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Dear Marketing Optimization Professional:

Welcome to the eMetrics Summit Chicago 2013.
We’re now twelve years into the eMetrics Summit. I am very excited about what you are about to experience and I want to make sure you get the most out of this event.

Therefore, here are your eMetrics Summit operating Instructions:

1. Make a List
   Take a minute before things start and make a short list of the things you really want to accomplish. And no, “learn a lot” does not cut it. I promise that you will learn a lot. Be so specific that you’ll know whether you were successful. People you need to talk to, technology you need to understand, solutions to a specific problem you have back at your desk. Keep these things in mind.

2. Introduce Yourself
   Ooooohhh - scary! Outside of your comfort zone!
   Trust me on this one. This is the very best way to Grow Your Social Network and meet people who understand your concerns and feel your pain. Collect business cards.

3. Talk to That Expert
   That person you know from Twitter? Or that blog? Or that book? Or that keynote? Step right up and ask them a question. They love that sort of thing. Trust me... it validates them! And you’re likely to learn something.

4. Take Notes
   Think of this as starting your trip report.

5. Sit in on Outlier Sessions
   Do not look at the Agenda and decide this would be a good time to check your email. You can check your email another time. Right now, you have the opportunity to learn about something outside of your wheelhouse. “But that subject doesn’t have anything to do with my current job!” Right - that’s how you grow.

6. Spend Quality Time in the Exhibit Hall
   A demo is worth a thousand brochures / PDF’s / webpages. Ask those nice people in those booths (they do not bite) to cut through the marketing fluff and show you what it does and how it works. And pick up some schwag for the kids or your desk.

7. Ask Questions
   At the end of every session, the moderator is going to open the floor to questions. The only dumb question is the one you don’t ask.

8. Tell Me About It
   The eMetrics Summit is my baby. If it’s ugly, I need to know.
   Email me: jsterne@targeting.com
   Text me: 805-403-4075
   Tweet me: @jimsterne and/or @eMetrics
   Tap me on the shoulder

Thanks for coming!

Jim Sterne
Founder
eMetrics Summit
### Agenda Overview

#### PRE-CONFERENCE WORKSHOP • MONDAY, JUNE 10, 2013

**DAA Base Camp Workshop 101** • Room: W187 A  
Instructor: June Li, ClickInsight

#### TUESDAY, JUNE 11, 2013

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<td>Eric Feinberg, ForeSee</td>
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<td>Big Data And Mobile Analytics</td>
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<td>Homegrown Multichannel Customer Acquisition • Room: W185 B/C</td>
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Wednesday, June 12, 2013

8:00 - 8:45am  REGISTRATION & NETWORKING BREAKFAST • EXHIBIT HALL HOURS 8:00AM-4:00PM • Room: W183

8:45 - 8:50am  CONFERENCE CHAIR WELCOME REMARKS • Room: W185 B/C
Jim Sterne, eMetrics Summit

8:50 - 9:05am  DIAMOND SPONSOR PRESENTATION • Room: W185 B/C
Transforming Individual Feedback into Action
Liz Pastor, CareerBuilder.com

9:05 - 9:50am  KEYNOTE • Room: W185 B/C
Taking Off With All Electronic Devices Turned On
Nick Harris, United Airlines

9:55 - 10:50am  FORMAL ROUNDTABLE DISCUSSION • Room: W185 B/C
First, Admit You Have A Problem
Jim Sterne, eMetrics Summit

10:50 - 11:25am  EXHIBITS & MORNING COFFEE BREAK • Room: W183

Tracks
Room: W185 B/C
Room: W185 A

11:25am - 12:15pm  Back From the Dead - Reviving Your Web Analytics Program
Adam Greco, Web Analytics Demystified
Are Best Practices in Testing Obsolete?
Brooks Bell, Brooks Bell

12:15 - 1:30pm  LUNCH/DAA INDUSTRY MEETING • Room: W185 B/C
LUNCH IN EXHIBIT HALL • Room: W183

1:30 - 2:15pm  Organizing for Customer Data Management
Dr. Debra Zahay, Northern Illinois University
Analytics on a Shoestring
Lisa Romao, Save the Children

2:20 - 3:05pm  Analytics Beyond Social - We’re All Multi-Channel Now
Judy Pastor, American Airlines
Reducing Time to Insight
Thomas Bosilevac, MashableMetrics

3:05 - 3:20pm  EXHIBITS & AFTERNOON BREAK • Room: W183
EXHIBIT FLOOR CLOSES AT 4:00PM

3:20 - 4:05pm  Big Data Adoption (Web Analytics Reloaded)
Bill Bruno, Stratigent
Web Optimization Process Management
Tim Wilson, Clearhead

4:05 - 4:50pm  KEYNOTE • Room: W185 B/C
A Few Sterne Questions
Jim Sterne, eMetrics Summit

Post-Conference Workshop • Thursday, June 13, 2013

DAA Base Camp Workshop 102 • Room W185 A
Instructor: Jim Novo, The Drilling Down Project
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Learn how OpinionLab can help your business at Booth #200

Hear how OpinionLab drives bottom-line results with CareerBuilder.com’s Liz Pastor on Wednesday, June 12th 8:50am-9:05am.

