

# Transforming Retail. Together

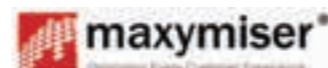
The Event For eCommerce & Multi-Channel Retail Innovators

Sheraton Boston Hotel | Boston, MA | Aug. 10-13, 2015

eTail™



Lead Sponsors:





eTail let me find the people who do what I do, and learn from them. The structure and location are much more conducive to organic networking... you could go and sit at the bar and still wind up talking to somebody interesting!

”

Chris Marquez, **Sears Holdings Corporation**



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# Why Everyone's Raving About eTail

Created by retailers, for retailers. eTail is the one-stop shop for eCommerce and multi channel executives; an event where inspiration meets socializing, an incubator for innovation and relationships that last far beyond the conference. We have tons of new session formats to give you plenty of take-aways, a new day entirely focused on the future of retail, and guest speakers discussing current and future technology trends.

## Guest Speakers:

Our new guest speaker is Jason Pontin, editor in chief and publisher of MIT Technology Review (the world's oldest and most respected technology magazine). Jason will explain how smart phones, mobile payment systems like Apple Pay, in combination with beacons inside stores and big data are creating all kinds of new consumer expectations. So adapt or fail. It's your choice.

## Inspiration From Retailers Who Set The Bar For Innovation

With keynote speakers such as the **President of Target.com**, the **President of Overstock.com** and the **SVP International at Gilt Groupe** – learn how traditional retailers are executing successfully in all channels, despite the Amazons of the world. As a bonus - you can attend both high impact presentations and panels, as well as collaborative working group sessions and retailer-only chats. You're guaranteed to leave with more action items than ever.

## Focus on The Next Generation of Retail

Ready for even more inspiration? Learn how retail's trendsetters are growing, transforming the industry and disrupting businesses. From well known brands such as Alex + Ani to award-winning innovators like Pirch, they're all here and are ready to share. The future of retail is now - and it's time for you to capitalize on it.



“ eTail East was one of the best eCommerce conferences that I have attended in the last decade. It was well organized and the speakers were excellent. A wide range of topics were covered, which provided significant opportunity to bring back great ideas that will produce positive results.

James Fredley, Director of eCommerce/Technology, **Diet Direct**

# Transforming Retail

We'll focus on: transformations and innovations in the industry, digital engagement strategies, personalization, the customer journey, online marketing, data, mobile, social, email, search, usability and more – if you have a pain point, we've definitely got you covered. From companies like Sears, HSN, Home Depot, Limited Brands, Staples, and many more, you'll end up with pages of notes from those who are transforming the industry.



“eTail is a big opportunity. It allows you and your brand to shine. It's the most engaged community of online retail experts. They come together to explore the industry's most important issues and shape how it evolves.



Rose Hamilton, EVP & CMO, [Pet360](#)

# Together

Where else can you get the networking you'll find at eTail? Nowhere. You can choose from ten different interactive working groups, multiple retailer-only meet-ups, and a chance to connect one on one at the end of each day. Continue the learning and conversations beyond the event.

Here's a look at exactly how we do this at eTail East:



## Retailer-Only Speed "Dating"

Think speed dating, without the actual date! This fun session lets you meet a load of new and interesting people before the main conference kicks off. The best part? You'll have a few minutes of conversation with everyone in the room, so be prepared to make a lot of new friends. Bring your business cards—you'll need them. This session is retailer-only.



## Voice Your Opinion! Interactive Working Groups

Want an alternative to standard PPT presentations? These are for you. A mix of presentation and audience-run working groups, you'll be a main part of the discussion. Topics covered include content marketing, eCommerce tips, social selling and more. Break into small working groups, collaborate to hash out answers, and voice your opinion throughout the session.



## Retailer-Only Meet-Ups

Head to the social lounges in the exhibition hall. Here you'll mix it up with peers who can give you free advice in omnichannel, mobile, testing, conversion optimization and much more. Happening almost every hour throughout the day on August 11th, 12th and 13th, this is your chance to have face time and problem solve. You'll get free advice you simply cannot get anywhere else! These sessions are retailer-only.

# Together



## The Moshpit of eCommerce Experts: The Future of eCommerce

This is the most fun - and learning - you may have at the conference. Led by digital masters, you'll be in a fun, fast paced, gameshow-like session where the audience (that means you) share what works in eCommerce. A mix of lightning round game show, audience participation and quick witted MCs create a rare combination of laughter and learning.



## Beer & Wine Retailer-Only Chats

Relax with a cold beer or a glass of wine during our casual get-togethers at the end of the day. These sessions are great to not only mingle with fellow retailers, but get real solutions you can share with your office. Topics covered include expanding your social reach, SEO, the do's and don'ts of shipping and much more. These sessions are retailer-only.



## Women In (R)eTail Cocktail Hour

If you're a female eCommerce executive, make sure you join us on August 12th for this special cocktail hour. You'll meet other dynamic females attending the conference (both seasoned and new). Cultivate new friendships and focus on your personal development, all in great company. This is one of our most popular sessions at the show - don't miss out! This session is retailer-only.



## ...And Have Fun Doing it!

During the conference you can join competitions to win cash, the latest tech prizes (a free Apple Watch, anyone?), or an exotic expenses-paid vacation.

And in the evenings our receptions are infamous for fun, laughter and all around good times! Play awesome games, see surprise entertainers, maybe a little break dancing... yep, it all goes down at eTail East.



# Prizes & Giveaways Every Day of The Conference

Everyone loves free stuff, and we love to give it away! Head to the Exhibit Hall and check out the latest retail technologies, grab a drink, and you can play games to win the latest gadgets (or cash)! You'll have the chance to win something fantastic during every break on August 11th and 12th!



A woman with short dark hair, wearing a black suit jacket and a white shirt, is smiling and holding a large, pale yellow snake. She is standing in a dimly lit room with other people in the background.

# Our Infamous Evening Receptions

Every night we'll have mixologists on tap for our legendary evening receptions. Get out of the hotel and see a bit of Boston. Taste some wine, have great food, perhaps see a snake charmer or two! These are the perfect moments to get involved in some informal networking, fun and laughter.



# An Exhibit Hall That Does Much More Than Exhibit

Mix it up with other retailers at our Social Lounges, located only in the Exhibit Hall. Enjoy retailer-only meet-ups, group discussions, virtual games and much more. We'll also have specialty cocktails and food... you could probably spend the entire day lounging and networking!

## Exhibit Hall Hours

Mark these dates and times in your calendar so you don't miss any of the fun!

### Tuesday, August 11th

7:20 AM	Hall Opens
9:35 AM	Mimosa and Bellini Break
11:25 AM	X Box Break
3:55 PM	Happy Hour Break
5:45 PM.	Hall Closes

### Wednesday, August 12th

7:30 AM	Hall Opens
9:35 AM	Bloody Mary Break
11:20 AM	Games & Networking Break
3:25 PM	Beer Garden Break
5:05 PM.	Hall Closes



# Let Us Give You The Solutions To Succeed

For retailers, the Exhibit Hall is the one-stop shop for eCommerce and multi-channel technologies that you need to support your business. For Solution Providers, sponsoring eTail gets you a real return on your marketing investment.



## All The Technology Under One Roof

Our 'Solutions Zone' is your one-stop-shop. It's not just a bunch of executives pushing demos, trying to sell you the "next hottest thing"- you'll find the right solution that will move the needle for your business. We've done the legwork - walk in and find your next long-term technology partner.



## Socialize While You Test Out Solutions

With awesome video games, cocktail bars, and retailer roundtables, you could probably spend the entire day finding technology partners, making new friends and lounging!



## Interested In Sponsoring? Have A Chat With Chet

From Brooklyn, NY, never met a steak he didn't like. Looking after the Sponsorship and Exhibition sales for eTail, Chet is here to help put together a customized sponsorship package that will ensure your product is reaching the people you want it to reach. Give Chet a call today:  
Chet Silverman, Sponsorship Sales Manager,  
Phone: 646-200-7478

Meet Our Premier  
Solution Zone Sponsors:

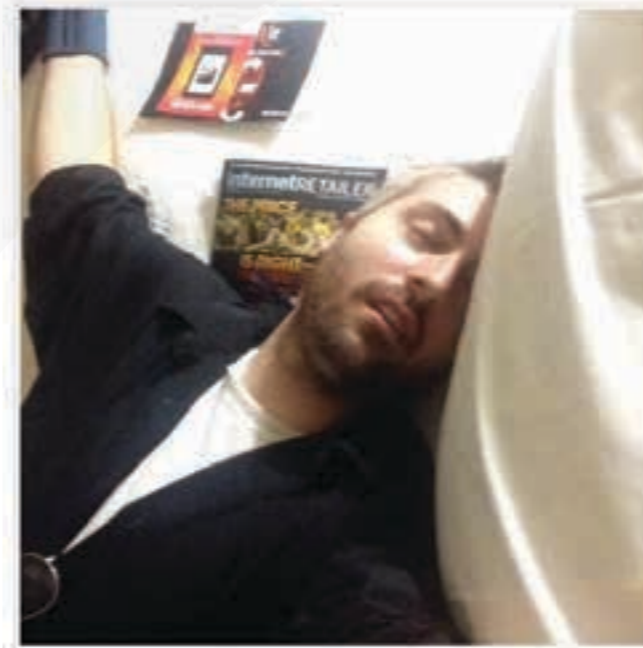


# The Official eTail App - Stay Connected On The Go

Stay connected before and during the event using the eTail Mobile App. Start socializing and mingling before you get to Boston. Set up meetings, check out speakers, set reminders for must attend sessions... it's all available on the App.



**Cody Saun Kratzer**  
Director of Web Development  
LightingNewYork.com



I'm never eating again...Unless it means I get to hand out with the awesome people I met tonight



**Khanh**  
Senior Web Producer  
Arbonne



Beautiful day with new friends. Thank you for the delicious lunch and awesome experience Etail!



## We're Saving Trees!

We've gone digital. The entire conference agenda is on the mobile app. You'll learn about speakers, sponsors, get session information, and find exhibits easily. It's all right there, at your fingertips.



## Never Miss Out

Set up your profile and you'll have access to everything the app has to offer. You can schedule meetings, set reminders for sessions, get updates on fun activities, even message other attendees. You'll never miss out when you're signed in.



## Have Some Fun

First check out the app timeline. You can post updates, take selfies, organize your calendar, link to Twitter, and get notifications when you need to. Our app takes the conference experience to the next level.

# Create Your Vision Of The Future In Boston



## Stay In The Heart of The City

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



## Room Information - Book Today

Heard about our discounted room rates? We have a special rate of \$234 a night plus tax for attendees. Book within our room block and you'll have free Wi-Fi in your room. Just call Starwood Central Reservations at 1-888-627-7054 and identify yourself as an eTail attendee. Rooms will go quickly (and are on a first come, first served basis), so call today. **This special rate expires Friday, July 17, 2015.** After this date, rooms may still have available, so ask the hotel if you have missed the cut-off date.



## Brand New & Beautiful

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



**Jason Goldberger**  
President Target.com & Mobile  
Target



**Stormy Simon**  
President  
Overstock.com



**James Rhee**  
Chairman and CEO  
Ashley Stewart



**Jeffery Sears**  
CEO  
Pirch



**Kyle Vucko**  
CEO  
Indochino

# Your Keynotes

Be Inspired – Here’s a Selection of  
Your 2015 Keynotes

“ This conference is my all time favorite. This is my first time attending and won’t be my last. I was able to connect to the right people. Thank you for providing such a valuable event!

Khanh Nguyen, Senior Web Producer at Arbonne International



**Jack Wood**  
CIO  
Wayfair



**Eric Singleton**  
CIO  
Chico’s FAS



**Steve Oblak**  
SVP and GM  
Wayfair



**Anabela Perozek**  
CMO  
Shoebuy.com



**Amit Shah**  
SVP Online Marketing,  
Mobile, Social  
1800Flowers



**Jenn McClain-De Jong**  
SVP eCommerce and  
Alternative Channels  
Limited Brands



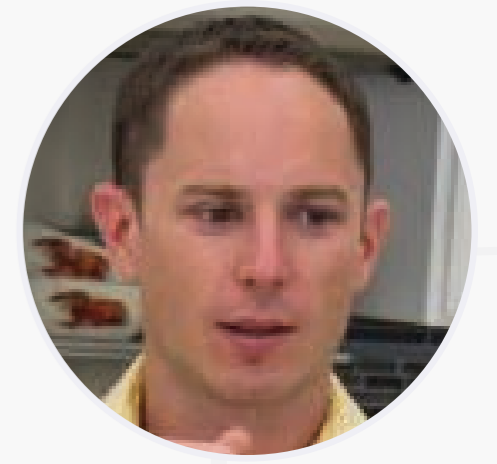
**Marshall Porter**  
SVP and GM,  
International  
Gilt Groupe



**Derrick Walker**  
SVP Marketing  
Destination XL Group



**Frederick Lecoq**  
SVP Marketing and  
eCommerce  
FGL Sports



**Corey Tisdale**  
CEO  
Shopperschoice.com

# Your Keynotes

Be Inspired – Here’s a Selection of  
Your 2015 Keynotes



**Jack Whitley**  
SVP eCommerce  
Replacements.com



**Thomas Davis**  
Head of Global eCommerce  
Puma



**Brian Sawyer**  
Senior Managing  
Director- Digital  
Build-A-Bear Workshop



**Kevin Moffitt**  
VP eCommerce  
Strategy  
Office Depot



**Danielle Lachman**  
VP, eCommerce, Strategy,  
Business Dev. &  
Omni Channel, Staples.com  
Staples



# Your Speakers

You'll meet and hear from innovative retailers who are transforming the industry. Learn from their successes (and avoid pitfalls). They'll outline what worked for their business, what didn't, and their results. For full speaker details, please visit [www.etaileast.com](http://www.etaileast.com).

