



MOBILE SHOPPING

Mobile Retail. Mastered.

The Event For Mobile
& Omni-Channel
Innovators



October 14-16 2015
Omni Rancho Las Palmas
Palm Springs, CA
www.mobileshopping.wbresearch.com

Lead Sponsors:





MOBILE SHOPPING

Dear Colleague,

Digital channels are one of the few green shoots in the current economy. By 2017, Americans will spend \$385 billion online on retail products and online retail growth will continue to outpace offline growth. As wallet share continues to shift toward mobile and web, retailers are getting much more aggressive in order to survive and prosper in a world where customers can shop whenever and wherever they are.

Against this backdrop, it's clear that becoming a digital business is no longer about reactively incorporating mobile technology into our organizations; it's about how we use the technology to reinvent our organizations and get ahead of the curve. We need to be agile and fundamentally improve the way that we interact with customers.

We know that retail moves fast. But Mobile Shopping moves faster. In 2006, with smartphones in their infancy, we built the premier event for mobile innovators. Since then, it has become your one-stop meeting with 400+ leaders of industry who are creating seamless, consistent & personal experiences for their customers across multiple touch points, with mobile at the forefront.

In 2015, we're delving even deeper into how to put the customer journey before device type to deliver a greater customer experience, as well as delivering entire track sessions on mobile UX & design, data & personalization, blurring online & offline and many more conversations.

So, let's master mobile retail, together. See you in October,



Greg Ashton
Executive Director
Mobile Shopping 2015



Why Everyone's Talking About Mobile Shopping

Mobile Shopping is the only event where you build REALationships vs. swapping a business card; learn, be inspired, get involved and find lasting solutions for your business.

- **Great Content:** With a mixture of high impact presentations and engagement-driven interactive panels and roundtables, we pride ourselves on the quality of actionable content we provide you. Our speakers focus on what they did, how they executed, and detailed results. You'll hear real-life examples of what works (and what doesn't) from those who have been through the trenches. *Our mission is to give you the strategies to grow your bottom line, faster.*
- **The Best Case Studies:** We bring you case study presentations from the top, fastest growing and most innovative retail brands. You'll end up with pages of notes from those who are leading the way in retail. Over 85% of our program content is from retailers.
- **Spotlight on Innovation:** We want you to leave inspired. You'll see an agenda packed with innovators and technologies that are shaping the future of retail experiences. Hear from disruptive brands like Gilt Groupe & Ancestry.com, and many others throughout the course of the conference.
- **Let Us Give You The Technology To Succeed:** Connect with leading technology solution providers to boost your bottom line. Our 'Social Hub' is your one-stop-shop of ecommerce technology. Get the ROI you need.



Be Inspired

With a completely new group of speakers covering everything from the convergence of physical & digital shopping experiences to the latest tried-and-tested cart boosting secrets, you're in good company at Mobile Shopping.

- **Thought Provoking Stories:** Don't miss our guest speaker on the afternoon of October 15th, Daniel Eisenman, Chief Rawbrah from Rawbrahs.com. Dan teaches us to face our fears, feature our flaws & use our mind instead of being used by it. We invite you to turn your stumbling blocks into stepping stones & your uncomfortable into FUNcomfortable. Are you ready to take the plunge?
- **Hear From Retail Leaders Who Are Shaking Things Up:** From Adidas to Zappos, Sears to Sephora, and Bath & Body Works to Bloomingdales, learn how traditional retailers are executing new digital strategies that really work.

...And Have Fun Doing it!

Great competitions, surprise guest entertainers, 1990s cell phones, occasionally an Oktoberfest party...yep, it all goes down at Mobile Shopping. We'll create the perfect moments to unwind with the new friends you met during the day.



Retail Speakers Presenting Actionable Take-aways

Each year we bring you a brand new group of speakers to hear fresh stories & exciting points of view



Erik Lautier
EVP/CDO
Bebe **NEW!**



Andy Chu
DVP, Mobile & Community Experiences
Sears Holdings Corporation



Blake Clark
Sr. Director, Customer Experience
CheapCaribbean.com



KC Geen
Head of Global Social Media
Groupon **NEW!**



Esmee Williams
VP, Consumer & Brand Strategy
Allrecipes.com **NEW!**



Corey Bergstrom
VP, Digital & eCommerce
Cabela's **NEW!**



Steven Laff
CTO
Magic Beans



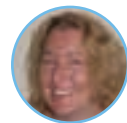
Tim McCue
Sr. Director, eCommerce
Jockey International **NEW!**



Len Dudis
Corporate Director, IT
SeaWorld Parks & Entertainment **NEW!**



Trevor Legwinski
VP, Marketing & eCommerce
Bambeco **NEW!**



Donna Bedford
Global Digital Lead
Lenovo



Igor Bekker
VP, eCommerce & Digital Marketing
Alex and Ani **NEW!**



Brandon Finch
Director of eBusiness
Jelly Belly Candy



Jason Roussos
CMO
Living Direct **NEW!**



Stephanie Pertuit
VP, Customer Experience
Blinds.com **NEW!**



Ryan Marfone
UX Manager- Mobile
Blinds.com **NEW!**



Pattiann McAdams
SVP, General Manager of Direct Business
Bath and Body Works **NEW!**



Swadheen Sehgal
Director, Direct to Consumer
Adidas **NEW!**



Murali Narayanaswamy
VP, Marketing & Strategy
Rue La La **NEW!**



Ryan Bartley
Director, Mobile
Staples



Christian Friedland
Founder and President
Build.com **NEW!**



Peter Gold
CMO
SHOP.COM **NEW!**



Jessica Karr
Manager, Mobile Enhancements
Bloomingdale's



Hafez Adel
Director, Marketing
Combatant Gentlemen **NEW!**



Teresa Meehan
Sr. Director, Digital Advertising
FordDirect **NEW!**



Igor Krakovsky
VP, Online Acquisition
Beachbody **NEW!**



Adam Eshman
Manager, mCommerce- North America
Sunglass Hut **NEW!**



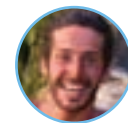
Mary Jane Murphy
VP, eCommerce & Experience
HSN **NEW!**



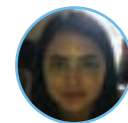
Kedar Deshpande
Head of Mobile Marketing
Zappos **NEW!**



Mike Hornigold
Group Director, eCommerce & Digital Shopper Marketing
The Coca-Cola Company **NEW!**



Daniel Eisenman
Chief Rawbrah
Rawbrahs.com **Special Guest!**



Shehaam Flot
Product Manager, Mobile & Gift Registry
Crate and Barrel **NEW!**



Stephen Light
Director, eCommerce & Digital Marketing
Rugstudio **NEW!**



Jeannie Mullen
VP, Marketing
Barnes & Noble **NEW!**



Ross Higgins
Director, Global User Experience & Design
Newegg.com **NEW!**



Aki Iida
Head of Mobile
Zappos **NEW!**



Manan Singh
Sr. Manager, eCommerce
Shutterfly **NEW!**



Jeff Klonowski
Director, Digital Retail - Mobile & Business Development
REI



Blaine North
Sr. Manager, Product Management
Saks Fifth Avenue **NEW!**



Roy Steves
CMO
PoolSupplyWorld **NEW!**



Cynthia Kleinbaum
Sr. Director, Loyalty Marketing
Gilt Groupe **NEW!**



Jarred Goldberg
VP, Marketing
REVOLVE **NEW!**

Our Retail Speakers Continued

 Anshuman Taneja
Sr. Director & Head of Digital Product Management
Abercrombie & Fitch