Are you listening?

bit.ly/chicagoemetrics2013

We want to hear from you.

Leave eMetrics event and speaker feedback, powered by OpinionLab.
Tuesday, June 11, 2013

7:30am-7:00pm • Room: W183
Exhibit Hall Open

7:30 - 8:45am • Room: W183
Networking Breakfast

8:00 - 8:45am • Room: W185 B/C
Newcomers Orientation

Speaker:
Jim Sterne, Founder, eMetrics Summit

First time at an eMetrics Summit? I know how you feel. Granted, it’s been 11 years since I was at the first one in Santa Barbara. But that’s why I’m the right guy to introduce you to the eMetrics Summit culture. I’m Jim Sterne, the founder, and I’d like to introduce you to the whole eMetrics Summit experience.

I’ll give you a little background, a little history and explain what you can expect to get out of it. I will also introduce you to some of the industry notables and demonstrate just how accessible they can be.

I will also encourage you to step slightly outside of your comfort zone and help you get the most out of your time at here. Of course, I’ll go over the logistics and the tracks and the time table. But my real goal is to make you feel at home…all before the opening keynote.

8:45 - 8:50am • Room: W185 B/C
Conference Chair Welcome Remarks

Speaker:
Jim Sterne, Founder, eMetrics Summit

8:55 - 9:15am • Room: W185 B/C
Diamond Sponsor Presentation

Measure Right, Manage Forward, Make a Difference

Speaker:
Eric Feinberg, Senior Director, Mobile, Media, and Entertainment, ForeSee

Modern consumers are everywhere, all of the time. As this new generation of customer continues to evolve, so must the analytics used to measure the experiences they have with companies and organizations. ForeSee Senior Director of Mobile, Media and Entertainment, Eric Feinberg, will discuss Next Generation Customer Experience Analytics as a system of metrics that goes beyond single-number measurements and eliminates outdated metric silos to better support today’s multi-channel, multi-device world we live in. He will explain what this new generation of predictive analytics needs to be and how it can help you create an analytics platform that allows you to measure right, manage forward, and make a difference in your business.

9:15 - 10:00am • Room: W185 B/C
Keynote

Big Data and Mobile Analytics

Speaker:
Anindya Ghose, Director & Associate Professor, Center for Business Analytics, Stern School of Business, New York University

Apps, advertising and commerce require new metrics in the new mobile economy. Just how important are cross-device synergies when allocating marketing dollars? Anindya shares insights from his research on best practices in mobile advertising and in the economics of IT quantifying three related issues:

• The impact of the Internet on industries and markets transformed by its shared technology infrastructure
• The economic value of social media
• The business impact of digital and mobile marketing

10:00 - 10:40am • Room: W183
Exhibits & Morning Coffee Break
Tracking the Fastest Man in the World

Speaker: Shaina Boone, Vice President Marketing Science, Critical Mass

Given four weeks to create a global, multi-agency, cross-channel, above the line and digital mass awareness campaign, Shaina’s team pulled out all the stops to create a data collection and reporting system to track it. Shaina shares how they used measurement to decide whether and how to work with Usain Bolt, the fastest man in the world. Learn how to measure consumer perception to see if they could associate Nissan with “Innovation” and “Excitement” and how data was used to determine communications planning strategy for subsequent phases of the program.

Community Experience Metrics – Counting on Your Comments

Speaker: Joe Blechman, Senior Research Manager, AOL

From Engadget to Patch.com to the Huffington Post and AOL.com itself, this company has created a framework to learn a lot from its readers’ comments. Sentiment analysis is the tip of the iceberg when it comes to analyzing what makes for a great customer experience on a publishing site. Joe has leveraged multivariate analysis on 15 conversational attributes to value the components of a user-generated comment and understand what makes people want to read more. If you’re hosting social media or making use of it for your promotions, Joe’s ratings, based on joint analysis, offers up some counter intuitive insights to keep your audience engaged.