 Jason Goldberger  
President Target.com & Mobile  
**Target**

 James Rhee  
Chairman and CEO  
**Ashley Stewart**

 Stormy Simon  
President  
**Overstock.com**

 Jeffery Sears  
CEO  
**Pirch**

 Kyle Vucko  
CEO  
**Indochino**

 Marshall Porter  
SVP and GM, International  
**Gilt Groupe**


 Eric Singleton  
CIO  
**Chico's FAS**


 Jack Wood  
CIO  
**Wayfair**

 Steve Oblak  
SVP and GM  
**Wayfair**

 Anabela Perozek  
CMO  
**Shoebuy.com**

 Amit Shah  
SVP Online Marketing, Mobile, Social  
**1800Flowers**

 Jenn McClain - De Jong  
SVP eCommerce and Alternative Channels  
**Limited Brands**

 Sara Bial  
Chief Product Officer  
**Rent the Runway**

 Derrick Walker  
SVP Marketing  
**Destination XL Group**


 Frederick Lecoq  
SVP Marketing and eCommerce  
**FGL Sports**

 Corey Tisdale  
CEO  
**Shopperschoice.com**


 Jack Whitley  
SVP eCommerce  
**Replacements.com**

 Brian Sawyer  
Senior Managing Director- Digital  
**Build-A-Bear Workshop**


 Thomas Davis  
Head of Global eCommerce  
**Puma**


 Mark Venezia  
Global Sales and SVP North America  
**Spreadshirt**

 Daniel Moure  
CMO  
**Pureformulas.com**

 Roy Steves  
CMO  
**PoolSupplyworld**

 Kevin Moffitt  
VP eCommerce Strategy  
**Office Depot**


 Danielle Lachman  
VP, eCommerce, Strategy, Business Dev. & Omni Channel, Staples.com  
**Staples**

 Lisa Kolodny  
VP Brand Marketing  
**FreshDirect**

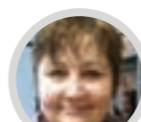
 Jeanniey Mullen  
VP Marketing  
**Barnes & Noble/NOOK**

 Cindy Starr  
VP Marketing  
**Vistaprint**


 Ed Deutscher  
VP Digital Commerce - Technology  
**HSN**


 Igor Bekker  
VP E-Commerce & Digital Marketing  
**Alex And Ani**

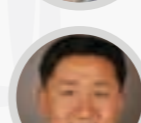
 Tom Walter  
Creative Director/VP User Experience  
**11 Main (an Alibaba Company)**

 Lareen Strong  
VP Marketing  
**Franklin Covey**

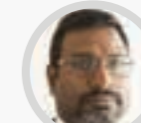
 Amy Larson  
VP Marketing and eCommerce, Glasses.com  
**Luxtotta Retail**

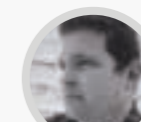
 Rob Schmults  
VP eCommerce  
**Talbots**


 Dan Davis  
VP Technology  
**Build.com**


 Andy Chu  
Divisional Vice President & GM  
**Sears Holding Company**


 Murali Narayanaswamy  
VP Marketing And Strategy  
**RUE LA LA**

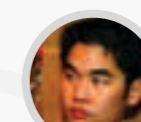
 Ajit Sivadasan  
VP/GM Global eCommerce, Marketing, Technology  
**Lenovo**


 Chris Vitale  
VP Digital Operations and eCommerce  
**Pep Boys**

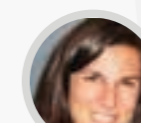
 Steve Baruch  
VP, Digital, Strategy & Marketing  
**MSC Industrial Supply**

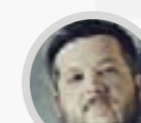
 David Cost  
VP eCommerce  
**Rainbow Shops**

 Kristin Smith  
VP eCommerce  
**Stride Rite**

 Andrew Chen  
VP Product, Design & UX  
**Baublebar**

 Dominique Essig  
VP Product, User Experience, & Design  
**Gilt Groupe**

 Shawna Hausman  
VP eCommerce & Digital Marketing  
**Giggle**

 Scott Drayer  
VP Marketing  
**Paul Fredrick**

 Laura Jajko  
President  
**American Frame**

## Your Speakers Continued



**Gary Kazmer**  
GM eCommerce  
**Crayola**



**Lisa Archambault**  
Head of Demand Generation  
Marketing  
**Zappos**



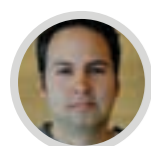
**Mark Whitehead**  
Head of Global Digital Marketing  
**Reebok**



**Karen Kolb**  
Sr. Director Customer Marketing  
**Gilt Groupe**



**Raj Desai**  
Senior Director eCommerce Product  
Management  
**Staples**



**Diego Nunez**  
Sr Director, Digital Marketing  
& Ecommerce  
**Skullcandy**



**Seth Berman**  
Head of Acquisition and Retention  
Marketing  
**Redbubble**



**Hugo Smoter**  
Head of Global Marketing  
**Spreadshirt**

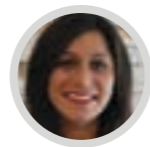


**Daniel Marques**  
Director Channel Marketing  
**Adidas Group**



**Damon Marraccini**  
Director eCommerce, Product  
Mgmt, Mobile Commerce, UXD  
**Dicks Sporting Goods**

**Joel Layton**  
Sr. Director eCommerce  
**Lands' End**



**Amy Labroo**  
Senior Director of Innovation  
**Wyndham Hotel Group**



**Ankur Gupta**  
Sr. Director Big Data  
**Sears Holding Company**



**Cynthia Kleinbaum**  
Director Loyalty Marketing  
**Gilt Groupe**



**Leah Thelen**  
Director Interactive Marketing and  
eCommerce  
**LANCÔME USA**



**David Albracht**  
eCommerce Product Management  
**Home Depot**



**Wayne Duan**  
Director, Digital Commerce  
**Walgreens**



**Ross Higgins**  
Director of User Experience and  
Design  
**Newegg**



**Neil McKenna**  
Director of Interactive Marketing  
**1800Flowers**



**Beth Beiriger**  
Director eCommerce Product  
Management  
**Shoebuy.com**



**Sherrill Kaplan**  
Director, Digital & Loyalty Marketing  
**Dunkin' Brands**



**Drew Sirico**  
Director of Marketing, E-Commerce  
**Edible Arrangements**



**Amanda Kendrick**  
Director eCommerce  
**Pep Boys**



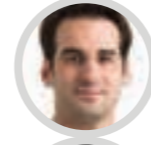
**Callie Smith**  
Director of Merchandising & Site  
Experience  
**Gemvara**



**Reid Greenberg**  
Director, Consumer Engagement &  
Direct to Consumer  
**SEVENTH GENERATION**



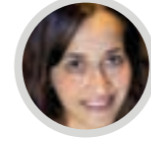
**Jonathan Isernhagen**  
Director of Analytics  
**Wyndham Hotels Group**



**Richard Cohene**  
Director of Marketing  
**Beyond the Rack**



**Jessica Koster**  
Director of eCommerce  
**Vitamin World (NBTY)**



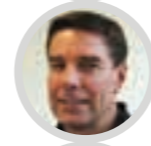
**Selma Zafar**  
Director of Guest Experience -  
eCommerce  
**lululemon athletica**



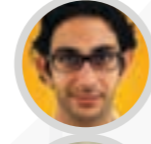
**Sharan Keswani**  
Director of Marketing, Creative  
Content  
**Combatant Gentlemen**



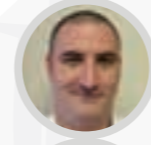
**Richard Sexton**  
Former President  
**Carolina Rustica**



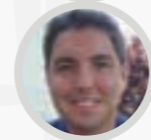
**Gary McEldowney**  
Director of Marketing  
**Boston Green Goods**



**Hafez Adel**  
Director of Marketing  
**Combatant Gentlemen**



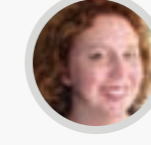
**Aaron Covaleski**  
Director of Search Marketing  
**Lightningnewyork.com**



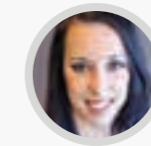
**Chris Kobus**  
Director of eCommerce  
**Luxottica Retail**



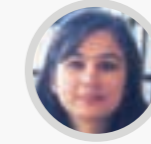
**Catherine Bassett**  
Sr. Product Manager  
**RUE LA LA**



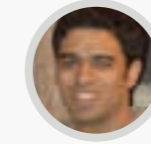
**Karen Bennett**  
Senior Manager, Usability, Customer  
Analytics & Feedback Strategy  
**Home Depot**



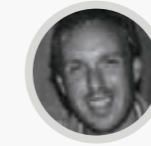
**Kaitlin Moughty**  
Sr. eCommerce Manager  
**Lacoste**



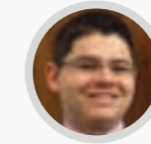
**Jyoti Shah**  
Product Manager  
**Home Depot**



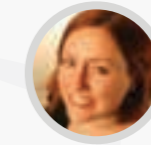
**Manan Singh**  
Sr. Manager eCommerce  
**Shutterfly**



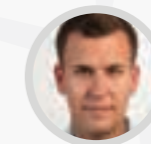
**Matt Rude**  
Email Marketing Manager  
**Oriental Trading Company**



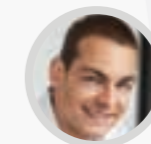
**Mosheh Poltorak**  
Customer Insights Specialist  
**Blinds.com**



**Katie Laird**  
PR and Social Media Manager  
**Blinds.com (a Home Depot  
subsidiary)**



**Ryan Gripp**  
eCommerce and Digital Marketing  
Manager  
**H2O Plus**



**Morgan Hermand-Waiche**  
Founder and CEO  
**Adore Me**



**Dave Ratner**  
Owner  
**Dave's Soda and Pet City**



**Kenny Kane**  
Co-Founder, COO  
**Stupid Cancer**

Monday, August 10, 2015

# Agenda Highlights: Pre-Conference Search, Display & Online Media Summit

Don't Blow Your Budget On Search

We'll talk SEO, SEM, display, programmatic. And mostly about how not to blow through your online media and search budget. You'll network in our roundtable format day, hosted by subject matter experts. Hear a mix of case studies and panels that get into the nitty gritty of search and display.

[Click Here To Get To The Full Agenda](#)

9:10 AM

## KEYNOTE: Going Beyond ROI: How Zappos' Best Customer Creative Strategy Is Forming Emotional Connections, Getting New Customers And Keeping Them Loyal

Get into a active dialog with your best customers and prospects. Using a data driven creative strategy, Zappos has been able to reach the right audience with the right message, on the right screen. Lisa walks through their strategy, what they tested, what they adapted, and their results.

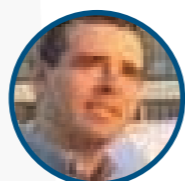


Lisa Archambault  
Head of Demand Generation Marketing  
Zappos

11:20 AM

## CASE STUDY: Delving Into The Future Of Display To Increase Your ROI

Neil's career includes working on the full scope of campaigns, from planning and design to execution and tracking. He has tons of real world, in-the-driver's seat experience with display. In this session, he talks through the how, when and where to use performance display (as opposed to mass blast and branding display). He'll offer tried and tested ways to bring your display programs into the future, including why transparency is super important in measurement and optimization. And he'll discuss where display should partner with other channels.