 Famous Rhodes
VP, eCommerce
AutoNation **NEW!**

 Jenny Watson
VP, Online & Direct Marketing
AutoNation **NEW!**

 Brett Miller
VP, eCommerce
Calvin Klein

 Nikole Fargher
Group Product Manager - Customer Mobile
Nordstrom **NEW!**

 Kelly Kuhn
Manager, Product Management-Mobile
Macy's **NEW!**


 Michael Hibbison
VP, Marketing & Social Media
The Home Depot **NEW!**

 Maureen Ferguson Lewis
Director, Global eCommerce
Belkin International **NEW!**

 Rick Polly
Sr. Director, eCommerce Product Management
Office Depot **NEW!**


 Tari Huddleston
Director, eCommerce & Digital Strategy
VF Corporation **NEW!**

 Dana Randall
Sr. Director, Global Omni-channel Innovation
Coach **NEW!**

 Kim Stromberg
Director, Mobile & Omnichannel
Charlotte Russe **NEW!**

 Joel Layton
Sr. Director, Digital Commerce
Land's End **NEW!**

 Kacy Cole
Director, eCommerce & Digital Marketing
butter LONDON **NEW!**

 Rosie Manfredi
Director, User Experience, Digital Commerce
Harry & David **NEW!**

 Laura Dansbury
Sr. Director, Product Management
Ancestry.com **NEW!**

 Nada Sanderlin
Mobile Product Manager
W.W. Grainger **NEW!**

 Chat Shah
eCommerce Strategy & Planning Manager
W.W. Grainger **NEW!**

 Jodi Geditz
Global eCommerce QA Manager
Crocs **NEW!**

 Caroline Masullo
Head of US Digital Engagement
McDonald's **NEW!**

 Sam Sarullo
VP, eCommerce
Lakeshore Learning **NEW!**

 Jared Blank
CMO
DealNews **NEW!**

 Venkat Gopalan
Director, Architecture & Devops
Sephora **NEW!**

 Nic Babl
eCommerce Mobile Analyst
Foot Locker **NEW!**

 Robin Zucker
SVP, Marketing & Digital Media
Playboy **NEW!**

 Soren Mills
CMO
Newegg.com **NEW!**

 Anisa Kumar
Head of Supply Chain & Operations, Global eCommerce
Levi Strauss & Co. **NEW!**

 Lance Wills
VP Technology, Omnichannel
American Eagle Outfitters

 Marria Rhodriquez
AVP, Digital Product Management
Wells Fargo





Erik Lautier
Chief Digital Officer
Bebe



Andy Chu
DVP, Mobile & Community Experiences
Sears Holdings Corporation



Corey Bergstrom
VP, Digital & eCommerce
Cabela's

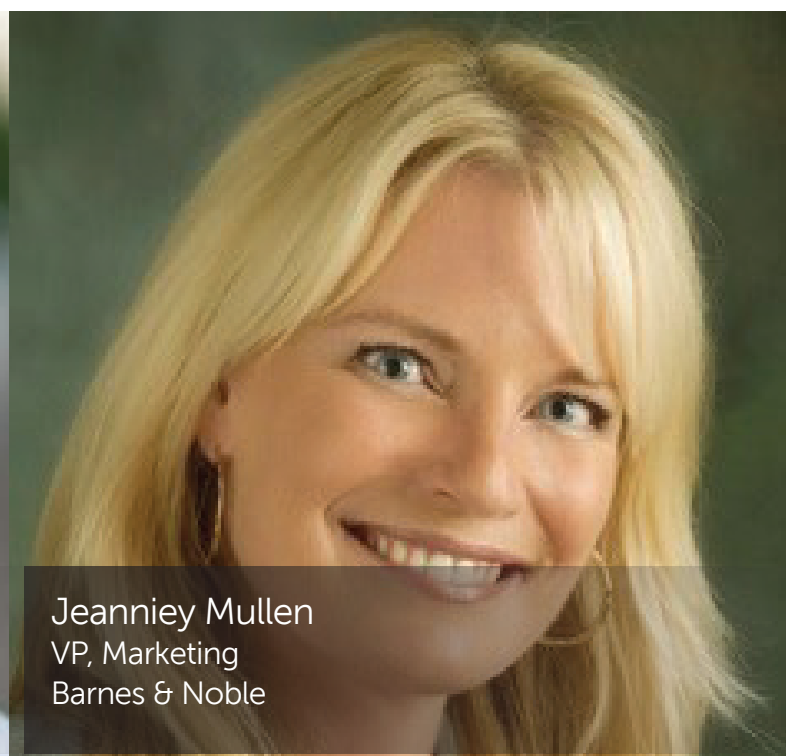


Peter Gold
Chief Marketing Officer
SHOP.COM

Be Inspired - Here's a Selection of Your 2015 Keynotes & Retail Leaders



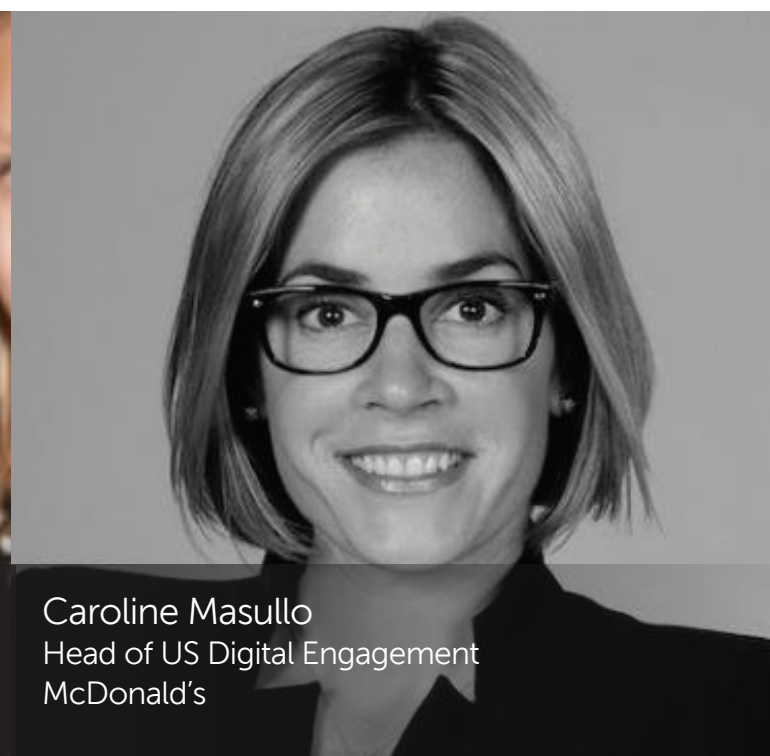
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Founder & President
Build.com



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VP, Marketing
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Head of US Digital Engagement
McDonald's



Anshuman Taneja
Sr. Director & Head of Digital Product Management
Abercrombie & Fitch



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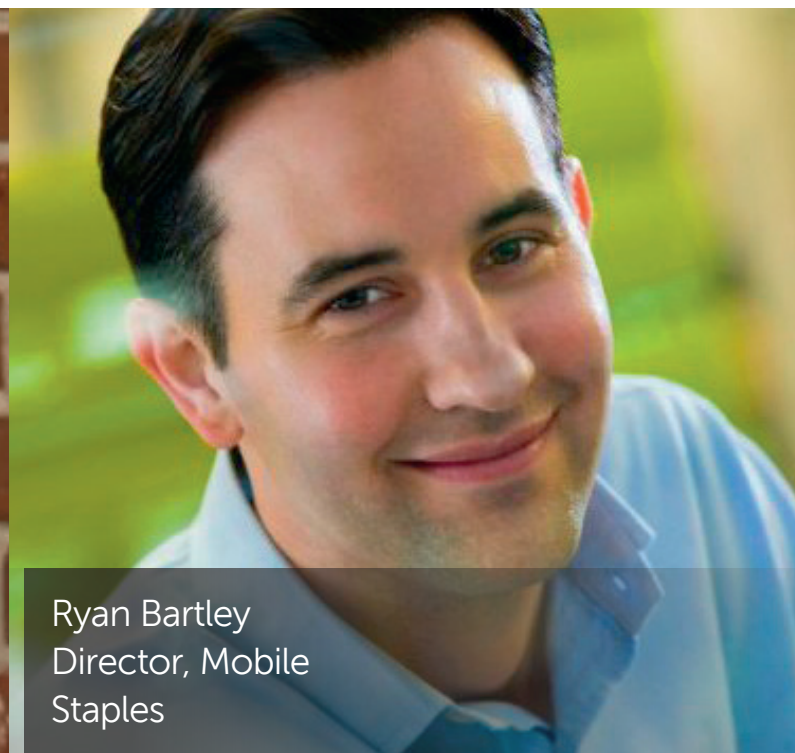
Be Inspired - Here's a Selection of Your 2015 Keynotes & Retail Leaders