Homegrown Multichannel Customer Acquisition

Speakers: Justin Vanning, Customer Acquisition Manager, SEOMoz
Renea Nielsen, Customer Success Strategist, SEOMoz

SEOMoz is dedicated to helping its clients find and convert new customers. Justin moved from managing rich media display advertisements on the MSN.com homepage for Fortune 100 clients over to the world of the start-up because of SEOMoz’s dedication to The Numbers. But this was not to be a walk in the park. Fortunately, he teamed up with SQL maven, Renea, to create a custom CRM, an interfacing customer success metrics system that guides marketing decisions to increase traffic, brand awareness, paid media and optimize channels and conversion through paid search, retargeting, affiliate marketing, and social media marketing. Justin and Renea share their journey of analytical discovery.

Getting Started with Social Media Metrics on a Shoestring

Speaker: Dana Todd, Chief Marketing Officer, Aftermath

You’ve just been made CMO of a national service company that does crime scene and trauma cleanup that’s at square one from a digital marketing perspective. You have all of the knowledge and experience of a gifted digital marketer and lots of low cost and no-cost technology available. Where do you start? Dana was in advertising when the Internet got Webbed and became one of the pioneers of the online marketing industry. She was Chairman of the Board of SEMPO, co-founder of an ad serving platform start-up, on the Board of the San Diego Software Industry Council and Global SVP of Publicis Groupe’s lead performance marketing agency. But now she’s rolling up her sleeves on the client side. Dana rolls out her go-to-market plan for this growing company. This is the advice she’s giving her toughest client: herself. You will learn a lot by listening in.
Online Controlled Experiments: Introduction, Insights, Scaling, and Humbling Statistics

Speaker: Ron Kohavi, Partner Architect, Microsoft

The web provides an unprecedented opportunity to accelerate innovation by evaluating ideas quickly and accurately using controlled experiments (e.g., A/B tests and their generalizations). From front-end user-interface changes to backend algorithms, online controlled experiments are now utilized to make data-driven decisions at Amazon, eBay, Facebook, Google, Intuit, LinkedIn, Microsoft, Netflix, Yahoo, Zynga, and at many other companies. While the theory of a controlled experiment dates back to the 1920s, running online controlled experiments at scale—hundreds of concurrent experiments on a given day at Bing---has taught us many lessons. We provide an introduction, share real examples, key insights, cultural challenges, scaling challenges, and humbling statistics.

Analytics Hacks for Content Marketers

Speaker: Andy Crestodina, Principal, Strategic Director, Orbit Media

Write something. Share it. Send it. Maybe it ranks. Check your stats. Write something else. It’s the endless cycle of content marketing but there are small actions that can lead to big results. Andy shows where to find them— not by counting visits— but by digging up real insights, following up with specific actions and enjoying breakout results. This session is designed for the analyst on the hook for delivering insight to content marketers, SEO professionals and conversion optimization trailblazers. Bring questions.

Using Social Research and Analytics Insights to Keep Customers Happy

Speakers:
Karen Bellin, VP, Insights & Action, Digitaria
Stephanie Shkolnik, Director of Social Media, Digitaria

Karen and Stephanie explore how to optimize social media marketing programs from both a channel (social networks) and campaign standpoint. The pair will take a deep look into using social monitoring tools to effectively track conversations taking place across channels, how to extract findings and how to inform content strategy and business decisions.

Mobile Marketing Maturity – Can You Track Me Now?

Speakers:
Anya Cheng, Mobile Product Manager, Sears Holdings Corporation
Thirumala Thoka, Manager, Business Analytics, Sears Holdings Corporation

After two years as Digital Marketing Strategy and Analytics Manager as Sears Holdings (Sears, Kmart, Kenmore, Craftsman etc.), Anya has been asked to tackle mobile. Anya describes how she is translating the work her team did in view-through analysis, attribution, retargeting, dynamic content services and display ad optimization into a world of location-based marketing, couponing and retargeting on mobile devices. Not only is mobile a less technically advanced environment, it brings with it the challenges of location-based marketing and the conundrum of simultaneous online/offline – on-device/in-store marketing. And, while she also speaks Chinese, Korean and Taiwanese, Anya promises to deliver this presentation in English.
Measuring Digital Communities in Results-Driven Environments

Speaker: Nelly Leonidis, Senior Strategist, Reachology

Nelly demystifies the science behind and the art of community management. Drawing from a variety of private and public sector examples, she identifies traps like vanity metrics and misleading benchmarks, and provides practical approaches to help you better quantify the human interactions of your community. Nelly’s actionable insights come from her experience working with organizations at all levels of analytics maturity, from groups completely lacking in metrics to extremely data-driven teams.