Neil McKenna  
Director of Interactive Marketing  
1800Flowers

11:50 AM

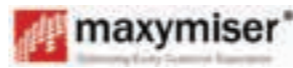
## CASE STUDY: Engraining Innovation Throughout Your Organization (No Matter Your Size)

Lighting New York has driven innovation into every department, especially in search marketing. They aren't a massive company but they have been able to compete with the biggest in their industry and continue to grow and thrive. Their main difference is that they can innovate and are far more nimble in their execution of projects. This session shows you how they do it, and how you can do it too.



Aaron Covaleski  
Director of Search Marketing  
Lightningnewyork.com

Lead Sponsors:



Monday, August 10, 2015

# Agenda Highlights: Pre-Conference Email & CRM Summit

## Get More Out Of Your Email And CRM Programs

A lot more. Move the needle with strategies that truly retain customers. Increase your open rates and deliverability. Create campaigns that engross your customers. We'll only talk email and CRM strategies, so you can leave with not only tons of notes, but real tangible ways to solve your challenges. As a bonus we'll have roundtables designed to answer your questions throughout the whole day.

[Click Here To Get To The Full Agenda](#)



10:30 AM

### KEYNOTE: How You Can Identify The 20% Of Customers That Make Up 80% Of Your Revenues

Relevance is important to all customers. And all customers are important. But trying to be all things to everyone can water down your brand and value proposition. Focusing on groups that provide the most bang for your buck is key. Karen will walk through Gilt's CRM journey, and how to create personalized messages that really resonate with your customers.



Karen Kolb  
Sr. Director Customer Marketing  
Gilt Groupe

11:25 AM

### PANEL DISCUSSION: Delivering The Right Content To Increase Engagement And Open Rates

We've all heard content marketing is important for engagement. But what does this really mean for email marketers? How can you combine content marketing with your other messaging without sacrificing your promotions? In this group discussion, you'll learn how this group tackled content marketing that really enhanced their brand, without comprising the integrity of really successful promotional campaigns.



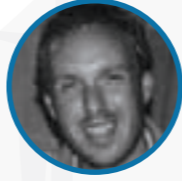
Shawna Hausman  
VP eCommerce &  
Digital Marketing  
Giggle



Gary McEldowney  
Marketing Director  
AllergyBuyersClub



Seth Berman  
Head of Acquisition  
and Retention  
Marketing  
Redbubble



Matt Rude  
Email Marketing  
Manager  
Oriental Trading  
Company

12.00 PM

### How Content Marketing Can Enrich Your Email Marketing Efforts

As consumers, we often don't think about what channels (email, social media, content, etc.) are giving us what. We simply know what brands provide what we are looking for. Some brands are purely offer driven. Other brands are engagement-based. The best brands will deliver a great experience from beginning to end. As most brands are quick to drive a sale as their primary motive, including valuable rich content is often overlooked in email marketing strategies. Email isn't just about driving sales. It's about building a relationship with your customer and content marketing can help do that. You'll hear how in this session.



Sharan Keswani  
Director of Marketing, Creative Content  
Combatant Gentlemen

Monday, August 10, 2015

Brand New!

# Agenda Highlights: Pre-Conference Innovation Summit: The Future of Retail

## Defining The Store Of The Future

Brand new and just for you. Get fresh ideas to connect with the “always connected consumer”. Learn what “digital and in-store integration” really means. Our speakers talk about how they are revolutionizing retail. Don't limit your business – attend this day and build a long-term vision that is grounded in examples of success from your peers.

[Click Here To Get To The Full Agenda](#)



9:45 AM

### KEYNOTE: Efficiently Crafting Omni Channel Environments For Your Customers

DXL Group is doing innovative work in Omni-Channel. Last year they launched StoreNet which gives their online customers access to all of their inventory (even at the store level). In May they will be launching buy online and pick up in store same day. Their business results achieved so far are noteworthy – Derrick will walk you through their omnichannel journey in this keynote session.



Derrick Walker  
SVP Marketing  
Destination XL Group

10:45 AM

### KEYNOTE: Five Keys To UnLock The Potential Of Marketing

One brand that is breaking ground in digital retail is Sport Chek, Canada's largest national retailer of sporting goods, footwear and apparel. A member of the Canadian Tire Corporation Family of Companies, Sport Chek is digitizing their retail stores and personalizing the consumer experience. During this session, Frederick shows how to produce content and create experiences that educate customers, highlight products, and drive home the brand. He will show Sport Chek's five keys that unlock the potential of marketing, teaching you how strategic content planning is crucial to keeping consumers connected and involved with a brand.



Frederick Lecoq  
SVP Marketing and eCommerce  
FGL Sports

12:30 PM

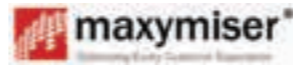
### KEYNOTE: From Idea To Inc. 500 In Less Than 3 Years. How To Disrupt A Multi Billion Dollar Industry

Adore Me is an Inc. 500 company that's disrupting the multi-billion dollar US lingerie industry. The Founder and CEO shares top obstacles disruptive entrepreneurs face and how to overcome them quickly (and effectively). Morgan will also share his experience rapidly growing a startup and catapulting a disruptive vision into the Inc. 500 No. 3 fastest-growing company in NYC (in less than 3 years).



Morgan Hermand-Waiche  
Founder & CEO  
Adore Me

Lead Sponsors:



Tuesday, August 11, 2015

# Agenda Highlights: Main Conference Day One

## Grow Your Business - The Nuts And Bolts Of Online And Multi-Channel Retail

The first main conference day is simply not to be missed. High impact presentations that get to the meat of the subject, panels that debate the hottest topics, and more mingling and socializing than you can imagine. And we didn't even mention the parties in the evening! Check out some of the highlights below.

[Click Here To Get To The Full Agenda](#)

8:15 AM

### KEYNOTE: Retail Revolution: How Digital Is Transforming Target And Fueling The Future Of Shopping

In just three years, Target has moved on from a difficult website re-platform to become a leader in digital with online sales growth that outpace the overall industry growth rate. Target is focused on making mobile its “new front door,” and has two of the most downloaded retail apps: the flagship Target app and Cartwheel, Target’s digital coupon app. Jason Goldberger, President of Target.com and Mobile, will share lessons learned along the retailer’s digital transformation journey and where he sees eCommerce heading in the future. With channel-less shopping and personalization becoming the “new normal”, Jason will discuss how Target is creating a future where digital separates best-in-class customer experiences—for shoppers online and in stores.



Jason Goldberger  
President Target.com and Mobile  
Target

2:30 PM

### 2015 Moshpit of eCommerce Experts: The Future Of eCommerce

**This is the most fun — and learning — you may have at the conference.** You and your esteemed colleagues become short-term panelists. Led by digital masters Sam Decker and Sean McDonald, they create a fun, fast paced, gameshow-like session where the audience (that means YOU) share what works in eCommerce. A combination of lightning round game show audience participation and quick witted MCs create a rare combination of laughter and learning. The insights and no-“BS” stories from your peers are fascinating. You will be cheered and revered by your fellow audience members (or not). Prizes and fame await. Fun and insightful, this session promises more help in preparing for the future of commerce than anything else!



Sean McDonald  
Managing Director  
PwC



Sam Decker  
CEO and Co-Founder  
Mass Relevance

3:25 PM

### Voice Your Opinion- Hands-On Social Selling Working Groups: Finding The Best Onsite Applications For Your Business

In this first of its kind workshop format, veteran eCommerce marketer Richard Sexton will lay the groundwork explaining different social applications, and then you decide which works best for your business. We'll pop up the results in a poll for the whole audience to see, and then come up with an “All Time Top Five Social Applications” list to take home. And multiple technology supplier options will be presented, giving you a roadmap for implementing these tools as soon as you return to the office!



Richard Sexton  
Former President  
Carolina Rustica

Wednesday, August 12, 2015

# Agenda Highlights: Main Conference Day Two

## Strategies Around Innovation, Growth, Transformation and Disruption

From brands who were on cusp of bankruptcy to scrappy online-only retailers, you'll leave with a new perspective on the future, and tons of pages of notes. And don't miss all of the mingling and socializing with our retailer meet-ups, workshop sessions and the Women In Retail cocktail hour.

[Click Here To Get To The Full Agenda](#)



8:15 AM

### KEYNOTE: Gilt Going Global: An In-Depth Look At Successes And Challenges In A Global Market

With 9 million active members and 40% of Gilt's revenue coming from mobile devices, the company has been in a tremendous growth mode since its inception. And the growth opportunity outside of the US is huge, if you know how to capitalize upon it. Marshall will guide you through detailed steps in their global journey, including hard learned lessons, successes, even failures – so that you can apply them back to your business.



Marshall Porter  
SVP and GM International  
Gilt Groupe

10:05 AM

### KEYNOTE: The Digital, Cultural and Algorithmic Reinvention of Ashley Stewart – A Story of Core Principles and Innovation

Learn how a twice bankrupt brick-and-mortar retailer (without corporate WiFi) has become one of the country's fastest growing, most engaged multi-channel brands in less than one year. Ashley Stewart is now a leading global plus-size fashion brand with a national store footprint, with tons of social engagement and a super high growth mobile-driven eCommerce platform. Using learnings from their journey, this keynote will show a story of a digital revolution whose foundation was set in the principles and core values of their customers.



James Rhee  
Executive Chairman and CEO  
Ashley Stewart

2:55 PM

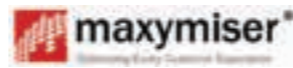
### Voice Your Opinion! Interactive Working Groups: Using Google Analytics To Wisely Allocate Your Marketing Budget

Finally, you'll get a practical take on attribution! Attribution evangelist Roy Steves will walk through the basics, using readily available tools, and examples from his own business. He'll explain how to use insights from multitouch attribution reports to make better and more effective decisions with limited dollars. What will you walk away with? You'll know the risks of not tracking attributed revenue across channels, how to do a detailed inspection of your spend, and leave with real answers to your burning questions. You'll be able to adjust your budget by channel, in a way that you can reproduce monthly (or even weekly), no matter your business.



Roy Steves  
CMO  
PoolSupplyworld

Lead Sponsors:



Thursday, August 13, 2015

# Agenda Highlights: Main Conference Day Three

## Make More Money From Mobile And Turn Your Customers Into Brand Advocates

How much does mobile mean to your business? There's a lot of money left on the table if you can't convert mobile customers. Get a holistic view of not only how to increase conversions, but design personalized experiences that ring in the sales. As a bonus, you'll hear brand and customer service stories that will inspire you to make a change.

[Click Here To Get To The Full Agenda](#)



9:10 AM

### KEYNOTE: Designing a Complete User Experience: The Sum Should Be Greater Than The Parts

Many companies say, "Mobile first," but few companies actually walk that walk. Those of us that begin in the desktop browser world have to think differently. You have to think about how responsive design on mobile and tablets, and mobile apps, all work together harmoniously. But are you thinking about the relationship between different devices and displays? And how best to use them? It's important to do so, because they are a part of your larger brand and product strategy.

At 11 Main, they are thinking about design all the time. The desktop experience. And as they mature in their design thinking, they are looking at how to take advantage of what these devices have to offer. How are you thinking about your branded experience strategy?



Tom Walter  
Creative Director/VP User Experience  
11 Main (an Alibaba Company)

10:55 AM

### KEYNOTE: The Biggest Impact To Retail is Mobile: Beyond The Rack's Mobile Q4 2014 Review

Mobile has the potential to change retail as we know it. Richard jumped on the mobile bandwagon early, and has the results to show it. As part of his responsibilities Richard leads Mobile/Tablet/web/ APP/ IOS and Android. Richard is predicting over 60% of their traffic will come from mobile this year, and he is taking advantage of it. He'll show you how in this keynote case study presentation.



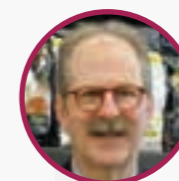
Richard Cohene  
Director of Marketing  
Beyond The Rack

12:30 PM

### How To Beat The Snot Out Of The Big Guys.....

You need this session! This is a back to the basics "how and why you need to treat customers better than your competitor does". You will laugh, say "duh" many times, and go back to the office with a bunch of ideas you can put to use immediately.

- Learn how and why it is so important to make folks love you
- See what customer service really is and why it is so important to do it right
- Discover simple and cost effective ways to make your customers love you so much they will feel too guilty to shop anywhere else



Dave Ratner  
Owner  
Dave's Soda and Pet City



MONDAY, AUGUST 10TH, 2015

# Full Agenda: Pre-Conference Search, Display & Online Media Summit

Don't Blow Your Budget On Search.

