great precision. Find out how real-time learning can help you make decisions today, not 'rear-view mirror analysis' that only becomes available after it is too late to do anything about it.

Success Tactics 3 & 4

Tuesday 2:30-3:20

Data Capture & Integration 3: Measuring Search From the Inside Out

Mike Grehan, CEO, Smart Interactive Ltd.

ROI is the mantra in search marketing. Pay Per Click advertising is not too difficult to track and measure the return on spend. But what if the clicks go up, the spend

goes up but conversion doesn't? There could be something very murky afoot. And what about the organic listings? Those juicy results on the left hand side of the page that you don't have to pay for. How do you measure the performance there? Is having the most pages in your sector indexed by all the major search engines a great goal? Is having the most top ten ranking keywords a great result? Is having the most links pointing to your web pages a great result? Find out why what often looks like a great result can actually be more of an illusion.

Voice of the Customer 1: Tuning Your Company to the Customer Voice: Being Customer Centric

David Rance, Managing Director, Round

Amazon.com lists over 10,000 books in response to a search on "customer." They all explain why your company needs to focus on customer needs. But they are in short supply of actionable advice on how to achieve a customer-centric business. Your customer management capabilities must align with your mission, your brand and your marketing. David describes why that alignment is critical, what that alignment looks like when it's working, and how it is achieved at a practical level.

Business Implementation 8: From Toys to Tools: Optimizing the Team to Drive Radical Business Improvement

Mike Minchew, Internet Director, Electronic Data Systems

Over the past four years, Mike Minchew has led the eds.com team in a sweeping website transformation from brochure-ware to an award-winning, integral facet of EDS mission-critical business infrastructure that showcases EDS commitment to customers, employees, partners and investors. This session gives a tactical view of how Mike and his team took eds.com from etoys to etools.

- Step 1: What to manage? What metrics will tell us how we are doing?
- Step 2: How to manage? What is necessary to deliver those metrics?
- Step 3: How we are driving radical business improvement?

Success Tactics 5 & 6

Tuesday 4:00-4:50

Data Capture & Integration 4: The Universal Data Collection Model (Tag)

Tom Hochstatter, Director of Business Development, Yahoo!

We in the data collection and "consumption" business, especially online, have yet to surmount the one major challenge – instrumentation. Many of the original online analytics and data collection technologies relied upon a proprietary means to collect their data as a means to differentiate their business. That was an admiral business positioning play in the infant stage of the industry. However, continued reliance on this as a business practice is hampering more (potential) customers to adopt analytics and include it into their work-a-day business workflows. The industry is ready to take the next steps to commoditize instrumentation and catapult itself onto entirely new levels of competitiveness.

Voice of the Customer 2: Brand Camp – The Goals, Strategies (And Yes) Metrics for Increasing Your Online Brand Value

Shane Atchison, CEO & Jason Burby, Director of Web Analytics, ZAAZ

We're all familiar now with the established site goals and metrics for e-commerce, lead generation, customer self-service and ad-supported content, but what about branding? According to Forrester Research, 66% of marketing executives said that the Web is "just as" or "more effective" branding medium compared to other offline channels. Leading consumer-focused companies are exploring innovative ways to leverage the Web to create deeper emotional connections between brands and customers. How do you measure online brand effectiveness – from monetizing desired behavior to analyzing influence on revenue? Shane and Jason share real-world examples from consumer brands in fashion, mobile communications and others.

Business Implementation 9: Metrics-Based Web Search – The IBM Experience

**Mike Moran, Distinguished Engineer and Manager of
ibm.com Web Experience, IBM**

Whether you are trying to increase traffic from Google and other Internet search engines, or want to improve the results for your Web site search engine, your metrics provide the feedback loop for your improvement program:

- Set the baseline for your current performance
- Project the improvement possible
- Track your actual improvement

Using a model for what customers do on your external Web site, you can show the business value of everything you do. Learn best practices for improving search marketing and Web site search borne out by IBM's actual experience on its own Web site.

Success Tactics 7 & 8

Tuesday 5:00-5:50

Data Capture & Integration 5: Cross Channel Panel – The website, the front desk, the call center, the store...

**Shubhra Srivastava, Senior Analytics Consultant, Intercontinental Hotels
and**

Frank Abrams, CEO, Scansave

While a company website is taking on the role of the 'marketing hub', a 360 degree view of customer includes all other touchpoints. How do you optimize a website as part of a web of touchpoints? How do you bring together intelligence gathered from the call center, the sales team and retail distribution? Can you track from the website to the store and back again? Shubhra and Frank say yes.

Voice of the Customer 3: Customer Support on the Web - What is All That Activity?

Greg Oxton, Executive Director of the Consortium for Service Innovation

As vendors get better at providing technical customer support on the web there are some profound realizations:

- All the myths about why "our customers won't use the web for support" turn out to be false
- Customer success and volume on the web is hard to precisely measure but it can be approximated
- Technology products generate more demand for support than we ever realized!