Social Media ROI

Speaker: Chris Brogan, SVP of Strategy & Analytics, Hyatt Corporation

Hotels are primarily a service business where success and profitability are determined by the perceived quality of that service. Increasingly, hotel success is influenced by review sites such as Hotels.com, Expedia and Trip Adviser. Chris outlines how Hyatt Corporation makes the most of media mix models and a new form of sentiment analysis to “monetize” the impact of customer satisfaction, via predictive modeling. Enhance your understanding of the business relevance of social media as Chris reveals his experience, insights and ideas.

Transforming Individual Feedback into Action

Speaker: Liz Pastor, CareerBuilder.com

Taking Off With All Electronic Devices Turned On

Speaker: Nick Harris, Sr. Manager, eCommerce Channel Optimization, United Airlines

Imagine starting a job at a major corporation and finding out three months later that they were merging with their largest competitor. Imagine holding the reins on channel optimization and loyalty when the senior executive leadership said it was time to start from scratch. What’s first? For Nick, it’s a bottom up testing program and a top down, real time, offer automation program. That means horizontal, session level data capture, data warehouse construction for heavy lifting analytics and a marketing framework that will allow for in-session suggestions and recommendations, followed by retargeting and email optimization. Nick
describes his journey through the technical quagmire, the political forest, the budgetary foothills and the integration mountains to reach the pinnacle of customer engagement.

9:55 - 10:50am • Room: W185 B/C
Formal Roundtable Discussion ————————
First, Admit You Have a Problem

Speaker: Jim Sterne, Founder, eMetrics Summit

When the eMetrics Summit started in 2002, the marketing optimization world was full of unknown unknowns. So we sat together and discussed and listed out our common problems. More than a decade later, it’s time to revisit. You’ll be sitting with like-minded professionals to share your troubles and the solutions to troubles you’ve bested.

10:50 - 11:25am • Room: W183
Exhibits & Morning Coffee Break

11:25am - 12:15pm • Room: W185 B/C

Back From the Dead – Reviving Your Web Analytics Program

Speaker: Adam Greco, Senior Partner, Web Analytics Demystified

During your career in digital analytics, you will undoubtedly encounter a time in which the web analytics program you manage or participate in takes a turn for the worse. Common culprits are employee turnover, new leadership or simply being hired into a new company where the analytics program has devolved over time. Adam shares a step-by-step guide for bringing ailing web analytics programs back to life, based upon his experience turning accounts around while at Omniture (Adobe), as the Director of Web Analytics at Salesforce.com and now as a senior partner at Web Analytics Demystified.

Session Descriptions
Wednesday, June 12, 2013

A collaboration of the University of California, Irvine Extension, the University of British Columbia Continuing Studies and the Digital Analytics Association

- Drive your company’s success with business intelligence and digital analytics education.
- Award-winning UBC Award of Achievement in Digital Analytics program is compromised of four 100% online courses, each four weeks in length.
- UC Irvine Extension’s Web Intelligence Certificate program builds on UBC’s program and offers further insights into web intelligence. Earn a certificate by taking two more 100% online courses.

extension.uci.edu/wi

UC Irvine Extension
Summer Courses Start June 24, 2013
Visit us at booth #112
Session Descriptions
Wednesday, June 12, 2013

11:25am - 12:15pm • Room: W185 A

Are Best Practices in Testing Obsolete?

Speaker:
Brooks Bell, CEO, Brooks Bell

When it comes to testing with agility and velocity, it’s natural to lean toward best practices. Unfortunately, what’s been proven to work for many tests may not work for others. So how does a testing culture in the real world embrace uncertainty and move forward with confidence? Brooks explains how it’s done using a case study from a Fortune 500 company testing campaign.

12:15 - 1:30pm • Room: W185 B/C

Lunch/ DAA Industry Meeting

12:15 - 1:30pm • Room: W183

Lunch in Exhibit Hall

1:30 – 2:15pm • Room: W185 A

Organizing for Customer Data Management

Speaker:
Dr. Debra Zahay, Professor of Interactive Marketing, Northern Illinois University

The most difficult challenge, beyond cleaning up data, is getting your organization to embrace analytics. Research spanning nearly a decade indicates that Customer Information Management is a multi-faceted organizational operation and that companies must have a consistent corporate strategy, a clear mission and vision for data collection and use, and shared data and organizational cooperation. Learn about the clear link between the process of managing data well (especially customer data quality) and company performance.

1:30 – 2:15pm • Room: W185 B/C

Analytics on a Shoestring

Speaker:
Lisa Romao, Web Analyst, Save the Children

Everybody today has too much to do and too few resources to do it. How do you get the most out of the least? Smart people and free tools. Lisa shares her secrets as an Analyst for a global nonprofit organization that has philosophically embraced analytics, but has a shoestring budget. From re-implementations on the fly, to developing multi-channel attribution tagging strategies, to mining mountains of social media and web data and fast-tracking actionable insights… Learn how to find the potential for significant improvement when your staff is lean, your tools are cost-free, and your team is small but extremely agile – and why volunteers are your very best friends.