8:15 Continental Breakfast & Registration

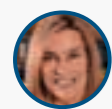
8:45 Welcome Remarks & Benchmarking Study

8:55 Chairperson's Opening Remarks



Gary Smith  
VP  
**YourAmigo**

9:10 Keynote: Going Beyond ROI: How Zappos' Best Customer Creative Strategy Is Forming Emotional Connections, Getting New Customers And Keeping Them Loyal



Lisa Archambault  
Head of Demand Generation Marketing  
**Zappos**

9:45 Kickoff Of Interactive Roundtables

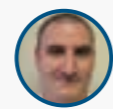
10:45 Coffee & Refreshments

11:25 Case Study: Delving Into The Future Of Display To Increase Your ROI



Neil McKenna  
Director of Interactive Marketing  
**1800Flowers**

11:50 Case Study: Engraining Innovation Throughout Your Organization (No Matter Your Size)

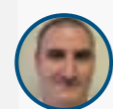


Aaron Covaleski  
Director of Search Marketing  
**Lightningnewyork.com**

12:15 Continuation of Interactive Roundtables

12:55 Lunch & Networking For All Attendees

1:55 Panel Discussion: Revamping Your SEM Efforts To Breathe New Life Into Your Campaigns



Aaron Covaleski  
Director of Search Marketing  
**Lightningnewyork.com**



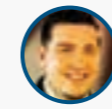
Seth Berman  
Head of Acquisition and Retention Marketing  
**Redbubble**

2:25 Case Study: Google Shopping: The Next Frontier In Paid Search (A Practitioner's Toolkit)



Mosheh Poltorak  
Customer Insights Specialist  
**Blinds.com**

2:55 Panel Discussion: Implementing Effective Measurement Of Your SEO Programs



Drew Sirico  
Director of Marketing, E-Commerce  
**Edible Arrangements**

3:20 Continuation of Interactive Roundtables

4:20 Afternoon Coffee & Refreshments

4:45 Conclusion of the Search, Display & Online Media Summit

4:45 Retailer-Only Speed "Dating": Bring your business cards—you'll need them!

5:30 eTail 2015 Welcome Reception

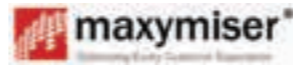
Summit Roundtable Moderators: (Each table is moderated by a Retailer and a subject expert; Each table discussion will last 20 minutes)

Table 1

Moderator: **YourAmigo**







Lead Sponsors:








MONDAY, AUGUST 10TH, 2015

# Full Agenda: Pre-Conference Email & CRM Summit

Get More Out Of Your Email and CRM Programs.

- 8:00 Continental Breakfast & Registration
- 8:30 Welcome Remarks & Benchmarking Study
- 8:40 Chairperson's Opening Remarks
- 8.55 Keynote Panel Discussion: **The Email Checklist for 2015: Understanding The Technical Aspects Of Email Marketing To Garner A Greater ROI**
  -  Murali Narayanaswamy  
VP Marketing and Strategy  
**RUE LA LA**
  -  Drew Sirico  
Director of Marketing, E-Commerce  
**Edible Arrangements**
  -  Matt Rude  
Email Marketing Manager  
**Oriental Trading Company**
- 9:30 Kickoff Of Interactive Roundtable Discussions
- 10:30 Case Study: How You Can Identify The 20% Of Customers That Make Up 80% Of Revenues
  -  Karen Kolb  
Sr. Director Customer Marketing  
**Gilt Groupe**

- 10:55 Coffee & Refreshments
- 11:25 Panel Discussion: **Delivering The Right Content To Increase Engagement And Open Rates**
  -  Shawna Hausman  
VP eCommerce & Digital Marketing  
**Giggle**
  -  Seth Berman  
Head of Acquisition and Retention Marketing  
**Redbubble**
  -  Gary McEldowney  
Marketing Director  
**AllergyBuyersClub**
  -  Matt Rude  
Email Marketing Manager  
**Oriental Trading Company**
- 12:00 **How Content Marketing Can Enrich Your Email Marketing Efforts**
  -  Sharan Keswani  
Director of Marketing, Creative Content  
**Combatant Gentlemen**
- 12:25 Continuation Of Interactive Roundtables
- 1:05 Lunch & Networking
- 2:05 Case Study: CRM Programs That Move The Needle

- 2:30 Case Study: Tips And Tricks To Mobile Optimize Your Email
- 2:55 Continuation Of Interactive Roundtables
- 3:55 Afternoon Coffee & Refreshments
- 4:30 Conclusion of the Email Marketing & CRM Summit
- 4:30 Retailer-Only Speed "Dating": Bring your business cards—you'll need them!
- 5:30 eTail 2015 Welcome Reception

Summit Roundtable Moderators: (Each table is moderated by a Retailer and a subject expert; Each table discussion will last 20 minutes)

**Table 1**  
Moderator: **Bluecore**

**Table 2**  
Moderator: **Windsor Circle**

**Table 3**  
Moderator: **dotmailer**

“ I had a great time and really learned a lot. The speakers and exhibit were great. I've followed up with a few of them and hopefully we'll be doing some work with them. Overall, I thought the conference was excellent. It really helped me get a better understanding of the industry and what kind of tools are available.



Erin Sears, Merchandising Analyst,  
**FreshDirect**








MONDAY, AUGUST 10TH, 2015

# Full Agenda: Pre-Conference Innovation Summit: The Future of Retail

Defining The Store Of The Future.

- 8:45 Registration & Networking Breakfast
- 9:20 Welcome Remarks & Benchmarking Study
- 9:30 Chairperson's Opening Remarks
- 9:45 Keynote: Efficiently Crafting Omni Channel Environments For Your Customers  
 Derrick Walker  
SVP Marketing  
Destination XL Group
- 10:20 Solutions Provider Case Study With A Retail Client  
Oracle Marketing Cloud Executive
- 10:45 Keynote: Five Keys To UnLock The Potential Of Marketing/ Digitizing The Customer Retail Journey  
 Frederick Lecoq  
SVP Marketing and eCommerce  
FGL Sports
- 11:10 Coffee & Refreshments

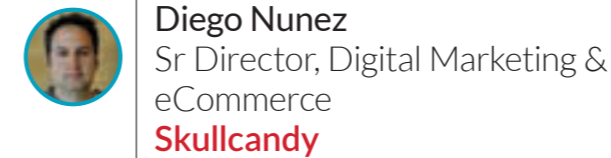
- 11:40 Keynote Panel Discussion: Marketing And Selling To Today's "Always Connected" Consumer  
 Lisa Kolodny  
VP Brand Marketing and Communications  
FreshDirect
-  Dominique Essig  
VP of Product Management, UX, and Design  
Gilt Groupe
-  Jeannie Mullen  
VP Marketing  
NOOK by Barnes and Noble
-  Reid Greenberg  
Director, Digital Strategy & Ecommerce  
SEVENTH GENERATION  
RetailMeNot Executive
- 12:05 Solutions Provider Case Study With A Retail Client  
 Mike Schneider  
VP of Marketing  
Skyhook Wireless

- 12:30 Keynote: From Idea To Inc. 500 In Less Than 3 Years. How To Disrupt A Multi Billion Dollar Industry



- 12:55 Lunch For All Attendees

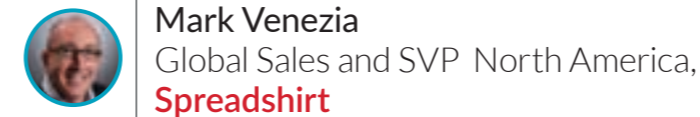
- 1:55 Translating Storytelling Into Commerce



- 2:20 Case Study: Jump Into The Next Generation of eCommerce



- 2:50 Panel Discussion: The Soup To Nuts Of Creating A Profitable International Strategy



- 3:15 Case Study: Staying Ahead Of Consumer Expectations To Drive Engagement And Keep Your Brand Top Of Mind

- 4:00 Coffee & Refreshments

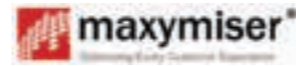
- 4:45 End Of Summit
- 4:45 Retailer-Only Speed "Dating": Bring your business cards—you'll need them!
- 5:30 eTail 2015 Welcome Reception

“ I met some great contacts...folks who are dealing with the exact same pains I have. I expect to nurture those relationships for years to come.

Josh Zaplin, Director, Global eCommerce Quality & Performance Improvement, Crocs, Inc



Lead Sponsors:



TUESDAY, AUGUST 11TH, 2015

# Full Agenda: Main Conference Day One

Grow Your Business- The Nuts And Bolts Of Online And Multi-Channel Retail

**7:20** Registration And Networking  
Breakfast Inside The Solution  
Zone

**7:50** Welcome Address



Lori Hawthorne  
Events Director  
**eTail Conferences**

**8:00** Chairperson's Opening Remarks  
**Mastercard** Executive

**8:15** Keynote: Retail Revolution:  
How Digital Is Transforming  
Target And Fueling The Future  
Of Shopping



Jason Goldberger  
President Target.com and Mobile  
**Target**

**8:40** Keynote: How Trust Drives  
Ecommerce Differentiation And  
Conversions



Jeff Barto  
Trust Strategist  
**Symantec**

**9:05** Keynote Panel Discussion:  
Laying Down The Building  
Blocks For Your Cross-Channel  
Future



Brian Sawyer  
Senior Managing Director- Digital  
**Build-A-Bear Workshop**



Kevin Moffitt  
VP eCommerce Strategy  
**Office Depot**



Derrick Walker  
SVP Marketing  
**Destination XL Group**  
**Invodo** Executive

**9:35** Mimosa & Bellini Morning  
Break

**10:05** Keynote: Happily Ever After:  
When Brand Promise Meets  
Brand Experience

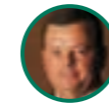
Stormy Simon  
President  
**Overstock.com**

**10:30** Keynote Solutions Provider  
Case Study With A Retail Client  
**Criteo** Executive

**10:55** Keynote Panel Discussion:  
Looking At Innovation In Retail:  
Growing Your Business In 2015  
And Beyond



Anabela Prozek  
CMO  
**Shoebuy**



Jack Whitley  
SVP eCommerce  
**Replacements**



Cindy Starr  
VP Marketing  
**Vistaprint**



Amit Shah  
SVP Online Marketing, Mobile, Social  
**1800Flowers**



Allon Caidar  
CEO  
**TVPage**

**11:25** Networking & Refreshment  
Break: Get Your Game On! And  
Win A New Apple Watch!

Play Awesome Games For A Chance  
To Win

**11:55** Keynote: Setting The  
Groundwork For Your Global  
eCommerce Strategy



Thomas Davis  
Head of Global eCommerce  
**Puma**

**Exhibit Hall Meet-Ups And  
Activities**

Join Us In the Social Lounge For  
Retailer-Only Meet-Ups: Get Free  
Advice You Can't Get Anywhere Else

**11:55** Topic: Getting New Customers:  
Acquisition Tactics

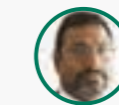
Hosted By:



Seth Berman  
Head of Acquisition and Retention  
Marketing  
**Redbubble**

**Keynote Sessions Continued**

**12:20** Keynote: In God We Trust,  
Everyone Else Must Have Data!



Ajit Sivadasan  
VP/GM Global eCommerce,  
Marketing, Technology  
**Lenovo**



12:55 **Keynote Guest Speaker: What The Future Of Shopping Means For Your Business**



**Jason Pontin**  
Innovation Expert; Renowned Journalist; Influential Editor And Publisher  
**MIT Technology Review**

1:20 **Invitation-Only Private Lunch Hosted By Symantec**

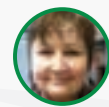
**Invitation-Only Private Lunch Hosted By Chango**

1:20 **Meet and Greet Lunch & Networking For All Attendees**

## TRACK A: Growth In Retail

2:20 **Chairperson's Remarks**

2:30 **BRAND NEW! Interactive Presentation And Hands-On Workshop: Moving The Needle Using Content Creation Programs**



**Lareen Strong**  
VP Marketing  
**Franklin Covey**

3:00 **Solutions Provider Case Study With A Retail Client**

**Silverpop** Executive

3:25 **Panel Discussion: Promotional Strategies: When Is Too Soon, Too Much And Too Frequent?**

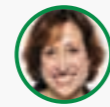


**Steve Oblak**  
SVP/GM  
**Wayfair.com**

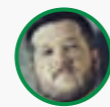
3:55 **Networking Happy Hour Inside The Solution Zone: And You Can Get Your Game On! And Win Cash**

Play For A Chance To Win \$250 Cash

4:30 **Panel Discussion: Creating Specific Solutions For Your Customers Using Data**



**Cindy Starr**  
VP Marketing  
**Vistaprint**



**Scott Drayer**  
VP Marketing  
**Paul Fredrick**

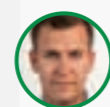


**Selma Zafar**  
Director Guest Experience, eCommerce  
**Lululemon Athletica**  
**Ensignten** Executive

5:00 **Solution Provider Micro-Session With A Retail Client**

**Gooddata** Executive

5:15 **Voice Your Opinion - Interactive Working Groups: Quick Site Fixes: 9 Ecommerce Tips You Can Implement In The Next 6 Months**