Serving customers well becomes much easier when you assume a demand-based view of support that includes both web metrics and customer forum metrics to assess the real demand for support and your ability to satisfy it.

Business Implementation 10: Intranet Panel—Optimizing Internal Processes & Web 2.0

**Samantha Weber, Director of Marketing, Effective User Interface
and**

James Newswanger, Corporate Intranet Research Manager, IBM

Leading corporate intranets are transitioning from a primary focus on news and information to additional responsibility for the integration of tools and applications that facilitate employee productivity and effectiveness. The advent of sophisticated Intranet sites and Rich Media Applications has meant companies can provide their employees interactive, data-rich web-based applications that take usability and engagement to a high level. Intranets have always been an afterthought for web metrics and Flash, Flex, AJAX and other Web 2.0 tools demand that tracking be built into the applications. But once implemented, you can observe employee experience down to every mouse movement and keystroke. Most enterprise intranets are challenged to deliver metrics that support documentation of frequency of use, importance, usability and value for both the overall site and particular hubs

of activity (e.g., directory, search, and country, business unit and job role sections/portlets). What drives overall satisfaction with a corporate intranet?

How does a large company segment its audience appropriately to identify key user groups, past ordinary demographics? How are the three key intranet activity areas (directory, search and news) appropriately monitored for metrics tracking and insightful change recommendations?

Success Tactics 9 & 10

Wednesday 9:00-10:00

Keynote

Tim Goudie, Group Manager, Interactive Marketing, The Coca-Cola Company

Tim Goudie's expertise lies in strategic Internet Marketing implementation and activation on a global scale. At Coca-Cola, he is tasked with helping the company implement Internet marketing strategies into the larger media mix. Through a combination of strategic thinking and knowledge of technological developments, Tim's techniques are steeped in metrics and measurement to prove the value associated with interactive marketing. Tim's presentation will reveal his key learning's as his company entered into the new media landscape. Attendees will learn how to apply Internet marketing to their overall marketing efforts, how to work with IT, plot out key performance indicators and more.



Wednesday 10:00-10:30

Gold Sponsor Presentations

Wednesday 11:00-11:50

Data Capture & Integration Track 6: Web Analytics Data Meets Datawarehouse

Neil Raden, Principal, Hired Brains, Inc.

Neil Raden has devoted his career to large data sets, datawarehouses and knowing the value of a petabyte. He makes clear the rules of the road for moving from theory into practice.

Voice of the Customer 4: Listening to Your Customers Panel One

A. Quantifying the Corporate Value of the Website

Dave Mickelson, Manager, eMetrics Center, 3M

When a company uses their internet sites to stimulate business growth, but doesn't have direct eCommerce, it can be a challenge to quantify the contribution of the website to the company's bottom line. Web analytics alone don't measure marketing effectiveness and financial performance. Customer satisfaction is the cornerstone of an integrated eMarketing performance measurement system. Using customer satisfaction analytics together with visitor behavior analytics has helped 3M quantify the impact of improving satisfaction with the website experience on increasing Customer Lifetime Value.

- Learn how customer satisfaction analytics complement other web analytics and key performance metrics
- Learn how to model the website's impact on financial performance
- See how to prioritize improvements based on voice of customer feedback linked to financial returns

B. Integrating Web Information, Managing the Web Team

Linda Hetcher, Web Intelligence & Optimization, Avaya

Long before most other organizations, Avaya's e-business recognized they no longer were in the "analytics" world, but instead, they were in the "intelligence and optimization" world. Therefore, Avaya's web team hired best-in-breed vendors to collect intelligence about their online users: behavior, attitudes, etc. Linda Hetcher, will describe how Avaya integrates disparate sources of web intelligence to provide a complete understanding of the user experience and manage a global web optimization team from corporate headquarters.

Business Implementation 11: Click This! Why Your CEO Doesn't Care

Ed See & John Nardone, Marketing Management Analytics

What do digital metrics mean? Clicks and impressions don't translate into anything! Mature digital marketing organizations care about meaning and management, not metrics and measuring. In this session, MMA's Ed See and John Nardone will present a marketing maturity model demonstrating what successful marketers bring to the table to translate from clicks and impressions to sales and profit. This program will help marketers quickly assess the maturity level of their organization, begin to develop a roadmap for success, and leverage best practices to improve business performance.

Success Tactics 11 & 12

Wednesday 1:30-2:20

Data Capture & Integration 7 Marketers are from Mercury and Programmers are from Pluto: Marketing for Technologists

Robbin Steif, CEO, LunaMetrics

You spent six months evaluating packages. You've got it installed and pages tagged, events created, eVars established. You're up and running — except that now, management wants decisions based on the data, and you don't know where to start. In addition to a brief tour of KPIs, this will include a guide to marketing analyses you should do on a regular or ad-hoc basis to understand who your best customers are, what kind of loyalty you have, where you should invest more marketing dollars and where you should pull back, and how to turn your analytics into actionable data.