2:20 – 3:05pm • Room: W185 A

Analytics Beyond Social – We’re All Multi-Channel Now

Speaker:
Judy Pastor, Principal, Operations Research, American Airlines

Social media metrics are fine as far as they go, but then it’s time to push them further. Judy creates mathematical, statistical and forecasting models integrating social analytics with text analytics, call center notes, web analytics and predictive analytics to improve revenue and cut costs. Judy describes how attitudinal and voice of customer data play an integral part of a unified analytics platform and a new vision of customer information.

2:20 – 3:05pm • Room: W185 B/C

Reducing Time to Insight

Speaker:
Thomas Bosilevac, Chief Insight Officer, MashableMetrics

Collecting data, cleaning it, re-formatting it, integrating it with other data and all the rest are required before...
putting on the old thinking cap and coming up with brilliant insights for your organization. While all that grunt work is necessary, your value to the organization is the insights you deliver. Think data mining – they want the gold! How do you deliver more gold? Thomas delivers practical advice on taming the data deluge so you can deliver insights faster.

3:05 - 3:20pm • Room: W183
Exhibits & Afternoon Break

3:20 - 4:05pm • Room: W185 B/C

**Big Data Adoption**
*Web Analytics Reloaded*

**Speaker:**  
Bill Bruno, CEO, Stratigent

The increase in data volume is unnerving. The increase in data variety spawns more and more data silos. The velocity is making organizations struggle with how to best delineate “right data to the right people at the right time.” Need help talking your team (or your clients) off the Big Data ledge and instead focus on the “right data”? Bill feels your pain and discusses hurdles such as internal politics, ownership of data, data trustworthiness and more. Then, he lays out an action plan for strategic capture, storage and integration using automation as key to success. And yes, he relies on case studies and real-life examples of organizations doing this well to tell the story.

3:20 - 4:05pm • Room: W185 A

**Web Optimization Process Management**

**Speaker:**  
Tim Wilson, VP of Analytics & Measurement, Clearhead

Consistently delivering business value requires more than tools. It requires instituting a repeatable process for identifying and prioritizing business questions, translating those questions into testable hypotheses and applying the appropriate tools to reach actionable conclusions. In this session, Tim opens up his toolbox and shares his favorite tools, tips, and techniques for pivoting from “producing reports” to being the marketing department’s favorite partner.

4:05 - 4:50pm • Room: W185 B/C

**Keynote**

**A Few Sterne Questions**

**Speaker:**  
Jim Sterne, Founder, eMetrics Summit

Cerebral surfeit? Brain strain? Input overload? An embarrassment of intellectual riches? Jim does his best to make your head explode by stuffing in just one more thing with the help of some very bright individuals.
Conference Workshops

Monday, June 10, 2013
Full-day: 9:00am - 4:30pm • Room: W187 A

Introduction to Web Analytics - Base Camp 101

The official Digital Analytics Association Base Camp workshops deliver a solid foundation of online marketing analytics knowledge and authoritative course material in a workshop environment. DAA Base Camp workshops are designed for marketers and analysts just getting started with web analytics and provide an excellent introduction.

What Will You Learn?
Whether you are new to web analytics, new to web management or just need to be sure that you are seeing the forest for the trees, this is the best place to get grounded in the basics. In this introductory workshop you will learn about:

• Web metrics terminology and technology
• The most critical web metrics
• Key Performance Indicators
• How to derive business value from web analytics
• The skills you need (or need to look for in others) to build a web analytics powerhouse
• A process for creating a web analytics culture and making it stick in your organization
• How to gain executive buy-in
• Insight into optimizing your business with web analytics
• Getting started with visitor data analysis

Instructor

June Li
Founder and Managing Director
ClickInsight

Thursday, June 13, 2013
Full-day: 9:00am - 4:30pm • Room: W185 A

Applying Web Analytics - Base Camp 102

The official Digital Analytics Association Base Camp workshops deliver a solid foundation of online marketing analytics knowledge and authoritative course material in a workshop environment. DAA Base Camp workshops are designed for marketers and analysts just getting started with web analytics and provide an excellent introduction.