**Ryan Gripp**  
eCommerce and Digital Marketing Manager  
**H2O Plus**

## TRACK B: Omni-Channel/ Multi-Channel Execution

2:20 **Chairperson's Remarks**

2:30 **Delivering Your Unique Value And Meeting Rapidly Changing Customer Expectations In An Omni-channel B2B World**



**Steve Baruch**  
VP Digital Strategy & Marketing  
**MSC Industrial Supply**

3:00 **Solutions Provider Case Study With A Retail Client**

**Bronto** Executive

3:25 **Panel Discussion: Redefining Omni-Channel: Blending Digital And In-Store**



**David Albracht**  
Director eCommerce Product Management  
**Home Depot**



**Andrew Chen**  
VP Product, Design & UX  
**BaubleBar**  
**Chango** Executive

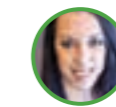
3:55 **Networking Happy Hour Inside The Solution Zone: And You Can Get Your Game On! And Win Cash**

Play Fun Games For A Chance To Win \$250 Cash

4:30 **Bringing Cross-Channel Into The Future**



**Wayne Duan**  
Director, Digital Commerce  
**Walgreens**



**Kaitlin Moughty**  
Sr. eCommerce Manager  
**Lacoste**

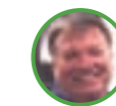
5:00 **Solution Provider Micro-Session With A Retail Client**

**Liveintent** Executive

5:15 **Panel Discussion: Looking At How Your Company Structures Around Project Management**



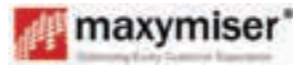
**Jessica Koster**  
Director eCommerce  
**Vitamin World (NBTY)**



**Gary Kazmer**  
GM eCommerce  
**Crayola**



Lead Sponsors:




## TRACK C: Social, Mobile & The Future Of Retail

2:20 Chairperson's Remarks

2:30 BRAND NEW! 2015 Moshpit of eCommerce Experts: The Future Of eCommerce

 Sean McDonald  
Managing Director  
**PwC**

 Sam Decker  
CEO and Co-Founder  
**Mass Relevance**

3:00 Solutions Provider Case Study With A Retail Client

**Applause** Executive

3:25 BRAND NEW! Voice Your Opinion- Hands-On Social Selling Working Groups: Finding The Best Onsite Applications For Your Business


 Richard Sexton  
Former President  
**Carolina Rustica**

3:55 Networking Happy Hour Inside The Solution Zone: And You Can Get Your Game On! And Win Cash

Play For A Chance To Win \$250 Cash

4:30 Panel Discussion: Combining Social With Your eCommerce Experience

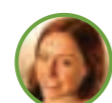
 Laura Jajko  
President  
**American Frame**

 Kristin Smith  
VP eCommerce  
**Stride Rite**

5:00 Solution Provider Micro-Session With A Retail Client

**Needle** Executive

5:15 Case Study: Creating Profitable + Exciting Relationships In The Blogosphere Between Brands And Bloggers


 Katie Laird  
Social and PR Manager  
**Blinds.com**

## Exhibit Hall Meet-Ups And Activities

Join Us In the Social Lounge For Retailer-Only Meet-Ups: Get Free Advice You Can't Get Anywhere Else

2:30 Topic: It's All About Mobile

Hosted By

 Damon Marraccini  
Director eCommerce, Product Mgmt,  
Mobile Commerce, UXD  
**Dicks Sporting Goods**

4:30 Topic: eCommerce Tips And Conversion Critiques

Hosted By

 Chris Kobus  
Director eCommerce  
**Luxottica Retail**

5:40 Conclusion Of Main Day One

5:40 Beer And Wine Retailer-Only Chats - Bring Your Challenges And Get Solutions (And A Cocktail!)

Table 1: Using Customer Lifecycle Information Across Channels

Hosted By:

 Scott Drayer  
VP Marketing  
**Paul Fredrick**

Table 2: Same Day, Local Delivery And Free Shipping - What Works For Your Business?

Hosted By:

 David Albracht  
Director eCommerce Product Management  
**Home Depot**

Table 3: The Do's And Dont's Of SEO

Hosted By:

 Drew Sirico  
Director of Marketing, E-Commerce  
**Edible Arrangements**

6:30 See Historic Boston At The eTail Cocktail Reception

“ We had a great time at eTail and look forward to attending your other shows. Overall it was an awesome learning experience.

Manoj Matai, SVP, **Grocery Online**



# Full Agenda: Main Conference Day Two

Retail Innovation, Growth, Transformation And Disruption

7:30 Registration And Networking  
Breakfast Inside The Solution  
Zone



Neil Capel  
Founder and Chairman  
**Sailthru**

8:00 Chairperson's Opening Remarks

9:35 Bloody Mary Morning  
Networking Break: And You Can  
Get Your Game On! And Win  
Cash

Check Out Awesome Games In The  
Exhibit Hall

8:15 Keynote: Gilt Going Global: An  
In-Depth Look At Successes And  
Challenges In A Global Market



Marshall Porter  
SVP and GM International  
**Gilt Groupe**

8:40 Keynote Solutions Provider Case  
Study With A Retail Client



Fayez Mohamood  
CEO  
**Bluecore**

10:05 Keynote Case Study: The  
Digital, Cultural and Algorithmic  
Reinvention of Ashley Stewart  
- A Story of Core Principles and  
Innovation



James Rhee  
Executive Chairman and CEO  
**Ashley Stewart**

9:05 Keynote Panel Discussion:  
Gaining Market Share In Today's  
Rapidly Changing Omni-Channel  
Environment



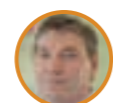
Danielle Lachman  
VP, eCommerce, Strategy, Business Dev.  
& Omni Channel, Staples.com  
**Staples**

10:30 Keynote Solutions Provider Case  
Study With A Retail Client

**Maxymiser** Executive

Jenn McClain - De Jong  
SVP eCommerce and Alternative  
Channels  
**Limited Brands**

10:55 Keynote: Taking Security  
Seriously To Protect Your  
Customers: Inoculating Yourself  
Against Cyber Threats



Jack Wood  
CIO  
**Wayfair**

Corey Tisdale  
CEO  
**Shopperschoice.com**

11:20 Refreshment Break In The  
Solution Zone: And You Get Your  
Game On! And Win Cash

Check Out Awesome Games In The  
Exhibit Hall

11:55 Keynote: The Changing Face Of  
Loyalty Marketing

Eric Singleton  
CIO  
**Chico's FAS**

Exhibit Hall Meet-Ups And  
Activities

Join Us In the Social Lounge For Retailer-  
Only Meet-Ups: Get Free Advice You  
Can't Get Anywhere Else

11:55 Topic: Omni-channel Best  
Practices

Keynote Sessions Continued

12:20 Keynote Retail Panel: Disruption  
And Innovation In 2015



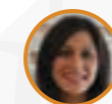
Kyle Vucko  
CEO  
**Indochino**



Jeffrey Sears  
Founder and CEO  
**Pirch**



Igor Bekker  
VP E-Commerce & Digital Marketing  
**Alex And Ani**



Amy Labroo  
Sr. Director Innovation  
**Wyndham Hotel Group**

12:50 Invitation-Only Private Lunch  
Hosted By Zeta Interactive

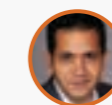
Interactive Invitation-Only  
Private Lunch

12:50 Meet and Greet Lunch &  
Networking For All Attendees

TRACK A: Data, Analytics  
& Attribution

1:50 Chairperson's Remarks

2:00 Kick Off Case Study: Giving  
Business Users Faster Access To  
More Data

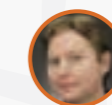


Ankur Gupta  
Sr. Director Big Data  
**Sears Holding Company**

2:30 Solutions Provider Case Study  
With A Retail Client

**PostcodeAnywhere** Executive

2:55 Voice Your Opinion! Interactive  
Working Groups: Using Google  
Analytics To Wisely Allocate  
Your Marketing Budget



Roy Steves  
CMO  
**PoolSupplyworld**

3:25 Final Refreshment Break: Check  
Out The Beer Garden Inside The  
Exhibit Hall

Featuring Domestic And International  
Beer

4:00 Panel Discussion: Finding The  
Right Attribution Model That  
Delivers Results



Anabela Prozek  
CMO  
**Shoebuy**

- 4:30 **Case Study: Measuring Data Campaigns And Crafting Dashboards To Share Your Insights**  
Jonathan Isernhagen  
Wyndham Hotel Group
- 4:55 **Case Study: Influencer Marketing Strategies For Retail**  
Hafez Adel  
Director of Marketing  
Combatant Gentlemen

**TRACK B: Customer Engagement, Customer Service & Loyalty**

- 1:50 **Chairperson's Remarks**
- 2:00 **Kick Off Case Study: Building Your Customer Service Brand Story**  
Amy Larson  
VP eCommerce and Marketing  
Glasses.com  
Luxottica Retail
- 2:30 **Solutions Provider Case Study With A Retail Client**
- 2:55 **Getting Your Brand Marketing Program To Drives Sales (And Engage Customers)**  
Mark Whitehead  
Head of Global Digital Marketing  
Reebok
- 3:25 **Final Refreshment Break: Check Out The Beer Garden Inside The Exhibit Hall**  
Featuring Domestic And International Beer

- 4:00 **Case Study: The Keys To Loyalty Success In Luxury Retail**  
Cynthia Kleinbaum  
Sr. Director Marketing  
Gilt Groupe
- 4:30 **Case Study: Creating A Content Roadmap That Engages Consumers And Drives Sales**  
Gary Kazmer  
GM Global e-Commerce  
Crayola

- 4:55 **Panel Discussion: The Future Of Personalization: Using Data To Build Amazing Customer Experiences**  
Joel Layton  
Senior Director – Digital Commerce  
Lands' End
- Catherine Bassett  
Sr. Product Manager  
RUE LA LA
- Daniel Moure  
CMO  
Pureformulas.com

**TRACK C: Conversion Optimization & Usability**

- 1:50 **Chairperson's Remarks**
- 2:00 **Voice Your Opinion! Interactive Working Groups: Your Checklist For Checkout**  
Hugo Smoter  
Head of Global Marketing  
Spreadshirt
- 2:30 **Solutions Provider Case Study With A Retail Client**

- 2:55 **Panel Discussion: Picking Testing Winners: Executing Testing Programs To Increase Revenues Immediately And Get Results**  
Joel Layton  
Senior Director – Digital Commerce  
Lands' End
- Dan Davis  
VP Technology  
Build.com
- Kaitlin Moughty  
Sr. eCommerce Manager  
Lacoste

- 3:25 **Final Refreshment Break: Check Out The Beer Garden Inside The Exhibit Hall**  
Featuring Domestic And International Beer

- 4:00 **Panel Discussion: Shaping Customer Experiences That Drive Conversions**  
Laura Jajko  
President  
American Frame
- Ross Higgins  
Director of User Experience and Design  
Newegg
- Raj Desai  
Sr Director eCommerce Product Management  
Staples

- 4:30 **Case Study: Rethinking Conversion Optimization From A UX Perspective**  
Manan Singh  
Sr. Manager eCommerce  
Shutterfly

- 4:55 **Increasing Revenue, Decreasing Costs: Benefits And Challenges Of Remote Usability Research**  
Karen Bennett  
Senior Manager, Usability, Customer Analytics & Feedback  
Home Depot

**Exhibit Hall Meet-Ups And Activities**

Join Us In the Social Lounge For Retailer-Only Meet-Ups: Get Free Advice You Can't Get Anywhere Else

- 2:00 **Topic: Online Marketing**  
Hosted By: Reid Greenberg  
Director, Digital Strategy & Ecommerce  
SEVENTH GENERATION

- 4:00 **Women In Retail Networking & Cocktail Hour**

- 5:05 **Beer And Wine Retailer-Only Chats (Pick A Table And Grab A Drink)**

**Table 1: Expand Your Reach And Build Your Social Community**

Hosted By:  
Jyoti Shah  
Product Manager  
Home Depot

**Table 2: Content Creation And Marketing**

Hosted By:  
Gary McEldowney  
Marketing Director  
AllergyBuyersClub





- 5:45 **End Of Main Conference Day Two**










THURSDAY, AUGUST 13TH, 2015


# Full Agenda: Main Conference Day Three

Make More Money From Mobile

- 8:20 Registration & Networking Breakfast
- 8:55 Chairperson's Opening Remarks
- 9:10 **Keynote: Designing a Complete User Experience: The Sum Should Be Greater Than The Parts**  
 Tom Walter  
Creative Director/VP User Experience  
**11 Main (an Alibaba Company)**
- 9:35 **Keynote Panel Discussion: Mobile Innovations: Peering Into The Future Of Retail**  
 Ed Deutscher  
VP Digital Commerce – Technology  
**HSN**  
 Andy Chu  
DVP & GM  
**Sears Holding Company**  
 Andrew Chen  
VP Product, Design & UX  
**BaubleBar**
- 10:10 **Keynote Micro-Session With Retail Client**