Voice of the Customer 5: Listening to Your Customers Panel Two

A. Front Line Customer Care at StubHub

Dre Madden, Marketing Manager: Strategy & New Channel Development, StubHub.com

StubHub is an online ticket marketplace, operating in a dynamic, innovative, and highly competitive space. Dre will share how StubHub has made Customer Satisfaction a priority, implementing various surveys across various customer touch-points, matching internal and external data. What began as a small market research program to gain overall customer satisfaction has developed into a corporate wide program across all departments within StubHub. Dre will discuss how StubHub

- Heard the Voice of its Customer,
- Analyzed results and
- Developed actions to respond to what they heard.

B. Front Line Customer Care at Equity Residential

Rick Blair, AVP, Interactive Marketing, Equity Residential

Rick is an avid user of both Voice of Customer data (via OpinionLab) and Click Stream data (via Omniture). When integrated, Rick has a complete picture of the website user experience: the What and the Why. Rick is using this holistic perspective to make real-time business optimization decisions.

Business Implementation 12: Competitive Analysis Panel

ComScore

Hitwise

I/Pro

Nielsen Netratings (invited)

Knowing what people do on your website is valuable, but do you know what people are doing on your competitors' websites? Huge panels of webservers are being tracked daily to reveal overall traffic patterns and specific behavior. If you're not watching how they use the Internet, you're missing an important piece of the puzzle.

Success Tactics 13 & 14

Wednesday 2:30-3:20

Data Capture & Integration 8 Publishing Meaningful Reports

A. Effectively Presenting Web Analytics for Search Engine Marketing

Jennifer Veesenmeyer, Evantage Consulting

When a large Midwest law firm wanted to use Web Analytics to help maximize Search Marketing ROI they struggled with how to effectively present reports to key decision makers. How do you create a single dashboard to include and present all key metrics in a way that was meaningful to both SEO and non-SEO professionals? Without expensive tools? How do you integrate data from multiple sources? Top executives only want key performance indicators. Strategists want the diagnostic metrics as well. Charts and graphs were understandable to some business users, while tables were better for others. Creating customized reports for each is too labor intensive.

B. Turning Terabytes of Data into Meaningful Reports

Bruce Boston, Sr. Product Manager, Business Intelligence, CNET

Bruce covers the path he uses at CNET to channel data from a multi-terabyte database into meaningful, easy-to-read set of reports. Products used include, a Netezza PostgreSQL database, a local MySQL database, Navicat MySQL GUI, MS Excel, an XML SQL query webservice, Crystal Xcelsius and Adobe Flash as well as export formats like email, html webpages, Adobe PDF, MS PowerPoint, and MS Excel. Armed to the teeth, Bruce can grab data, massage it, store it in a local MySQL Database, and then dynamically link it directly to Flash webpages, MS PowerPoint, MS Excel and email, etc. Each of these end-user interfaces are dynamically connected to the same live data source, updated on the fly, keeping everyone in sync and on the same page. On weekends, Bruce juggles while riding a unicycle in his sleep.

Voice of the Customer 6: Not Just What? But Who and Why?

Neil Mason, Director, Applied Insights

Too much focus can be put on site-centric data from web analytic systems when it comes to measuring online business performance. Often not enough attention is paid to understanding more about the customer. In this session Neil looks at how customer and visitor data can be integrated with site data to give a richer perspective on the performance of the site and how it meets visitor expectations.

Business Implementation 13: Online PR Metrics - Blogrolls and Wikis and Feeds - Oh My!

Katie Delahaye Paine, CEO of KDPaine & Partners

Kathleen Bagley Formidoni, Principal and PRocket Scientist, blast!PR

Come see this panel of those in the know explain the how's and why's of online reputation management and how to measure the effectiveness of getting the right message to the right nodes at the right time. How well are your About the Company and Press Room web pages serving your company? The PR industry is a lot more tuned in that you'd expect and these panelists are leading the pack.

Success Tactics 15 & 16

Registration

How to Register

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"I was blown away
 by how much I learned
 and the number of ways
 I can apply it."
 – Laura Quinn,
 Campbell Soup

Funding Approval Success Tips

(or: How To Convince Your Boss)

Sometimes it's tough convincing the boss to let you spend the money on a conference. Sometimes it's tough convincing the boss to let you spend the time on a conference.

Here are a few approaches you might take: Manage By Objective

In order to know whether we're doing the right work, we need to know what our objectives are. In order to know what our objectives are, we need to know what others are achieving online. Where else are we going to get web measurement best practices?

Making the Most of What We've Got

The web services organization has been cranking out reports for lo, these many years. It's time the people who are trying to accomplish things online understood those reports. It's time we learn which metrics are most important so we can accomplish more.

Where Else Can We Train the Good People We've Got?

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