What Will You Learn?
This workshop picks up where the Introduction left off, by taking attendees deeper into applying web analytics processes and insight into the pitfalls to avoid. You will learn the first steps to using web analytics to improve site design, email marketing/visitor life cycle, social media marketing, conversion/lead optimization, improving return on ad spend (ROAS), search marketing, visitor satisfaction and goal completion. Other topics covered include:

• How to enthuse others about web intelligence
• Distributing and communicating web analytics data
• How to improve your campaign performance & profitability
• How to incrementally tune your website to ensure peak performance
• A/B Split & Multivariate Testing

Instructor

Jim Novo
Owner
The Drilling Down Project
Chris Brogan
SVP of Strategy & Analytics
Hyatt Corporation

Chris leads the implementation of a guest-centric data and CRM strategy for Hyatt. Chris began his analytic career at New Election Service where he organized vote tabulation and later served as the first Exit Poll Operations Manager for Voter News Service. He has also served as the VP of Strategy and Research for Fontainebleau Resorts and implemented the first Voice of the Customer program for Mandalay Resort Group.

Keynote:
Social Media ROI

Anindya Ghose
Director & Associate Professor
Center for Business Analytics, Stern School of Business
New York University

Anindya Ghose is an Associate Professor of Information, Operations, and Management Sciences and the Robert L. & Dale Atkins Rosen Faculty Fellow at New York University’s Leonard N. Stern School of Business. He is the co-Director of the Center for Business Analytics at NYU Stern. He is also a Daniel P. Paduano Fellow of Business Ethics at NYU Stern and has been a Visiting Associate Professor at the Wharton School of Business.

His research analyzes the economic consequences of the Internet on industries and markets transformed by its shared technology infrastructure. He is an expert in quantifying the economic value from user-generated content in spaces mediated by social media; modeling and estimating the monetization of content through search engine advertising; modeling consumer behavior in mobile Internet based social networks; examining the drivers of crowdfunding, and measuring the welfare impact of the Internet and electronic markets.

He has worked on product reviews, reputation and rating systems, sponsored search advertising, mobile commerce, mobile apps, mobile ads, crowdfunding, and online markets. He frequently works with and consults for leading firms in the information technology, retail, financial services, telecommunications, and travel industries on projects related to internet marketing, social media analytics, mobile marketing and digital advertising analytics.

He also plays a senior advisory role to several start-ups in the Internet space. He has been quoted and his research has been profiled numerous times in the BBC, New York Times, Financial Times, Forbes, NBC, Xinhua, Reuters, Washington Post, New York Daily, National Public Radio, Wall Street Journal, MSNBC, China Daily, Knowledge@Wharton, and elsewhere. He teaches courses on social media, digital marketing, business analytics and IT strategy at the undergraduate, MBA and Executive Education level in various parts of the world including the US, India, and South Korea.

Keynote:
Big Data and Mobile Analytics

Nick Harris
Sr. Manager, eCommerce Channel Optimization
United Airlines

For more than 10 years, Nick has garnered experience in the digital marketing and analytics industries. He currently leads United Airlines’ Marketing Channel Optimization team where his team enhances the digital customer experience while maximizing the efficiency of its channels with a keen focus on united.com and the mobile and kiosk applications.

Armed with a computer science degree from North Carolina State University and a MBA from Emory University, Nick has found that possessing expertise in business and technology has been monumental in his development in these emerging industries. Prior to joining United, Nick lead the marketing department of a software company in Atlanta, GA.

Keynote:
Taking Off With All Electronic Devices Turned On
Ron Kohavi
Partner Architect
Microsoft

Ron Kohavi is a partner architect in the Online Services Division at Microsoft. He joined Microsoft in 2005 and founded the Experimentation Platform team in 2006. He was previously the director of data mining and personalization at Amazon.com, and the Vice President of Business Intelligence at Blue Martini Software, which went public in 2000, and later acquired by Red Prairie. Prior to joining Blue Martini, Kohavi managed MineSet project, Silicon Graphics’ award-winning product for data mining and visualization. He joined Silicon Graphics after getting a Ph.D. in Machine Learning from Stanford University, where he led the MLC++ project, the Machine Learning library in C++ used in MineSet and at Blue Martini Software. Kohavi received his BA from the Technion, Israel. He was the General Chair for KDD 2004, co-chair of KDD 99’s industrial track with Jim Gray, and co-chair of the KDD Cup 2000 with Carla Brodley. He was an invited speaker at the National Academy of Engineering in 2000, a keynote speaker at PAKDD 2001, an invited speaker at KDD 2001’s industrial track, a keynote speaker at EC 10 (2010) and at Recsys 2012. His papers have over 20,000 citations.