- 10:25 **Keynote Panel Discussion: Turning Traffic into Sales: Making the Mobile Experience Better for Today's Consumers**  
 Sara Bial  
Chief Product Officer  
**Rent the Runway**  
 Beth Beiriger  
Director of eCommerce Product Management  
**ShoeBuy**
- Retailer Meet-Ups**  
Get Free Advice You Can't Get Anywhere Else
- 10:25 **Topic: Social Media (It's Not Just About Engagement)**
- Keynote Session Continued**
- 10:55 **Keynote: Don't Leave Money On The Table: Beyond The Rack's Mobile Q4 2014 Review**  
 Richard Cohene  
Director of Marketing  
**Beyond The Rack**

- 11:20 **Coffee & Refreshment Break**
- Retailer Meet-Ups**  
Get Free Advice You Can't Get Anywhere Else
- 11:50 **Topic: Customer Retention: Keep Your Customers Buying**
- 11:50 **Case Study: A 360 Journey Of Mobile At Pep Boys**  
 Chris Vitale  
VP Digital Operations and eCommerce  
**Pep Boys**  
 Amanda Kendrick  
Director eCommerce  
**Pep Boys**
- 12:15 **Keynote Micro-Session With A Retail Client**
- 12:30 **Case Study: How To Beat The Snot Out Of The Big Guys.....**  
 Dave Ratner  
Owner  
**Dave's Soda and Pet City**
- 1:00 **Lunch For All Attendees**
- 2:00 **Case Study: Creating Unique Product Offerings To Drive The Brand**  
 Kenny Kane  
Co-Founder and COO  
**Stupid Cancer**

- 2:30 **Panel Discussion: Taking Responsive To The Next Level To Obtain The Greatest ROI**  
 Dan Davis  
VP Technology  
**Build.com**
- 3:00 **Coffee & Refreshments/ End Of Mobile Summit**



# Our Lead Sponsors



## Applause

Applause is leading the app quality revolution by enabling companies to deliver digital experiences that win - from web to mobile to wearables and beyond. By combining in-the-wild testing services, software tools and analytics, Applause helps companies achieve the 360° app quality™ they need to thrive in the modern apps economy. Thousands of companies – including Google, Fox, Amazon, Box, Concur and Runkeeper – choose Applause to launch apps that delight their users. Learn more at [www.applause.com](http://www.applause.com).



## BLUECORE

### Bluecore

Bluecore enables eCommerce marketers to create and distribute personalized triggered emails with the speed and precision not previously possible, dynamically reacting to changes in customer and catalog behaviors in seconds. With more than 50 customers representing more than 70 high-end apparel, electronics, automotive and consumer brands, Bluecore delivers customer engagement and conversion at rates that defy industry standards. Bluecore is one of New York City's fastest growing start-ups, recently closing a Series A round led by FirstMark Capital.



## Bronto Software

Bronto Software provides a cloud-based marketing platform for organizations to drive revenue through their email, mobile and social campaigns. Bronto is the number one ranked email marketing provider to the Internet Retailer Top 1000, with a client roster of leading brands worldwide, including Armani Exchange, Timex, JustFab, Samsonite and Boot Barn. The Bronto Marketing Platform is deeply integrated with commerce platforms, including Magento, Demandware, NetSuite and MarketLive. The company is headquartered in Durham, NC, with additional offices in London and Sydney. For more information, visit <http://bronto.com>.



## Criteo

Criteo delivers personalized performance advertising at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure. Criteo has over 1,000 employees in 17 offices across the Americas, Europe and Asia-Pacific, serving over 6,000 advertisers worldwide with direct relationships with over 7,000 publishers. For more information, please visit <http://www.criteo.com>



## Maxymiser

Maxymiser empowers brands to transform every digital interaction into seamless, relevant and engaging customer experiences with its cloud-based testing, personalization and cross-channel optimization solutions. Known for serving billions of individual experiences across every device, Maxymiser leverages customer data to dramatically boost engagement and revenue, while also driving long-term business value.



## Oracle Marketing Cloud

About Oracle Marketing Cloud Modern Marketers choose Oracle Marketing Cloud to build customer obsessed cultures, create and manage ideal customers, and power revenue performance. They use award-winning technology and expertise to transform marketing by truly knowing the customer, engaging with cross-channel marketing, and achieving data driven accountability. Integrated information from cross-channel, content, and social marketing with data management and dozens of AppCloud apps enables these businesses to target, engage, convert, analyze, and use marketing technology to deliver personalized customer experiences at every interaction. Visit [oracle.com/marketingcloud](http://oracle.com/marketingcloud). Copyright © 2014, Oracle and/or its affiliates. All rights reserved.



Postcode Anywhere is best known for its award-winning “what’s your ZIP code?” technology. Our real-time global address verification and store locator functionality is used to quickly and simply auto-fill and verify addresses in online check-out and registration forms, improving user experience, data integrity and reducing cart abandonment levels. With our plug-n-play extension for Magento, it can be implemented easily onto websites, CRMs and point-of-sale locations. Other pre-built integrations include: Salesforce, ZenCart, and SellerDeck. Over 8,000 businesses worldwide use Postcode Anywhere to cut admin costs, reduce undeliverable orders and speed up data collection.



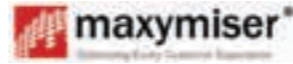
## Silverpop

Silverpop, an IBM Company, is a digital marketing software company focused on helping marketers transform the customer experience—increasing engagement and driving revenue. Silverpop makes this possible by using customer data and each individual’s behaviors to inform and drive every interaction in real time. Silverpop uniquely enables marketers to automate these highly-personalized interactions at scale. Silverpop’s top-ranked email marketing and marketing automation tools serve the needs of B2C and B2B marketers from a wide range of industries. Silverpop is trusted by more than 5,000 brands around the globe. For more information visit [silverpop.com](http://silverpop.com).



## Symantec

Symantec Corporation (NASDAQ: SYMC) is an information protection expert that helps people, businesses and governments seeking the freedom to unlock the opportunities technology brings -- anytime, anywhere. Founded in April 1982, Symantec, a Fortune 500 company, operating one of the largest global data-intelligence networks, has provided leading security, backup and availability solutions for where vital information is stored, accessed and shared. The company’s more than 20,000 employees reside in more than 50 countries. Ninety-nine percent of Fortune 500 companies are Symantec customers. In fiscal 2014, it recorded revenues of \$6.7 billion. To learn more go to [www.symantec.com](http://www.symantec.com) or connect with Symantec at: <http://www.symantec.com/social/>.



# Our Sponsors & Exhibitors



## Adlucent

Adlucent is an innovative digital advertising partner chosen by retailers to deliver profitable solutions through a unique data-centric approach to paid search advertising. Adlucent's Customer Spectrum™ platform combines advanced audience data with predictive advertising technology—backed by 10+ years of retail digital advertising expertise—to help retailers find, engage, and convert their most valuable customers. Unlike traditional digital agencies that deliver standard performance outcomes, Adlucent's strategic partnership approach and data-driven technology deliver unmatched performance results.



## Adroit Digital

Adroit Digital unlocks the power of shared data to transform digital advertising programs. Using their collective, commerce-centric data set, powerful analytics, and media-buying savvy, Adroit works with leading marketers to curate and execute highly targeted campaigns that enhance brand engagement, attract new customers, and deepen loyalty.



## BuyerPath

BuyerPath® is the industry's first and only integrated SaaS solution for retail product advertising. Incorporating 13 years of online retail advertising expertise, BuyerPath combines applied decision science, dynamic in-app recommendations, and automated technology to reach your consumers with the products they're searching for. Our unique approach to product and inventory data analytics offers actionable insights into consumer behavior, empowering retailers and agencies to create scalable, high performance product ad campaigns across multiple channels. BuyerPath's SaaS platform specializes in applied shopping analytics focusing on consumer intent, product, price, and inventory data, providing online retailers and agencies with powerful insights and automated recommendations. Helping optimize product feeds, accurately bid manage, and drive high performing product ads on Google, Bing, Yahoo, and various comparison shopping engines.



## Chango

Chango is a programmatic advertising platform that connects marketers with their target audience in real time across display, social, mobile, & video. The company's unique live-profile technology makes intent data available within milliseconds to help clients efficiently acquire new customers, retarget site visitors or build brand awareness. Chango has more than a 90% client retention rate from Fortune 500 brands such as eBay, LEGO, Clorox, Lowes and Gilt. To find out more, visit <http://www.chango.com>.



## ChoiceStream

ChoiceStream is a full-service programmatic advertising partner that runs branding and direct response campaigns through display, video, mobile, and native channels for brand and agency clients. ChoiceStream manages each phase of a campaign, from pre-launch planning to completion. By collecting poll-based, proprietary data specific to each client's campaign, ChoiceStream creates custom, targetable segments, optimizes performance in real-time, and provides unique audience insight throughout each campaign. With world-class machine learning algorithms and a dedicated team of in-house industry experts, ChoiceStream boasts an 83% client retention rate - well above the industry average. This combination of innovative technology and personalized service ensures that clients achieve their desired metrics.



## Curalate

Curalate is the most comprehensive platform for marketing with images. Hundreds of the world's leading brands, including Gap, Neiman Marcus, Swarovski, Better Homes & Gardens, and Michaels, rely on Curalate's advanced image-analytics algorithms and robust marketing tools to understand visual conversations, increase fan engagement, and grow revenue across Pinterest, Instagram, Tumblr and Facebook.



## Distil Networks

Distil Networks, the global leader in bot detection and mitigation, offers the most automated and accurate way to identify and police malicious website traffic, blocking 99.9% of bad bots without impacting legitimate users. Distil protects against web scraping, competitive data mining, account hijacking, form spam and click fraud while slashing the high tax that bots place on your internal teams and web infrastructure.



## dotmailer

dotmailer provides a scalable, easy-to-use and powerful email marketing automation solution; enabling you to easily create, send, socially share and analyze highly targeted campaigns. The platform puts your customer data at the very core of your marketing and empowers you to leverage that data to increase customer engagement and ROI, with greater marketing efficiency through email. Established for over 15 years and the UK's largest email service provider, dotmailer is the trusted email marketing partner of global brands such as DHL, Vizio, Fujifilm, Harley Davidson, Reiss and Hunter, with more than 50,000 users in over 150 countries.



## Enighten

Enighten, the global leader in omni-channel data and tag management, is changing the face of digital marketing by transforming the way enterprises collect, own and act on their customer data across all marketing channels and devices. The Enighten Agile Marketing Platform (AMP) enables enterprises to achieve true one-to-one personalization, accelerate the execution and optimization of their marketing initiatives and deliver superior user experiences. The Enighten AMP, with its unique hybrid-tagging technology, powers companies generating over \$1.9 trillion in revenue in over 150 countries. The world's leading brands (Microsoft, Capital One, United Airlines, T-Mobile and Walmart) achieve marketing agility by implementing Enighten's single line of code. Enighten is headquartered in the heart of Silicon Valley in San Jose, with offices in San Diego, London and Sydney. To learn more visit [www.ensighten.com](http://www.ensighten.com), and join the conversation on LinkedIn [linkedin.com/company/ensighten](https://www.linkedin.com/company/ensighten) and Twitter @ensighten.



**Extole**

Referral marketing is the most important new acquisition channel, and Extole helps marketers acquire new customers at scale by rewarding existing customers. Our referral platform helps marketers drive measurable, reliable customer acquisition through referrals from everyday advocates. More than 500 retail, financial services, consumer subscription and B2B brands acquire new customers using our platform.



**Fluent**

Fluent is the industry leader in customer acquisition. The company's proprietary ad serving technology and its extensive publisher network enables marketers to acquire their best customers, with precision, at a massive scale. Leveraging big data and real-time interaction with consumers, Fluent has powered billions of profitable marketing opt-ins on behalf of more than 500 leading brands since its inception. The company is privately held and based in New York City. For more information, visit [www.fluentco.com](http://www.fluentco.com)



**GoodData**

**GoodData**

GoodData works with over 30,000 global businesses to provide customer insights across the entire buyer lifecycle for clear and predictable marketing revenue attribution forecasts and digital channel performance management. With guided analytics based on collective learning and best practices from across millions of user interactions on our extensive cloud network, GoodData improves the speed and quality of data driven decisions throughout your organization; much like popular B2C vendors do when recommending movies or consumer purchases.



