

PRESS RELEASE

eMetrics Marketing Optimization Summit Announces Advisory Board and Call for Speakers for Toronto Conference, March 29-April 1, 2009

TORONTO, CANADA – October 20, 2008 - Today, the eMetrics Marketing Optimization Summit announced the date and call for speakers for its Toronto, Ontario conference. Taking place March 29 through April 1, 2009, the Toronto event aims to build upon the success and lessons learned in the 2008 eMetrics Summit Series offering a big-picture view of optimizing online marketing value and improving overall business strategy.

The two-day conference agenda covers a wide range of topics to provide a holistic view of web marketing optimization, including but not limited to:

- Discovering the metrics behind opinions and conversations
- A/B and multivariate testing
- Online marketing analytics: campaigns, promotions and e-commerce
- Consumer-generated content: turning threats into opportunities

Marketers and analysts will learn from industry leaders within the online publishing, retail, education, government and non-profit sectors. Experts will share their experience and deliver real-life case studies and more. Attendees will gain firsthand knowledge from in-depth sessions covering search analytics, monetizing online behavior and best practices for measuring results and optimizing the purchase process.

The eMetrics Marketing Optimization Summit in Toronto is co-chaired by Jim Sterne, conference founder and chairman of the Web Analytics Association, and Alex Langshur, president and co-founder of PublicInsite. The advisory board is comprised of the best and brightest in the marketing optimization field, including Stephane Hamel, consultant and blogger for Immeria.net; Brent Hieggelke, web analytics evangelist and president of Throttle Marketing; Mitch Joel, president of Twist Image; June Li, managing director of ClickInsight; Mike Sukmanowsky, analytics and insight specialist for Rogers Media; Simon Rivard, vice president of marketing for Quebecor Media – Canoe; and Jaques Warren of WAO Marketing Inc.

“When I ask attendees what they love about the eMetrics Marketing Optimization Summit, they tell me that, regardless of whether they are new to the subject matter or a seasoned pro, they always learn a ton because the presentations are relevant and use real-life examples,” said Langshur. “Also, attendees appreciate the networking and the opportunity to connect to the larger analytics community.”

Call for Speakers

The eMetrics Marketing Optimization Summit is seeking presentations on the nitty gritty of web analytics and marketing optimization as well as sessions on search analytics, email marketing optimization and behavioral targeting. The deadline to submit a proposal via the [online form](#) is November 15, 2008.

“The strength of the eMetrics Marketing Optimization Summit has always been speakers who are willing to share specific examples of lessons learned, best practices, what works and even what doesn’t, and that makes this conference so much more valuable to attendees,” said Sterne.

About the eMetrics Marketing Optimization Summit



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Marketing executives, managers, web analysts and business intelligence experts have been meeting at the eMetrics Marketing Optimization Summit since 2002 to learn how to increase the return on online investments. The international conference series is recognized as the premier event for optimizing online marketing value.

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