Keynote:
Online Controlled Experiments: Introduction, Insights, Scaling, and Humbling Statistics

Jim Sterne
Founder
eMetrics Summit

Jim Sterne is an international consultant focused on measuring the value of the online marketing for creating and strengthening customer relationships since 1993. Sterne has written seven books on using the Internet for marketing, produces the eMetrics Summit – www.emetrics.org and is co-founder and current Chairman of the Digital Analytics Association – www.DigitalAnalyticsAssociation.org.

Keynotes:
A Few Sterne Questions
Formal Roundtable Discussion - First, Admit you Have a Problem
Exhibitor Floorplan

Company | Booth
--- | ---
ClickTale | 114
DAA | 108
Feedback Lounge | 135
Foresee | 105
iDashboards | P6
Numeric Staffing | P1
OpinionLab | 200
Rising Media Sales Office | 300
UBC | 110
UCI | 112
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WEB HOST INDUSTRY REVIEW

www.emetrics.org/chicago
The DAA is a not-for-profit, volunteer-powered association that helps members like Adobe, Expedia SAS and Yahoo! become more valuable through education, community, research and advocacy. The DAA was founded as the Web Analytics Association in 2004. The organization has more than 2000 members worldwide, representing forty countries and a broad spectrum of expertise. For more information about the DAA, or to become a member, visit the DAA website at: www.digitalanalyticsassociation.org.

As a pioneer in customer experience analytics, ForeSee continuously measures satisfaction across customer touch points and delivers critical insights on where to prioritize improvements for maximum impact. Because ForeSee’s superior technology and proven methodology connect the customer experience to the bottom line, executives and managers are able to drive future success by confidently optimizing the efforts that will achieve business and brand objectives. The result is better business for companies and a better experience for consumers. Visit us at www.ForeSee.com for customer experience solutions and original research.

OpinionLab is the global leader in Voice of Customer (VoC) feedback innovation, serving a prestigious client list that includes nearly half of Fortune 50 organizations such as Wal-Mart, Bank of America, Ford Motor Company, and many more. With real-time listening solutions for every brand touch point, this pioneering VoC platform invites consumers to share input in their own words, at anytime, from anywhere, helping organizations collect, understand, and leverage both structured and unstructured customer data. For over a decade, hundreds of the world’s leading brands have looked to the familiar [+] feedback symbol to better acquire, engage, and retain customers through an approach so streamlined it’s groundbreaking: listen always, listen everywhere. The result is actionable customer insight that sparks foundational improvement to companies’ products, people, and brands.

UBC Continuing Studies offers the 100% online Award of Achievement in Digital Analytics program in collaboration with the Digital Analytics Association (DAA). This award winning program is one of our most popular programs with over 750 graduates. Also in partnership with the University of California, Irvine Extension, UBC Continuing Studies jointly offers the Certificate in Web Intelligence program. For more information on these programs and our recently launched 100% online Certificate in Digital Strategy, visit our website.
University of California, Irvine Extension
www.extension.uci.edu
Booth Number 112
University of California, Irvine Extension offers a Web Intelligence Certificate Program offered jointly with University of British Columbia (UBC) Continuing Studies, in partnership with the DAA. To receive the certificate, students complete four online courses required for the UBC Award of Achievement in Digital Analytics and five units of coursework from among the UC Irvine Extension electives. For more information on this as well as our new certificate in Predictive Analytics, please visit www.extension.uci.edu.

Numeric Staffing
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Numeric is a national staffing firm founded in 1999 to provide executive recruitment and contract staffing services to the marketing sciences industry. Numeric specializes in digital and direct marketing analytics, search marketing, risk based marketing, and project management. Numeric is part of the Numeric Group, which includes Numeric Analytics, Numeric Link, and AdStrategist.

ASSOCIATION PARTNERS

ABPMP International
www.abpmp.org
The Society for New Communications Research
www.sncr.org
The Society for New Communications Research (SNCR) is a global nonprofit 501(c)(3) think tank dedicated to the advanced study of the latest developments in new media and communications, and their effect on traditional media and business models, communications, culture and society.

SNCR is dedicated to creating a bridge between the academic and theoretical pursuit of these topics and the pragmatic implementation of new media and communications tools and methodologies. The Society’s Fellows include a leading group of futurists, scholars, business leaders, professional communicators, members of the media and technologists from around the globe – all collaborating together on research initia-
tives, educational offerings and the establishment of best practices.

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For more information, visit the SNCR Website at www.sncr.org, email info@sncr.org or call 408-825-9288.

MEDIA PARTNERS

CMSWire
www.cmswire.com

CMSWire.com, published by Simpler Media Group, covers digital Customer Experience Management, Web Content Management, Enterprise 2.0 and Enterprise Information Management. The CMSWire audience is composed of mature practitioners, tech savvy marketers, consultants, vendors and analysts with a focus on digital marketing, collaboration and information management, including web experience management, content, document and asset management technologies, web publishing, and social business.