“ Mobile shopping is the must attend event for people looking to refine their mobile strategies. It is a collaborative environment for brands, service providers and agencies to share their first hand experiences. ”

Andrew Haynes, Director,
eCommerce Marketing Strategy, Marriott International



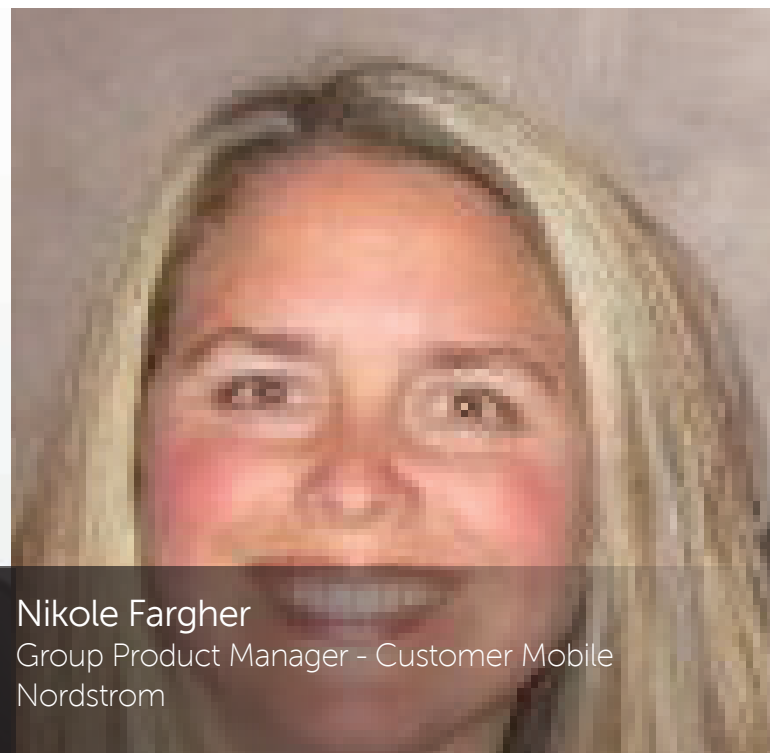
Murali Narayanaswamy
VP, Marketing and Strategy
Rue La La



Ryan Bartley
Director, Mobile
Staples



Laura Dansbury
Director, Product Management
Ancestry.com



Nikole Fargher
Group Product Manager - Customer Mobile
Nordstrom

Agenda Highlights:

Day One: Rewriting The Revenue Rules: From Mobile-First To Mobile-Only

It's time to get outside your retail comfort zone. High impact presentations that get to the meat of the subject, interactive panels that debate the hottest topics, and rotating 'open mic' style roundtables with new hosts every 30 minutes. Our first day tells it straight- are the early mobile risks outweighing the rewards? Learn how like-minded retailers are working to implement new technologies for the digital age.

[Click here to view the full agenda for this day beginning on page 13](#) >>



From Mobile-First To Mobile-Only: Reshape Your Organization & Customer Experience To Capitalize On The Mobile Phenomenon



Erik Lautier
EVP & Chief Digital Officer
Bebe

In the new mobile economy, many consumers' home desktop PCs are fossils gathering dust as consumers rely almost entirely on smartphones and tablets to access the internet. In fact, according to Internet Retailer, nearly 50% of digital shoppers at the top US 10 retailers are now mobile-only. With 15 years' experience building and growing everything from startups to iconic brands in the fashion and beauty industries, Erik explains how it's no longer enough to build for mobile-first & describes the steps you need to take today to boost your mobile conversion in 2016:

- How to tackle leaps of expectation around convenience, choice, reliability and speed
- How to move away from the traditional channel mix towards mobile-only
- How to focus on brand consistency through effective internal collaboration



Creating A Modeling Tool Capable Of Truly Holistic, Cross-Channel, Cross-Device Attribution



Christian Friedland
Founder and President
Build.com

Attribution modeling is still in its infancy and most retailers are taking their first steps. The major challenge is structural, since most buying and attribution occurs in silos with various teams (display, mobile, search, social, offline) incentivized by their own channel and not the larger marketing program. As Founder and President of the 79th largest retailer in the US, Christian controls the interplay between all these channels. Here he outlines his view for a unified platform that manages the fluidity of budget and technology. Learn how to:

- Incentivize teams to do what is right for the brand at a macro-level instead of the micro-level
- Move away from correlations and assumptions towards a robust data-driven approach
- Understand the tight alignment between device identification and attribution



Reduce Mobile Cart Abandonment with A/B Testing, Then Develop A Personalization Strategy From That Testing



Anshuman Taneja
Sr. Director & Head of Digital Product Management
Abercrombie & Fitch

A/B testing offers much more than the ability to send message A to a random 50% of users and message B to another random 50%. Many retailers are now gauging interest in new products with dummy buttons and clicks, adding countdown clocks to increase conversions and changing wording on call to action buttons, among many other ideas. For Abercrombie & Fitch, this testing involves targeting criteria based on device, operating system, geography, language, new versus returning user and other custom attributes, with the overall goal to significantly reduce cart abandonment. As Head of Digital Product Management, Anshuman explains the A/B steps that you need to take today to build a personalized, high-converting, best-in-class mobile checkout.

Agenda Highlights:

Day Two, Mobile Agility & Customer Centricity

Learn how like-minded retailers are getting ahead of the game as they look to implement new technologies for the digital age. Our attendees love Mobile Shopping's case study presentations because they tell it straight- Are the early rewards outweighing the risks?

[Click here to view the full summit agenda on page 17](#) >>



Personalization vs. Customization – Developing Marketing Strategies And Experiences That Foster Serendipity



Aki Iida
Head of Mobile
Zappos

As head of Zappos Mobile, Aki leads the design, development and execution of all mobile technology products. Aki has been part of Zappos since its infancy, having played a large role from developing the fulfillment center software to many of the website projects and innovative features. In this session, Aki will discuss:

- Taking the mobile experience beyond personalization through customization of each individual user's experience.
- The importance of mobile marketing that is individualized and targeted to appeal to every consumer.
- How adaptive and predictive technologies play a part in the role of personalization and customization.
- The future of machine learning and how it affects the overall customer experience.



How We'll Shop; Super-Charging The Next-Generation Online Shopping Experience



Anisa Kumar
Head of Supply Chain & Operations,
Global eCommerce
Levi Strauss & Co.