**Invodo**

At Invodo, we believe in showing, not telling. We think consumers agree. So we help our clients create rich, interactive, visual experiences by combining the right blend of technology, creative content, and vision. The results are increased sales and measurable engagement through the whole customer journey. Learn how you can get visual at [www.invodo.com](http://www.invodo.com).



**LiveIntent**

LiveIntent provides over 300 brands and 600 publishers a smarter way to buy and sell ads within email newsletters and alerts. We help the best marketers monetize email campaigns, acquire new subscribers, and retarget existing subscribers.



**MasterCard**

MasterCard (NYSE: MA), [www.mastercard.com](http://www.mastercard.com), is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard's products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter @MasterCardNews, join the discussion on the Cashless Pioneers Blog and subscribe for the latest news on the Engagement Bureau.



**Needle**

In the fast-growing category of advocacy, Needle is the pioneer. Needle's innovative technology connects a company's most engaged product experts and brand enthusiasts – advocates – to its customers at the very moment they're looking for help. Advocates are already one of the most powerful influencers of customer decision-making and buying behavior. Now Needle can help companies unleash the power of their own advocates to deliver a better, more profitable customer experience. Check out [www.needle.com](http://www.needle.com) – or email us [athello@needle.com](mailto:athello@needle.com) – to learn more.



**OpinionLab**

OpinionLab is the pioneer and global leader in omnichannel Voice of Customer (VoC) feedback innovation with over a decade of success and a dozen patents on major VoC advancements. Starting with the familiar [+] feedback symbol, the company's end-to-end solution suite allows clients to improve the omnichannel experience with precise, real-time intelligence into what customers want and need. Global leaders choose OpinionLab for actionable VoC insight across web, mobile, store and product touchpoints. Recently recognized by Inc. Magazine as one of the fastest growing companies in America, OpinionLab is proud to service over half of the Fortune 50, including Walmart, Bank of America, and Ford Motor Company. For more information, visit [www.opinionlab.com](http://www.opinionlab.com)



**Quantcast**

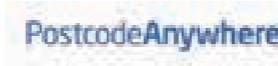
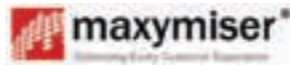
Quantcast is a technology company specialized in real-time advertising and audience measurement. As the pioneer of direct audience measurement in 2006, Quantcast has the most in-depth understanding of digital audiences across the Web, allowing marketers and publishers to make the smartest choices as they buy and sell the most effective targeted advertising on the market. More than 1,000 brands rely on Quantcast for real-time advertising. As the leader in Big Data for the digital advertising industry, Quantcast directly measures more than 100 million Web destinations, incorporates over 2 trillion new data records every month and continuously processes as much as 30 petabytes of data every day. Quantcast is headquartered in San Francisco and is backed by Founders Fund, Polaris Venture Partners and Cisco Systems. For more information, visit [www.quantcast.com](http://www.quantcast.com).



**RetailMeNot, Inc.**

RetailMeNot, Inc. operates the world's largest marketplace for digital offers. The company enables consumers across the globe to find hundreds of thousands of digital offers from their favorite retailers and brands. During the 12 months ended September 30, 2014, RetailMeNot, Inc. experienced more than 655 million visits to its websites. In 2013, RetailMeNot estimates \$3.5 billion in its paid retailer sales were attributable to consumer traffic from digital offers in its marketplace. The RetailMeNot, Inc. portfolio includes [www.RetailMeNot.com](http://www.RetailMeNot.com), the largest digital offer marketplace in the United States; [www.RetailMeNot.ca](http://www.RetailMeNot.ca) in Canada; [www.VoucherCodes.co.uk](http://www.VoucherCodes.co.uk), the largest digital offer marketplace in the United Kingdom; [www.Deals.com](http://www.Deals.com) in Germany; [www.Actiepagina.nl](http://www.Actiepagina.nl), a leading digital offer site in the Netherlands; [Bons-de-Reduction.com](http://Bons-de-Reduction.com) and [www.ma-reduc.com](http://www.ma-reduc.com), leading digital offer sites in France; [www.Poulpeo.com](http://www.Poulpeo.com), a leading digital offer site with cash back in France; and [www.Deals2Buy.com](http://www.Deals2Buy.com), a leading digital offer site in North America. RetailMeNot, Inc. is listed on the NASDAQ stock exchange under the ticker symbol "SALE." Investors interested in learning more about the company can visit: <http://investor.retailmenot.com/>.

Lead Sponsors:



## SAILTHRU Salthru

Salthru, the leading provider of automated personalized marketing technology, is driving a major shift in how companies engage with their individual customers and optimize their revenue opportunities. Salthru-powered communications build 1:1 relationships with consumers which drive higher revenue and conversion for 400 brands including Fab.com, Achica, Matches Fashion, Mr & Mrs Smith, Business Insider and Huffington Post.

## SITESPECT SiteSpect

SiteSpect is the only digital optimization platform that enables the world's leading online businesses to optimize the entire user experience, increase conversions, and drive more revenue. SiteSpect offers advanced testing for serious analysts, enabling you to test every aspect of your site, target anyone, run more tests in less time, and deliver measurable wins for the entire organization. With SiteSpect's patented, tag-free solution, you can test content, features, and functionality across websites, mobile sites, and apps, enabling you to find new optimization opportunities where other tools can't. SiteSpect's offerings include A/B testing, multivariate testing, behavioral targeting and personalization, mobile optimization, and site speed solutions. SiteSpect's patented technology and professional services are used by companies such as Wal-Mart, Target, Urban Outfitters, Overstock.com, Bed Bath and Beyond, Intuit, SurveyMonkey, Trulia, and leading financial services companies. Sign up for a demo to see SiteSpect in action today at <http://www.sitespect.com/learnmore> or call 617-859-1900.

## SKYHOOK° Skyhook Wireless

Skyhook Wireless is a worldwide leader in location. Skyhook created and operates the most advanced global first party mobile location network that provides the fastest, most accurate and battery-friendly location results to the mobile world. Today, Skyhook regularly powers tens of billions of location requests and location based context requests around the world for devices, apps, publishers, ad-tech, wearables, media, mobile device management, digital rights management, device recovery and more. Skyhook Wireless is a wholly owned subsidiary of TruePosition, Inc., which is a wholly owned subsidiary of Liberty Broadband Corporation. To learn more about Skyhook, please visit [www.skyhookwireless.com](http://www.skyhookwireless.com).



## SLI Systems

SLI Systems (SLI.NZ) enables the world's leading e-commerce retailers to accelerate sales by connecting shoppers with the products they're most likely to buy. With offerings that include site search, navigation, merchandising, mobile, product recommendations and user-generated SEO, SLI Systems is the most chosen SaaS-based site search provider to Internet Retailer Top 1,000 retailers. The company's patented technology continuously learns from the actions of visitors to deliver the most relevant results possible. Whether via PC, tablet or phone, a site powered by SLI delivers the kind of satisfying search experience that increases conversion rates, secures brand loyalty and results in higher order values. SLI operates on five continents. For more information, visit [sli-systems.com](http://sli-systems.com).



## SmarterHQ

SmarterHQ is a customer intelligence driven cross-channel marketing platform which enables retailers to leverage customer insights and experiences to create and execute the industry's most profitable cross channel marketing programs. SmarterHQ is able to reveal unique strategic and tactical marketing opportunities at all stages of the customer lifecycle by uniting and modeling in-store, mobile, desktop, in-app, and countless other sources of customer data to provide business critical insights such as future purchase probability, attrition risk, and shopper engagement. SmarterHQ's vendor-unifying, cross-channel marketing capability substantially bolsters the value of existing vendor relationships by enabling them to work together intelligently; sending incredibly relevant communication through most cost effective path possible.



## TurnTo

TurnTo provides the top-performing Community Q&A system for assisted shopping and self-service customer support. With the most powerful engine for delivering answers from real product owners, store staff, brand reps, fan-sourced experts, and a store's help center content, TurnTo ensures the full range of shopper questions get great answers fast. This improves conversion rates, increases customer satisfaction, and generates lots of unique content for SEO while reducing call center inquiries and providing valuable merchandising insights. TurnTo is an easy-to-integrate, white-labeled SaaS product. Top online stores and brands including Saks Fifth Avenue, Newegg, Sur La Table, Lenovo, Shoes.com, L'Oreal USA, and Vitamin Shoppe use TurnTo to convert visitors into buyers.



TVPage, the Video Commerce Network, enables Brands and Retailers to convert video viewers into customers. We offer 4 core products: Embeddable Video Shopping Players, Stand-Alone Video Stores, Video Feeds and Video Advertising. Add your products and start driving sales by associating them with the right videos. Use vendor videos, customer reviews, product videos, and educational/lifestyle content to create and optimize a video shopping experience. Measure video conversion results with our extensive analytics dashboard. Visit [www.tvpage.com](http://www.tvpage.com) to learn more. For a free demo, stop by our booth or contact [sales@tvpage.com](mailto:sales@tvpage.com)



## United States Postal Service

A self-supporting government enterprise, the U.S. Postal Service is the only delivery service that reaches every address in the nation: 152 million residences, businesses and Post Office Boxes. The Postal Service receives no tax dollars for operating expenses and relies on the sale of postage, products and services to fund its operations. With more than 31,000 retail locations and the most frequently visited website in the federal government, [usps.com](http://usps.com), the Postal Service has annual revenue of more than \$65 billion and delivers nearly 40 percent of the world's mail. If it were a private-sector company, the U.S. Postal Service would rank 42nd in the 2012 Fortune 500. The Postal Service has been named the Most Trusted Government Agency for seven years and the fourth Most Trusted Business in the nation by the Ponemon Institute.





### Windsor Circle

Windsor Circle's Retention Automation Platform helps retailers retain customers through data-driven lifecycle marketing automation by connecting their eCommerce platform to their email marketing. Power your abandoned cart recovery emails, sophisticated personalization, and email marketing automation by updating targeted customer segments, product data, and purchase history directly into your email account. Windsor Circle clients have achieved an average of 18x ROI, increasing revenue from repeat buyers by 20% year-over-year, generating open rates of 59% and click rates of 12%. This is accomplished across the 9 pillars of retention automation, a comprehensive framework for retailers to plan and implement customer retention marketing programs and campaigns.



### YourAmigo

YourAmigo's Big Data and Artificial Intelligence New Revenue Engine, Spider Linker™, creates a scalable, incremental sales channel by discovering new search phrases daily through which we acquire new customers very early in their buying cycle. Spider Linker's unique Artificial Intelligence capability analyzes large websites' content and, using our Big Data platform and machine learning technology, finds millions of new ultra long tail search phrases, gaps in our clients business, every month. For example, Spider Linker's™ Big Data Engine found over 17 million never-seen-before, unbranded organic search phrases each year for which our client was not getting any sales. YourAmigo and our client created thousands of new, unique, relevant pages for these new phrases which delivered 44 million new clicks in one year. These ultra-long tail unbranded phrases each generated a few clicks per year but, aggregated, delivered \$23.6 million in additional revenue in one year at the client's ROAS. Try our pay-for-performance service now - contact us on 1800-816-7054 - [www.youramigo.com](http://www.youramigo.com)

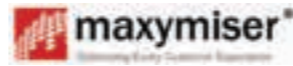


### Zeta Interactive

Zeta Interactive, a leading customer lifecycle marketing SaaS company, offers a comprehensive multichannel marketing solution that unifies and unlocks data, providing insights into your client's behaviors. Our mission is to leverage insightful analytics and proprietary technology to acquire, engage and retain customers for mid to enterprise level corporations across email, mobile, social, direct, call center and more. These customer lifecycle marketing channels are centralized and managed through a single console, empowering today's modern marketer. Zeta is differentiated in the marketplace combining the power of advertising and publishing capabilities into the traditional multichannel marketing platform, driving precision marketing, ROI and success for our clients.



Lead Sponsors:



# About Our Media Partners

## Official Publication



### Internet Retailer

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

## Official Research Partner



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

## Supporting Associations



### The Digital Analytics Association

The Digital Analytics Association exists to help organizations illuminate and overcome the challenges of data acquisition, exploration, deduction and application. The DAA is a not-for-profit, volunteer-powered association, and strives to help individuals become more valuable through education, community, research and advocacy.



Electronic Retailing Association  
Leaders in Direct-to-Consumer Commerce

### The Electronic Retailing Association

The Electronic Retailing Association (ERA) is the exclusive trade association representing the global \$350 billion direct-to-consumer marketplace. ERA membership encompasses all levels of direct response marketers and suppliers, from start-ups to global leaders that utilize the power of direct response marketing through television and digital media to achieve measureable and accountable results.