CustomerThink
www.customerthink.com

CustomerThink is a global online community of business leaders striving to create profitable customer-centric enterprises. Each month, the site reaches over 200,000 subscribers and visitors from 200 countries via email, RSS, LinkedIn and Twitter. CustomerThink currently serves over 80,000 visitors per month. Our main areas of coverage are Customer Relationship Management, Customer Experience Management and Social Business. This is the place to learn about every facet of customer-centric business management in articles, blogs, interviews, and news.

Econsultancy
www.econsultancy.com/us

Econsultancy is a community where the world’s digital marketing and ecommerce professionals meet to sharpen their strategy, source suppliers, get quick answers, compare notes, help each other out and discover how to do everything better online. Founded in 1999, Econsultancy has grown to become the leading source of independent advice and insight on digital marketing and ecommerce. Our reports, events, online resources and training programs help our 120,000+ members make better decisions, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

mThink
www.mthink.com

mThink, LLC publishes business-to-business thought leadership projects that focus on the convergence of technology and business. Working in partnership with leading companies and organizations, mThink builds collaborative communities that include participants from all industry sectors: end users, consultants, solution providers, trade associations, analysts and academics. mThink synthesizes this joint expertise to publish visionary, detailed reports with companion Web sites.

topseos
www.topseos.com

The independent authority on search vendors, topseos.com, evaluates and ranks the top internet marketing companies. Categories ranked by topseos include: search engine optimization, pay per click management, affiliate marketing, social media optimization, and many more. Since 2002, topseos has been a trusted resource for businesses looking to launch or improve internet marketing campaigns. The pathfinder service allows topseos to work directly with you to help find companies that best fit your business needs. Why waste time searching through thousands of sites with false promises? Go straight to the authority, gain insight into the industry, and work with the best.
Visibility Magazine
www.visibilitymagazine.com

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

Web Host Industry Review
www.thewhir.com

Since 2000, The Web Host Industry Review has made a name for itself as the foremost authority of the Web hosting industry providing reliable, insightful and comprehensive news, interviews and resources to the hosting community. TheWHIR Blogs provides a community of expert industry perspectives. The Web Host Industry Review Magazine also offers a business-minded, issue-driven perspective of interest to executives and decision-makers. WHIR TV offers on demand web hosting video interviews and web hosting video features of the key persons and events of the web hosting industry. WHIR Events brings together like-minded hosting industry professionals and decision-makers in local communities. TheWHIR is an iNET Interactive property. For more details about TheWHIR, visit http://www.theWHIR.com. For more information on iNET Interactive, visit http://www.iNETinteractive.com.

Visit the Feedback Lounge!

Stop by, relax and share your thoughts on the event at the Feedback Lounge - Booth #135

We will also be giving away an awesome prize! It’s easy, here’s how you can participate:

• Share your thoughts about the event either by writing on our whiteboards or by recording a video testimonial.

• See our attendant in Booth #135 and be entered for a chance to win a free conference pass and hotel stay to any 2014 Rising Media North American event.

See you at the Feedback Lounge!
Make this the year you connect with the DAA to:

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- Learn about emerging best practices and new standards
- Receive discounts to industry conferences, including an exclusive 20% discount to the eMetrics Summits
- Collaborate in Committees and Special Interest Groups that align with your professional interests
- Join (or start!) a Local Chapter
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Explore what the DAA can do for you. Stop by the DAA booth to talk to members and staff about joining today!

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- Take advantage of member discounts on award-winning, online educational programs from the University of British Columbia and University of California-Irvine
- Get certified! Becoming a DAA Certified Web Analyst provides professional recognition and sets you apart from your peers in the industry
- DAA Base Camp workshops are available at eMetrics Summits and provide classroom learning opportunities from industry leaders
- Search for your next opportunity on the DAA Job Board, and read up on member-exclusive career development resources
- More programs to be rolled out this year!

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www.emetrics.org
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www.predictiveanalyticsworld.com
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www.textanalyticsworld.com
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www.conversionconference.com
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www.demandcon.com
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www.amdays.com
San Francisco - March 18-19, 2014

www.buildingbusinesscapability.com
Sydney - September 9-12, 2013
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www.searchmarketingexpo.com
Stockholm - October 14-15, 2013
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Toronto - May 12-15, 2014

www.semtechbizsf2013.semanticweb.com
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www.convcon.de
October 2-4, 2013

www.socialgaminsummit.de
London - November 21, 2013

www.webeffectivenessconference.com
USA - September 2013

www.devcon.allfacebook.de
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