As Head of Supply Chain & Operations, Global eCommerce at Levi Strauss, Anisa believes that the brick & mortar store is far from obsolete; rather online and instore will continue to converge to create a seamless, unified experience. Behind Anisa's stance is the idea that eCommerce performs better if it behaves more like an in-person visit, including personalized fit calculators, tactile experiences, social sharing and agile shipping solutions. Here Anisa explains how to prioritize these innovations and gain a deeper understanding of today's instore consumer to ensure that you become a trusted shopkeeper in the digital age:

- Developing mega-flagship experience locations with rich mobile kiosk experiences
- Using A/B testing to see which content and expressions work best
- Adopting a mindset of digital experimentation
- Making your app highly useful instore so that it actually gets used



Great People Doing Great Things: How To Establish A High Performing Mobile Team To Foster An Innovative Culture



Jason Roussos
CMO
Living Direct

A Review of the Roles & Responsibilities Needed to Further Digital Organizations

With the rise of mobile, the tactics for meeting business goals and objectives have changed. You need people on your team who are comfortable with being uncomfortable. Jason believes that while digital tactics can be taught, it's more important to shift to a mindset of digital experimentation. Learn how Jason leads his team to meet their goal of constantly improving Living Direct's product offerings and service to their customers:

- Having a specific digital initiative and teaching staff to achieve it vs. throwing them into a project and having them work together to figure it out as they go
- Striving to find platforms where your audience is and focusing your efforts there
- Creating an atmosphere of collaboration amongst cross-functional teams

Agenda Highlights:

Day Three, Think Big To Win Big

The third day charts the rise of the multi-device, multi-touchpoint super shopper. Intrigued? So are we... Hear major turnaround stories from butter LONDON & REVOLVE and marketing-centric panels later in the day. Then leave the building armed with a huge arsenal of actionable takeaways for 2016 and beyond.

[Click here to view the full summit agenda on page 20](#) >>



Keynote: Reinventing The Customer Journey To Enable Differentiated Discovery, Consideration And Purchase Online And Offline



Kacy Cole
Director, eCommerce & Digital Marketing
butter LONDON

Only 3% of worldwide beauty sales take place online today but 31% of online consumers worldwide plan to purchase beauty products online in the next six months. With this in mind, butter LONDON is pivoting to make digital it's growth driver across all channels. How? By crafting a new customer journey for their buyer to enable differentiated discovery, consideration and purchase of products online as well as off. Over her 20-year career, Kacy's marketing campaigns have won several awards including Web Design 1st Place from Graphic Design USA, Catalogue Design 1st Place from STEP Inside Design and Book Design 1st Place from HOW International Design. In this short session, Kacy outlines her latest vision for:

- Enriching a personal experience online to drive omnichannel sales
- Learning the critical role of content to awareness and engagement
- Developing brand experiences that create cult brand following



App Messaging Demystified: It's Not As Hard As You Think To Send A Personalized Message At The Right Time



Jarred Goldberg
VP, Marketing
REVOLVE

According to Apple, 800+ apps are downloaded every second from the App Store. However, 22% are never used more than once. That stat is not going to impress your boss, so, how do you engage users once they download? As VP of Marketing, Jarred leads all performance marketing efforts across REVOLVEclothing.com and FWRD.com and lives by one mantra- you never get a second chance to make a first impression. In this talk, Jarred provides step-by-step takeaways that will teach you how to:

- Reinforce the user's decision to download your app and keep them so happy with your push messages that they'll never consider opting out
- Send personalized messages for every customer using only their recent app & browser behavior
- Select the very best tools and technologies to facilitate successful commerce marketing



Raising The Bar In High Impact, Mobile-First Email Marketing To Boost Read Rates And Calls To Action



Brandon Finch
Director of eBusiness
Jelly Belly Candy

The number one smartphone app is the clock. In close second is mobile email. However, email marketing hasn't yet caught up with the mobile revolution. Drawing on his near 20 years of website & ebusiness experience at Patagonia, Cycle Gear & Jelly Belly among others, Brandon will guide you through this revolution and help you navigate the path towards scalable, fluid and responsive email. He'll quickly get you up to speed on:

- Earning subscribers trust through timing and frequency
- Giving real thought to subject line
- Ensuring a large and completely obvious call to action
- Including high-res images and video

Explore Palm Springs

Palm Springs is an oasis for outdoor adventure, arts and culture, gaming and entertainment. Soar to the top of Mount San Jacinto, hike through ancient palm groves and along stunning scenic trails. Ride a cruiser through the scenic neighborhood, enjoy the Spanish style and mid-century modern architecture. Tour world class museums, leaving time for dining alfresco and walking to entertainment venues under the stars.



Rewriting The Revenue Rules: From Mobile-First To Mobile-Only

WEDNESDAY OCTOBER 14, 2015

7:00 Breakfast & Registration In
The Social Hub

8:00 Welcome Remarks &
Chairperson's Opening
Address



Bryan Leach
CEO & Founder
Ibotta



Erik Lautier
EVP & Chief Digital Officer
Bebe

Morning General Sessions

8:20 Keynote: From Mobile-
First To Mobile-Only:
Reshape Your Organization
& Customer Experience To
Capitalize On The Mobile
Phenomenon

In the new mobile economy, many consumers' home desktop PCs are fossils gathering dust as consumers rely almost entirely on smartphones and tablets to access the internet. In fact, according to Internet Retailer, nearly 50% of digital shoppers at the top US 10 retailers are now mobile-only. With 15 years' experience building and growing everything from startups to iconic brands in the fashion and beauty industries, Erik explains how it's no longer enough to build for mobile-first & describes the steps you need to take today to boost your mobile conversion in 2016:

- How to tackle leaps of expectation around convenience, choice, reliability and speed

8:40 Keynote: Creating A
Modeling Tool Capable
Of Truly Holistic, Cross-
Channel, Cross-Device
Attribution

Attribution modeling is still in its infancy and most retailers are taking their first steps. The major challenge is structural, since most buying and attribution occurs in silos with various teams (display, mobile, search, social, offline) incentivized by their own channel and not the larger marketing program. As Founder and President of the 79th largest retailer in the US, Christian controls the interplay between all these channels. Here he outlines his view for a unified platform that manages the fluidity of budget and technology. Learn how to:

- Incentivize teams to do what is right for the brand at a macro-level instead of the micro-level
- Move away from correlations and assumptions towards a robust data-driven approach
- Understand the tight alignment between device identification and attribution



Christian Friedland
Founder and President
Build.com

9:00 The Touch-point Of
Analytics, Optimization &
Innovation



Chris Mason
CEO and Co-founder
Branding Brand

9:20 Mobile ROI PANEL:
Measuring Success Across
Devices And Time

According to Google, over 90% of people switch between digital devices in order to accomplish tasks. As shoppers bounce around, how do we pinpoint the origin of a retail sale and, crucially, convert it? Armed with increasingly sophisticated reporting metrics, learn how major retailers are tightening their grasp of understanding around mobile click through rates, average order, attrition and more to:

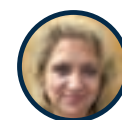
- 'Defend the spend' allocated to each channel and device
- Quantify mobile's indirect impact & contribution to store & desktop purchases
- Create an organizational culture where mobile makes the executive decisions vs. the traditional desktop & offline model



Corey Bergstrom
VP, Digital & Ecommerce
Cabela's



Andy Chu
DVP, Mobile & Community
Experiences
Sears Holdings Corporation



Tari Huddleston
Director, eCommerce & Digital
Strategy
VF Corporation



Sam Sarullo
VP, eCommerce
Lakeshore Learning

10:00 Mobile Is The Must-Win
Marketing Battleground

More and more, mobile is always on, the de-facto and most personal way your customers are going to interact and experience your brand promise. To cultivate real customer value through mobile engagements mobile cannot be looked at in isolation because your customers expect synergistic, seamless, and smart interactions throughout all your channels and systems of engagement. Savvy marketers use mobile to capture growth opportunities by optimizing the entire user journey, attracting, engaging and delighting customers wherever they are. Resulting in the ability to deepen customer relationships, engaging in context by leveraging insights about that customer ---- behavior, time, location, and preferences - to inform engagement. In this session Dan will share a new way to engage customers, creating a powerful personal relationship by crossing the boundaries of physical and digital experiences to inspire actions.