### The Mobile Marketing Association

The Mobile Marketing Association (MMA) is the world's leading global non-profit trade association comprised of more than 800 member companies, from nearly fifty countries

around the world. Our members hail from every faction of the mobile marketing ecosystem including brand marketers, agencies, mobile technology platforms, media companies, operators and others. The MMA's mission is to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.



### The Web Marketing Association

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



### WOMMA

WOMMA is the official non-profit trade association for the word of mouth and social media marketing industries. Focusing on ethics, education and advocacy, our members include some of the biggest brands, agencies and service providers across the globe—Google, Nestle, McDonalds, Edelman, PWC, Motorola—just to name a few. [www.womma.org](http://www.womma.org)

## Supporting Publications



### About-Payments

About-Payments - Your Source for Ecommerce Payments  
About-Payments is the source that provides news and insights on online payments and simplifies the selection process for ecommerce merchants to find the right payment provider and payment methods for their online business. About-Payments consists of a Newsroom, Knowledge Base and Marketplace (for comparison of credit card processors) - bringing more transparency in the online payments industry.



### BlogsRelease

BlogsRelease is the #1 Industry News Board for bloggers worldwide. We give brands/PR/social agencies the board to share content to relevant bloggers in their own specific categories. BlogsRelease is like a press release, focusing on bloggers. Here brands feature their latest and most interesting content to inspire bloggers to write about them. By using the BlogsRelease Board, brands can rise above all of the online noise created by a confusing web of content distribution and directly reach key blogger 'voices' to spread their message.



### Chief Marketer

Chief Marketer: The Authority on Measurable Marketing & Operations symbolizes the new imperative in marketing—to link increases in revenue to their associated marketing campaigns, and to the specific marketing resources invested. Cross channel and by channel, metrics & ROI are top of mind at all times. Our mission is to seek out the best of measurable marketing intelligence, and then absorb, summarize, and organize it for the industry's most powerful audience of marketing and C-level executives.



### CMSWIRE

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



### Direct Marketing News

Direct Marketing News is THE go-to resource for innovative marketers hungry for insight on results-driven strategies and trends to propel their multichannel marketing forward. Direct Marketing News provides comprehensive coverage of current integrated marketing trends and strategies across digital and traditional channels. The DMN franchise includes robust digital offerings across its website, email newsletters, social media, virtual events and webcasts, as well as a monthly print edition and live events that collectively serve a BPA audited circulation of more than 150,000 senior marketing executives per month.



## EMARKETING + COMMERCE

EMARKETING + COMMERCE (EM+C) is the one-stop shop where you can find the information you need to reach more people and serve them better, to market more effectively, and to increase revenue – all online. The eM+C staff is backed by an Editorial Advisory Board that represents the freshest thinkers in the arena of e-marketing and commerce, keeping us focused and ahead of the curve.

### FierceMobileRetail FierceMobileRetail

Retail executives read FierceMobileRetail for their industry, technical, and financial news summary and analysis. FierceMobileRetail is the email news briefing that brings analysis and top retail news straight to your inbox. Read all of our updates in our comprehensive website and free weekly newsletter.

### FierceRetail FierceRetail

FierceRetail is a daily email news briefing delivering the latest news & analysis for busy retail executives. Coverage areas include business strategy, consumer trends, financial operations, e-commerce, store operations, and more delivered straight to your inbox. Follow us on Twitter @FierceRetail. Sign up to receive our free daily newsletter at [www.fierceretail.com](http://www.fierceretail.com).

### FierceRetailIT FierceRetailIT

Retail executives rely on FierceRetailIT for their retail industry news through our comprehensive website and free email newsletter. FierceRetailIT is a weekly email news briefing that delivers the latest news & analysis on mobile payment fiascos, PCI security changes, E-Commerce, and more straight to your inbox.

### Integrated Solutions For RETAILERS Integrated Solutions For Retailers

Integrated Solutions For Retailers magazine helps retail executives make informed decisions about technology and operations solutions for all of their sales channels. The magazine provides insight on how retailers can achieve critical business objectives by integrating leading-edge solutions across the retail enterprise.

## Mobile Commerce Daily MOBILE COMMERCE DAILY

MOBILE COMMERCE DAILY: The News leader in Mobile Marketing, Media and Commerce

- The most read publication on mobile marketing, media and commerce
  - Content focused on how marketers use the mobile channel for branding, customer acquisition and customer retention
  - Target audience is advertisers, agencies, mobile service providers, publishers and wireless carriers
- Sign up for the daily newsletters: [www.mobilecommercedaily.com](http://www.mobilecommercedaily.com)

### Mobile Marketer Mobile Marketer

Mobile Marketer is the most read publication on mobile marketing, media and commerce. Their content is focused on how marketers use the mobile channel for branding, customer acquisition and customer retention. Their target audience is advertisers, agencies, mobile service providers, publishers and wireless carriers. Sign up for the daily newsletters [www.mobilemarketer.com](http://www.mobilemarketer.com) and [www.mobilecommercedaily.com](http://www.mobilecommercedaily.com)

### MULTICHANNEL MERCHANT Multichannel Merchant

Multichannel Merchant provides key decision makers at e-commerce enterprises, catalogers and multichannel retailers with strategic, tactical/ how-to, research & resource information on selling & delivering products directly to the customer where they live & work. They are senior-level managers in key areas of ecommerce, marketing, merchandising, operations & fulfillment and more.

### QUIRK'S QUIRK'S

QUIRK'S is the only monthly print magazine, digital magazine, e-newsletter, iPad and Android apps and online resource devoted entirely to marketing research. Articles are written by industry experts and provide straightforward advice through discussions of research techniques and through real-world project examples. The companion Web site includes directories of research companies and facilities, job postings and much more. Visit us at [www.quirks.com](http://www.quirks.com)



### Retail Dive

E-commerce and new mobile technologies have dramatically changed the retail industry. Retail Dive provides the latest industry news and insights to executives at major retail establishments including supercenters, specialty chains, discount & department stores, DIY home centers, warehouse clubs, and more.

### Retail Online Integration

Retail Online Integration is the practical, information-packed publication devoted to helping online merchants, catalogers, retailers and brand marketers tackle industry challenges and discover the opportunities to grow their business in new and profit table ways with in depth, practical and applicable information, proven advice from experts and must-read case studies.



### Retail TouchPoints

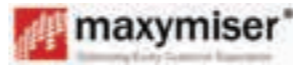
Retail TouchPoints is an online publishing network for retail executives, with content focused on optimizing the customer experience across all channels. Tapping into the power of the Web 2.0 environment, the Retail TouchPoints network offers a weekly e-newsletter with category-specific trend pieces, turnkey retail case studies, innovative solution spotlights and benchmark research. Join our Retail TouchPoints LinkedIn Group and Follow us on Twitter: @RtouchPoints. Sign up to receive our free weekly newsletter at [www.RetailTouchPoints.com](http://www.RetailTouchPoints.com)



### RetailWire

RetailWire is the retail industry's premier online discussion forum. RetailWire goes beyond conventional headline news reporting. Each business morning, RetailWire editors pick news topics worthy of commentary by its "BrainTrust" panel of industry experts, and the general RetailWire membership. The results are virtual round tables of industry opinion and advice covering key dynamics and issues affecting the retailing industry. RetailWire membership is free to all qualified retail industry professionals. Over two-thirds of members are in top executive or senior management positions, representing a broad cross section of retail channels and the companies that supply them. RetailWire is supported via sponsorships by leading retail suppliers and service organizations.

Lead Sponsors:







### Revenue Performance Magazine

mThink produces a wide range of business-to-business events, publications, Web sites and newsletters. The common thread that runs through these products is that they present leading-edge content in high impact environments. mThink has a special focus on the rapidly changing environment facing marketing executives in an online world.



### The Paypers

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



### Target Marketing

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



### The WHIR

The WHIR is the largest news organization and consumer resource dedicated to the web hosting and cloud computing industry, publishing since 2000. The WHIR is your source for breaking cloud and hosting news. In addition, The WHIR hosts networking events in the USA and Europe which give members of the web hosting industry a chance to do face-to-face business and network with executives, solution providers and corporate decision makers in a relaxed environment with complimentary drinks and appetizers. The WHIR is also your source for free industry webinars and whitepapers. Come check us out at [www.thewhir.com](http://www.thewhir.com)



### Website Magazine

Website Magazine is a must-read for anyone seeking success on the Web and has the largest subscriber audience of any magazine in the field. FREE in print and digital format, Website Magazine helps website owners and managers develop, design, and promote their online business. Subscribe today at [www.websitemagazine.com](http://www.websitemagazine.com). Advertisers, put your products in front of active buyers.

### Review Platform Partner



### BirdEye

BirdEye is a leading Business Reputation Marketing (BRM) platform helping businesses and enterprises outperform the competition. With BirdEye, you stay in touch with the pulse of your customers – throughout the entire customer journey – gaining insights and competitive advantage.

BirdEye enables businesses to:

- Proactively listen to customers by aggregating reviews from all major sites into a single review marketing dashboard
- Get real reviews from real customers on channels they really use
- Acquire new customers by automatically promoting their good reputation across the web, social media, search engines
- Retain existing customers by quickly addressing issues and fine-tuning products and services using insights based on NLP (natural language processing)
- Stay ahead of competitors by getting an inside view into their competitor's customers

The BirdEye team (Yahoo, Google, Amazon alumni) has created an innovative platform that powers 10,000 businesses, 12M reviews – ranging from prominent F1000 brands to SMBs.



I am very happy to say that I found the quality of the vendors to be excellent. I not only found many vendors for areas of my web business for which I was looking for at the time, but many who specialized in niche areas I never thought of. All the vendors were very knowledgeable and even the ones where their services were beyond my present needs were more than willing to start a dialog now to build a foundation for future business.

Jason Palmer, **Petticoat Lane**



# Registration Information

- Call 1-877-476-8452 or 646-200-7530
- e-mail: [etail@wbresearch.com](mailto:etail@wbresearch.com)
- Register online [www.etaileast.com](http://www.etaileast.com)

[Click Here To Register Now](#)

## INDIVIDUAL PRICING FOR RETAILERS

	Book By May 29, 2015	Book By June 30, 2015	Book By July 30, 2015	Standard Price
4 Day Conference Pass (Aug 10 - 13)	<b>SAVE \$700</b> \$1599	<b>SAVE \$500</b> \$1799	<b>SAVE \$300</b> \$1999	\$2299
3 Day Conference Pass (Aug 11 - 13)	<b>SAVE \$700</b> \$1299	<b>SAVE \$500</b> \$1499	<b>SAVE \$300</b> \$1699	\$1999

## GROUP DISCOUNTS FOR RETAILERS

Groups of 3	15% off the current price (per person)
Groups of 4	20% off the current price (per person)
Groups of 5+	30% off the current price (per person)
Groups of 10+	We have large corporate discounts - Contact us to find out more

## PRICING FOR VENTURE CAPITALISTS

	Price
4 Day Conference Pass (Aug 10 - 13)	\$2249
3 Day Conference Pass (Aug 11 - 13)	\$1999

## PRICING FOR NON-RETAILERS

	Price
4 Day Conference Pass (Aug 10 - 13)	\$4499
3 Day Conference Pass (Aug 11 - 13)	\$3899

## All 4 Day Conference Passes Include Aug 10th Workshops:

- Search, Display & Online Media Summit (Retailer only)
- Email & CRM Summit (Retailer only)
- Innovation Summit: The Future of Retail

## Please Note:

**\*A qualified retailer is not:** Any service provider to business to consumer organizations - Including software vendors, internet developers, technology vendors, solution providers, third party logistics providers, consultants or companies with primary revenues resulting from commissions, subscriptions and/or advertising. Worldwide Business Research reserves the right to enforce the rate for retail brands.

- All fees include continental breakfast, lunch, cocktail receptions and conference documentation.
- Search, Display & Online Media Summit (Aug 10) and Email & CRM Summit (Aug 10) are for Retail companies only.
- All discounts are taken off the full conference price. No two discounts or offers can be combined. Discounts for retailers only
- Payment is due in full at the time of registration. Your registration will not be confirmed until payment is received and may be subject to cancellation.
- Teams must be from the same company to receive the savings.
- Connecticut residents must add 6% sales tax to their registration fee
- To secure space for your team, contact Steve Peters at 1-416-597-4782 or email [etail@wbresearch.com](mailto:etail@wbresearch.com).
- Cancellation Policy: Any cancellations received in writing not less than eight (8) days prior to the conference, you will receive a 90% credit to be used at another WBR conference which must occur within one year from the date of issuance of such credit. An administration fee of 10% of the contract fee will be retained by WBR for all permitted cancellations. No credit will be issued for any cancellations occurring within seven (7) days (inclusive) of the conference.