Dan Gesser
IBM Global SME for Mobile
Customer Engagement
Silverpop, An IBM Company

10:20 Morning Mimosas &
Networking Break In The
Social Hub

11:00 **Delivering More Checkouts - Driving Mobile App Engagement & Results With Mobile Lifecycle Marketing**

Unfortunately, trends show that on average 75% of users will abandon your mobile app within 3 months. What does it take to keep users engaged and drive conversions? Mobile lifecycle marketing combines hyper-personalized messaging and UI optimization throughout the customer journey. It's delivering breakthrough results for top brands and retailers and in this fast-paced session you will learn the key principles and review in-depth case studies.



Momchil Kyurkchiev
CEO and Co-founder
Leanplum

11:15 **Reduce Mobile Cart Abandonment with A/B Testing, Then Develop A Personalization Strategy From That Testing**

A/B testing offers much more than the ability to send message A to a random 50% of users and message B to another random 50%. Many retailers are now gauging interest in new products with dummy buttons and clicks, adding countdown clocks to increase conversions and changing wording on call to action buttons, among many other ideas. For Abercrombie & Fitch, this testing involves targeting criteria based on device, operating system, geography, language, new versus returning user and other custom attributes, with the overall goal to significantly reduce cart



11:35 **Creating Relevant Mobile Experiences Across Paid and Owned Channels**

abandonment. As Head of Digital Product Management, Anshuman explains the A/B steps that you need to take today to build a personalized, high-converting, best-in-class mobile checkout.

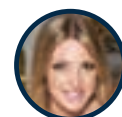
Anshuman Taneja
Sr. Director & Head of Digital Product Management
Abercrombie & Fitch

Customers are more likely to convert when mobile messages are part of an orchestrated marketing experience that unfolds over time and across channels. However, as consumers use a mobile device, coordinating experiences between anonymous marketing channels – such as paid mobile advertising – and owned assets like SMS, Push and In-App Messaging can be challenging for today's modern marketers. In this session, learn how marketers are building mobile data and cross-channel orchestration strategies to be more adaptive in their mobile marketing and deliver better customer experiences.



11:55 **Open-Mic Roundtables:**

*Ok, at this point of the day, you've seen the slides & you've plugged into the panels. But now you're ready to get involved. You're ready to share your own mobile challenges, successes & failures. And at Mobile Shopping, you're in control of the conversation. For the past nine years, our unique, peer-to-peer tables have been the star of the show. As part of a small group, you'll hear how other retailers &



brands are getting to grips with mobile & digital. You'll be inspired to take their approaches back to your workplace. And you'll have fun doing it. Every 30 minutes, we'll tackle a new topic with a new expert host. Enjoy!

1) The Rise Of The Multi-Device, Multi-Touchpoint Super Shopper

Dana Randall
Sr. Director, Global Omni-channel Innovation
Coach

2) Examining Unique Mobile Site Performance Metrics



Tim McCue
Sr. Director of eCommerce
Jockey International

3) Don't Shrink, Rethink: Optimize For Long Term Mobile Engagement Rather Than Optimize For Short Term Revenue Generation



Igor Krakovsky
VP, Online Acquisition
Beachbody

4) Mobile Innovation: Using the Camera to Optimize Customer Experience



Marria Rhodriquez
AVP, Digital Product Management
Wells Fargo

5) Understanding Mobile As A Lifestyle Experience To Create Features Based On Customer Intent



Murali Narayanaswamy
VP, Marketing and Strategy
Rue La La

6) Accelerating Mobile Shopping Enablement Initiatives Through Vendor Collaboration



Jodi Geditz
Global eCommerce QA Manager
Crocs

7) Determining The Most Impactful Digital Channels In The Pre-Purchase Phase



Mike Hornigold
Group Director, eCommerce & Digital Shopper Marketing
The Coca-Cola Company

1:00 **Starlight Terrace Lunch For All Attendees- Eat, Drink & Be Mobile**

Track A: Data & Personalization

2:20 **Chairperson's Afternoon Address**

2:25 **Using Data To Understand Changes In Consumer Behavior & Optimize Their Future Mobile Experience**

All of us have access to more data now than any other retailers in history. Our sites track millions of page views, add-to-carts and store look-ups. Every day we receive automated reports about opens, click-throughs, conversions and dozens of other KPIs. But despite access to this rich data, we can often lose focus on the humans whose individual actions are summarized in the numbers. In this talk, Manan talks about finding the right balance of analysis and emotion to design best-in-class customer experience:

- Methods to understand your customers better
- Manual customer segmentation vs. rocket science automated algorithms
- The impact of cross-channel behaviors on conversion-based KPIs



Manan Singh
Sr. Manager, eCommerce
Shutterfly

2:45 | Leveraging Your Mobile Toolkit To Create A Personalized Shopping Experience



Brent Hieggelke
Chief Mobile Evangelist
Urban Airship

3:05 | Personalization PANEL: Make Your Mobile App & Web More Relevant To A Large Group Of Customers

Personalization has become all the rage. From design-your-own headphones to tailor-made vacations, the more personalized the product, the higher the value. But what happens when the onus shifts to the marketer to define what's preferred, important and of real value? Join our expert panelists who are redefining the "hows" of meaningful mobile customer engagement in 2016 and beyond. Key insights will include:

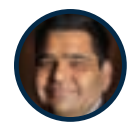
- Target customers with personalized recommendations across the mobile channel
- Build dynamic context through location and real-time to deliver relevant content across mobile, web, social and more
- Scale 1-to-1 personalization towards millions of customers, using data analytics that provide behavioral patterns for each customer



Peter Gold
CMO
SHOP.COM



Ryan Marfone
UX Manager- Mobile
Blinds.com



Swadheen Sehgal
Director, Direct to Consumer
Adidas

3:45 | Afternoon Networking Break In The Social Hub

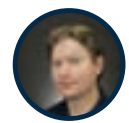
Track B: Innovation & Mobile 3.0

2:20 | Chairperson's Afternoon Address

2:25 | Unravelling Multi-Device Shopping Behavior: Don't Worry About Multi-Device Until You've Figured Out Multiple Session Attribution

Wondering how to get your attribution program off the ground with a starting start? This session is for you. After launching the prototype of Pool Supply World's first multi-touch attribution system in 2010, Roy has been an evangelist for attribution, optimization, and automation ever since. In just 20 minutes, he'll teach you how to get more out of your model to effectively allocate your resources. So, be prepared to hear new answers to your most pressing questions:

- How are you successfully attributing clicks?
- Who is attributing your database?
- What models are you using and why?
- Is it first click, last click or a combination of both? And do you count middle clicks?
- How can you make the information actionable?
- How do you take the information to your third party vendors to help negotiate revenue share?



Roy Steves
CMO
PoolSupplyWorld

2:45 | What Do Consumers Want In A Mobile Experience And How Are You Investing?

Adobe will share the results of a global consumer survey that asks users about their preferences and satisfaction with mobile experiences including apps and mobile websites. In addition, we will provide insights from a cross industry survey of decision-makers that focuses on priorities related to mobile development and mobile marketing initiatives. Data specific to the retail & commerce industry will be highlighted to help you understand where your peers are investing relative to people, process, and technology.



Ray Pun
Head of Strategic Marketing for Mobile Solutions
Adobe

3:05 | Monetize Mobile PANEL: Laser-Focusing The Digital Experience On Revenue Generation

Where Is The ROI in Mobile Investment?

Today, the effectiveness of digital marketing strategy is measured in terms of its relevance to the intent and changing preferences of consumers across channels and touch points, at both macro and micro levels of granularity. As the practice of omni-channel attribution attains a certain level of maturity, companies will be able to make accurate investment decisions across mobile, desktop, tablet and instore. Join our panelists who are all at the front line in measuring ROI in the

digital era. Key questions that will be answered include:

- Should attribution be measured in direct, last action or omni-channel terms?
- How much credit should be attributed to each consumer interaction across channels, and on what basis?
- How can businesses accurately measure and interpret their 'raw' customer data?



Igor Bekker
VP, eCommerce & Digital Marketing
Alex and Ani



Blake Clark
Sr. Director, Customer Experience
CheapCaribbean.com



Kim Stromberg
Director of Mobile & Omnichannel
Charlotte Russe

3:45 | Afternoon Networking Break In The Social Hub

Track C: Mobile UX & Design

4:25 | Designing Mobile UX For Customer Context

As the mobile channel matures and technologies develop, so too does the field of Mobile User Experience. Great UX is what separates successful apps from unsuccessful ones, allowing content, social conversation and checkout to live together in harmony. Hear what great UX means to technology giant Newegg, fuelling \$2.7bn web sales in 2014 & No.17 on the list of Top 100 US eCommerce retailers:

- Prioritizing and presenting core features from other channels that have special relevance in a mobile environment

- Ensuring that fundamental features and content are mobile optimized (e.g. product images & video streaming)
- Offering relevant mobile-only functionality
- Arranging content into a relevant & logical structure to help users find information and complete tasks



Ross Higgins
Director, Global User Experience & Design

Newegg.com

4:45 The Epidemic Of Web Page Obesity - And Why It's Not All Bad

Learn how web performance impacts your business and brand experience as you innovate to meet your customers demands. Everything you don't know about mobile performance might be slowing you down. It's possible to have your 'heavy' website and still be fast.



David Hsieh
VP, Marketing

Instart Logic

5:05 Loyalty PANEL: Increasing Customer Lifetime Value By Developing A Consistent Brand Voice Across Devices

At its best, omni-channel loyalty means identifying customers, connecting online and offline data to understand indicators of purchase, delivering timely experiences and rewarding key customer behaviors that drive sales. At its worse, omni-channel loyalty means "big brother" invasions of customer privacy, with siloed data and outdated legacy systems at the core of the problem. So how can you tackle it? With over 30 years

combined experience in retail loyalty programs, our panelists have seen it all. Here they will share their stories & help you form relationships that last a lifetime:

- How to develop clear knowledge of who your customer is, and how to interact with them
- How to target customers who look beyond price and buy based on the relationship they have with your brand
- How to change a one-time transaction into lifetime acceptance through relevant, consistent communication



Hafez Adel
Director of Marketing

Combatant Gentlemen



Kedar Deshpande
Head of Mobile Marketing

Zappos



Cynthia Kleinbaum
Sr. Director, Loyalty Marketing

Gilt Groupe



Rob Hammond
Senior Director of Mobile Engagement

Syniverse

Track D: Blurring Online & Offline

4:25 Creating A Strong Digital Presence Both Online & Offline To Reach Customers More Efficiently & Nurture Their Loyalty

Instead of being 'victimized' by digital disruption in-store, many brand are designing a welcoming place. For FordDirect, this is creating a better connection between

the brand and customer. Teresa is a digital leader with a rare combination of online advertising and offline sales experience, helping her read between the lines of the online/offline world. Here Teresa opens her playbook on creating an online/offline experience that exceeds expectations through:

- Eye catching displays
- Product detail
- Visual representation
- Product comparisons
- Customer assistance



Teresa Meehan
Sr. Director, Digital Advertising

FordDirect

4:45 Keeping Shoppers Engaged Online and Offline



Eric Bader
Chief Marketing Officer

RadiumOne

5:05 PANEL: A Fork In The Digital Road; Restructure Your Organization Today To Be More Efficient, Agile & Customer Centric

Where Does Mobile Fit In Your Company Structure?

Digital is everywhere. So companies are asking how digital fits into their business model and the best way to organize to unlock the possibilities. But discussions about digital should not stop at whether to hire a Chief Digital Officer, recruit a digitally savvy director or create a separate digital team. Hear from four companies who are building a shared vocabulary among the key players in their organizations

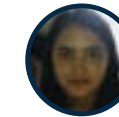
to restructure and transform for the future. You'll learn how to:

- Ride the storm of digital forces affecting your business model
- Piece together the jigsaw of the rise of mobile, eCommerce growth, the influence of big data, the promise of instore POS and the new reality of cyber security
- Find internal agreement on priorities and plans
- Make decisions by looking through the eyes of the business, channel and customer
- Overcome legacy challenges



Laura Dansbury
Sr. Director, Product Management

Ancestry.com



Shehaam Flot
Product Manager, Mobile & Gift Registry

Crate and Barrel



Stephanie Pertuit
VP, Customer Experience

Blinds.com



Anshuman Taneja
Sr. Director & Head of Digital Product Management

Abercrombie & Fitch



Esmee Williams
VP, Consumer & Brand Strategy

Allrecipes.com

5:45 End of Day One & Oktoberfest In The Social Hub

Mobile Agility & Customer Centricity

THURSDAY OCTOBER 15, 2015

7:30 Breakfast & Registration In The Social Hub

8:00 Welcome Remarks & Opening Address



Kobie Hatcher
Mobile Solutions Director
[AIM Consulting](#)

Morning General Sessions

8:20 Keynote: Personalization vs. Customization – Developing Marketing Strategies And Experiences That Foster Serendipity

- Taking the mobile experience beyond personalization through customization of each individual user's experience.
- The importance of mobile marketing that is individualized and targeted to appeal to every consumer.
- How adaptive and predictive technologies play a part in the role of personalization and customization.
- The future of machine learning and how it affects the overall customer experience.



Aki Iida
Head of Mobile
[Zappos](#)

8:40 How to Make Mobile Content Drive In-store Dollars



9:00

Sonia Nager
VP, Product
[RetailMeNot](#)

Keynote: How We'll Shop; Super-Charging The Next-Generation Online Shopping Experience

As Head of Supply Chain & Operations, Global eCommerce at Levi Strauss & Co., Anisa believes that the brick & mortar store is far from obsolete; rather online and instore will continue to converge to create a seamless, unified experience. Behind Anisa's stance is the idea that eCommerce performs better if it behaves more like an in-person visit, including personalized fit calculators, tactile experiences, social sharing and agile shipping solutions. Here Anisa explains how to prioritize these innovations and gain a deeper understanding of today's instore consumer to

Despite the swiftly rising tides of eCommerce, 90% of retail sales still place in-store. From aiding pre-shopping research, to driving foot traffic to stores and following up after the sale, mobile phones have become the most important vehicle for retailers to reach shoppers at the right-time, in the right place. The competition for consumer attention is tough, this session will cover winning strategies, from employing the latest location technology, creating compelling content and maximizing notifications.

ensure that you become a trusted shopkeeper in the digital age:

- Developing mega-flagship experience locations with rich mobile kiosk experiences
- Using A/B testing to see which content and expressions work best
- Adopting a mindset of digital experimentation
- Making your app highly useful instore so that it actually gets used



Anisa Kumar
Head of Supply Chain & Operations, Global eCommerce
[Levi Strauss & Co.](#)

9:20

Finding Your Hard To Reach Audience Through Proven Data Science



Lauren Moores
VP, Strategy
[Dstillery](#)

9:40

Product Roadmap PANEL: Balancing The Day To Day Vs. Future Innovation

Mobile Shopping Defines the Present...And The Future

Amidst the seismic shift in digital commerce, the very best companies are prioritizing their time and resources on 3-5 Year investments vs. 1 Year investments vs. foundational core, immediate activities. So where does mobile lie on the timeline? Should you roll out an in-store mobile POS asap? Or is it more important to offer targeted mobile customer loyalty applications and promos? Our expert panelists answer your most pressing questions and demonstrate that it is indeed possible to generate short term profit and create long term value:

- Which projects and technologies are front of mind/



Ryan Bartley
Director, Mobile
[Staples](#)



Len Dudis
Corporate Director, IT
[SeaWorld Parks & Entertainment](#)



Jeanniey Mullen
VP, Marketing
[Barnes & Noble](#)



Blaine North
Sr. Manager, Product Management
[Saks Fifth Avenue](#)

10:15

The Next Generation of Personalization: What It Really Means To Personalize The Mobile Experience

While shoppers are becoming more and more digitized in the retail space, they expect one thing - personalized experiences. Customers today are not shopping traditionally, they spend a lot of time researching your competitors and showrooming to find the best value. Personalization isn't about solving a problem, it's about meeting your customers where they are and letting them shop where and how they want. In this keynote, Khurram Khan, Director of Technology for Skava, will outline the new era of personalization and what it means to customers today. Audience members will learn how to:

- Personalize at an individual level on mobile



Khurram Khan
Director of Technology
Skava

10:35 **MarketLive Audience Survey & Networking Break In The Social Hub**

11:05 **Great People Doing Great Things: How To Establish A High Performing Mobile Team To Foster An Innovative Culture**

A Review of the Roles & Responsibilities Needed to Further Digital Organizations

With the rise of mobile, the tactics for meeting business goals and objectives have changed. You need people on your team who are comfortable with being uncomfortable. Jason believes that while digital tactics can be taught, it's more important to shift to a mindset of digital experimentation. Learn how Jason leads his team to meet their goal of constantly improving Living Direct's product offerings and service to their customers:

- Having a specific digital initiative and teaching staff to achieve it vs. throwing them into a project and having them work together to figure it out as they go
- Striving to find platforms where your audience is and focusing your efforts there
- Creating an atmosphere of collaboration amongst cross-functional teams



Jason Roussos
CMO
Living Direct

11:25 **Delivering Winning Mobile Experiences Throughout The Entire Shopping Process**

Your customers are shopping when and where they want to. Start on a phone, switch to a tablet, drive to a store and back to their phone to learn more later. Mobile shopping experiences no longer exist in a vacuum. Your mobile app, whether serving as an influence point or a channel, has to deliver a flawless experience to your customers and connect them to future engagements with your brand. John Montgomery, SVP for Applause, will discuss how mobile should be a gateway for digital quality across the entire customer journey, and explain how understanding the experience from your customers' point-of-view can turn casual shoppers into raving fans and even evangelists of your brand.

Audience members will learn:

- How to integrate mobile app quality with your customers' holistic brand engagement
- How to make sure your mobile app performs as intended in the hands of users
- How to harness mobile app sentiment to improve quality



John Montgomery
Senior Vice President of Product Delivery
Applause

11:45 **Be Disrupted Or Be The Disruptor: Transform Your Entire Retail Journey To Be Personal, Digital & Highly Profitable**



12:05 **Open-Mic Roundtables (Retailer-Led):**

*Ok, at this point of the day, you've seen the slides & you've plugged into the panels. But now you're ready to get involved. You're ready to share your own mobile challenges, successes & failures. And at Mobile Shopping, you're in control of the conversation. For the past nine years, our unique, peer-to-peer tables have been the star of the show. As part of a small group, you'll hear how other retailers & brands are getting to grips with mobile & digital. You'll be inspired to take their approaches back to your workplace. And you'll have fun doing it. Every 30 minutes, we'll tackle a new topic with a new expert host. Enjoy!



Nada Sanderlin
Mobile Product Manager
W.W. Grainger



Chat Shah
eCommerce Strategy & Planning Manager
W.W. Grainger

Becoming a digital business is no longer about how we incorporate technology into our organizations; it's about how we use technology to reinvent those organizations to get out in front of the dramatic changes that technology is creating. For large enterprises especially, the opportunity to shift from disrupted to disruptor cannot be overstated. How will organizations use the next three years to redefine their places in this new world?

Trevor Legwinski
VP, Marketing & eCommerce
Bambeco

1) Creating & Delivering A Best-In-Class Mobile Roadmap

2) Discovery, Implementation & Testing Of Emerging Digital & eCommerce Technology



Caroline Masullo
Head of US Digital Engagement
McDonald's

3) Developing Meaningful Interaction Through Instore Push Notification & Instore Mode



Jessica Karr
Manager, Mobile Enhancements
Bloomingdale's

4) The Impact & Opportunities Of Wearables In Retail Including Watch, Bands, Glass & More



Jeff Klonowski
Director, Digital Retail - Mobile & Business Development
REI

5) Personalization vs. Customization – Developing Marketing Strategies And Experiences That Foster Serendipity



Aki Iida
Head of Mobile
Zappos

6) Today's Digital Consumer & The Role Mobile Plays in the Purchase Funnel



Mary Jane Murphy
VP, eCommerce & Experience
HSN

7) What's In-store? Disrupting The Brick & Mortar Experience With Mobile & Tablet



Pattiann McAdams
SVP, General Manager of Direct Business
Bath and Body Works

1:05 **Starlight Terrace Lunch For All Attendees- Eat, Drink & Be Mobile**

2:20 **Expect Anything, Experience Everything: Facing Your Fears, Featuring Your Flaws & Using Your Mind Instead Of Being Used By It- Special Guest Speaker**

If you are unsure/nervous about attending this session, GOOD, as you probably need it the most. We invite you to take this opportunity to polar plunge into your vulnerability and start turning your stumbling blocks into stepping stones, the uncomfortable into FUNcomfortable and your relationships into REALationships. Are you ready to jump?



Daniel Eisenman
Chief Rawbrah
Rawbrahs.com

2:40 **Afternoon Keynote: Continually Satisfying The Self-Sufficient Shopper Through An Optimized Digital Storefront**

Famous Rhodes is busy turning AutoNation, the country's largest auto dealership chain, into a tech heavyweight. The business has recently pumped \$100 million into a digital storefront program that will let customers buy a vehicle online, including their trade-in and financing. Here Famous explains that time is the top factor that keeps people away from the dealership- from long lines to slow checkouts and too much traffic. So if customers are turning to your website for a faster experience, then you must ensure it works across devices and loads fast. Famous shares his advice, backed up by his team of 40 product developers and coders, on creating an online experience that exceeds expectations through:



Famous Rhodes
VP, eCommerce
AutoNation



Jenny Watson
Vice President of Online & Direct Marketing
AutoNation

3:00 **Champagne Roundtables (Solution Provider-Led Demos):**

*Ok, at this point of the day, you've seen the slides & you've plugged into the panels. But now you're ready to get involved. You're ready to share your own mobile challenges, successes & failures. And at Mobile Shopping, you're in control of the conversation. For the past nine years, our unique, peer-to-peer tables have been the star of the show. As part of a small group, you'll hear how other retailers & brands are getting to grips with mobile & digital. You'll be inspired to take their approaches back to your workplace. And you'll have fun doing it. Every 30 minutes, we'll tackle a new topic with a new expert host. Enjoy!



1) Cutting Edge Advances in Mobile Engagement
Dan Gesser
BM Global SME for Mobile Customer Engagement
Silverpop, An IBM Company



2) The Epidemic Of Web Page Obesity - And Why It's Not All Bad
David Hsieh
VP, Marketing
Instart Logic

- Eye catching displays
- Product detail
- Visual representation
- Product comparisons
- Customer assistance



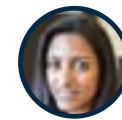
3) The Touch-point Of Analytics, Optimization & Innovation
Chris Mason
CEO and Co-founder
Branding Brand



4) The Next Generation of Personalization: What It Really Means To Personalize The Mobile Experience
Khurram Khan
Director of Technology
Skava



5) How Can Retailers Make Shopping Truly Easy & Ubiquitous On Mobile For Consumers?
Mahak Sharma
Director, Commerce
InMobi



6) How to Make Mobile Content Drive In-store Dollars
Sonia Nagar
Vice President, Product
RetailMeNot



7) Keeping Shoppers Engaged Online and Offline
Eric Bader
Chief Marketing Officer
RadiumOne



8) Creating Relevant Mobile Experiences Across Paid and Owned Channels
Chris Lynch
Sr. Director, Product Marketing
Oracle Marketing Cloud

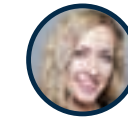
4:00 **Afternoon Networking Break In The Social Hub**

4:40 **Open-Mic Roundtables:**

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other retailers & brands are getting to grips with mobile & digital. You'll be inspired to take their approaches back to your workplace. And you'll have fun doing it. Every 30 minutes, we'll tackle a new topic with a new expert host. Enjoy!

1) Combining Mobile, Search & Social To Increase Keyword Traffic And Boost Brand Awareness



KC Geen
Head of Global Social Media
Groupon

2) Build Vs. Buy: Creating An Environment That Allows You To Be More Flexible, Test Things At A Much Easier Rate & Lower Cost



Nikole Fargher
Group Product Manager - Customer Mobile
Nordstrom

3) Furthering Our Commitment To Responsive Design In 2016 And Beyond



Steven Laff
CTO
Magic Beans

4) Finding The Sweetspot Between Mobile Personalization & Privacy



Michael Hibbison
VP, Marketing & Social Media
The Home Depot

5) The Next Frontier: Analyzing The True Potential Of Mobile In Emerging Economies



Brett Miller
VP, eCommerce
Calvin Klein

6) Balancing The Day To Day Vs. Future Innovation



Stephen Light
Director eCommerce & Digital Marketing
Rugstudio

5:40 **End of Day Two & Patio Party On The Lawn**

Think Big To Win Big

FRIDAY OCTOBER 16, 2015

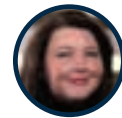
8:30 | Breakfast & Registration

9:10 | Welcome Remarks & Chairperson's Opening Address

Morning General Sessions

9:30 | **Keynote: Reinventing The Customer Journey To Enable Differentiated Discovery, Consideration And Purchase Online And Offline**

Only 3% of worldwide beauty sales take place online today but 31% of online consumers worldwide plan to purchase beauty products online in the next six months. With this in mind, butter LONDON is pivoting to make digital it's growth driver across all channels. How? By crafting a new customer journey for their buyer to enable differentiated discovery, consideration and purchase of products online as well as off. Over her 20-year career, Kacy's marketing campaigns have won several awards including Web Design 1st Place from Graphic Design USA, Catalogue Design 1st Place from STEP Inside Design and Book Design 1st Place from HOW International Design. In this short session, Kacy outlines her latest vision for:



9:50

Solution Provider Case Study: Big Wins With Big Data- Building The Right Models To Create More Targeted Mobile Messages & Remain Relevant To Your Customer Base

10:10

App Messaging Demystified: It's Not As Hard As You Think To Send A Personalized Message At The Right Time

- Enriching a personal experience online to drive omnichannel sales
- Learning the critical role of content to awareness and engagement
- Developing brand experiences that create cult brand following

Kacy Cole
Director, eCommerce & Digital Marketing
butter LONDON

According to Apple, 800+ apps are downloaded every second from the App Store. However, 22% are never used more than once. That stat is not going to impress your boss, so, how do you engage users once they download? As VP of Marketing, Jarred leads all performance marketing efforts across REVOLVEclothing.com

and FWRD.com and lives by one mantra- you never get a second chance to make a first impression. In this talk, Jarred provides step-by-step takeaways that will teach you how to:

- Reinforce the user's decision to download your app and keep them so happy with your push messages that they'll never consider opting out
- Send personalized messages for every customer using only their recent app & browser behavior
- Select the very best tools and technologies to facilitate successful commerce marketing



Jarred Goldberg
VP, Marketing
REVOLVE

10:30 | Morning Networking Break

11:10 | **Raising The Bar In High Impact, Mobile-First Email Marketing To Boost Read Rates And Calls To Action**

The number one smartphone app is the clock. In close second is mobile email. However, email marketing hasn't yet caught up with the mobile revolution. Drawing on his near 20 years of website & ebusiness experience at Patagonia, Cycle Gear & Jelly Belly among others, Brandon will guide you through this revolution and help you navigate the path towards scalable, fluid and responsive email. He'll quickly get you up to speed on:

- Earning subscribers trust through timing and frequency
- Giving real thought to subject line



11:30

Marketing PANEL: Should Marketers Shift Offline Budgets To Mobile Marketing?

Research and opinion in favor of digital marketing is pretty clear: Invest marketing and advertising budgets in mobile and web or face the consequences of failure. That's a bold statement, but is it really true? Our experts explain how budgets can be split in proportion with ROI in the short term and long term; marketing that is immediately sales driven as well as considerate of customer lifetime value across each channel over time. With a diverse background in big box retail, food and consumer electronics, our panelists each have a unique way of justifying their marketing allocation- here they find common ground and offer their best practical advice for 2016 and beyond:

- Ensuring a large and completely obvious call to action
- Including high-res images and video

Brandon Finch
Director of eBusiness
Jelly Belly Candy

- Develop marketing programs on a case by case basis rather than the blanket statement of 'go more mobile'
- Take a data driven approach to marketing budget vs. a cost cutting approach
- Integrate online/offline with personalization techniques and measure the outcome



Donna Bedford
Global Digital Lead
Lenovo



Kelly Kuhn
Manager, Product Management-
Mobile
Macy's



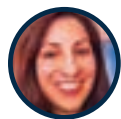
Rick Polly
Sr. Director, eCommerce Product
Management
Office Depot

12:10 Lunch For All Attendees-
Eat, Drink & Be Mobile

1:20 Open-Mic Roundtables:

*Ok, at this point of the day, you've seen the slides & you've plugged into the panels. But now you're ready to get involved. You're ready to share your own mobile challenges, successes & failures. And at Mobile Shopping, you're in control of the conversation. For the past nine years, our unique, peer-to-peer tables have been the star of the show. As part of a small group, you'll hear how other retailers & brands are getting to grips with mobile & digital. You'll be inspired to take their approaches back to your workplace. And you'll have fun doing it. Every 30 minutes, we'll tackle a new topic with a new expert host. Enjoy!

1) User Journey Mapping To Provide A Seamless Cross-Device Experience



Rosie Manfredi
Director, User Experience, Digital
Commerce
Harry & David

2) Developing A Suite Of Commercial And Non-Commercial Apps To Create More Impactful Experiences



Joel Layton
Sr. Director, Digital Commerce
Land's End

3) Maintaining Back-End Configuration To Achieve A Seamless Front-End Experience



Maureen Ferguson Lewis
Director, Global eCommerce
Belkin International

4) Using Data To Put Your Customer At The Heart Of Your Omni-channel Strategy



Adam Eshman
Manager, mCommerce- North
America
Sunglass Hut

2:20 Last Chance To Chat With
The Group Before We All
Leave The Desert!

*So you've had an awesome three days of learning & partying, but did you meet everyone you wanted to? This is your last chance to swap email addresses & business cards, make plans & shake hands before heading home.

3:00 End of Mobile Shopping
2015

*Look Out For Our Digital Webinar Series, Stay Hungry & Stay Foolish...



The Mobile Shopping program is very salient, the issues in your agenda are precisely what is getting discussed and decided here.

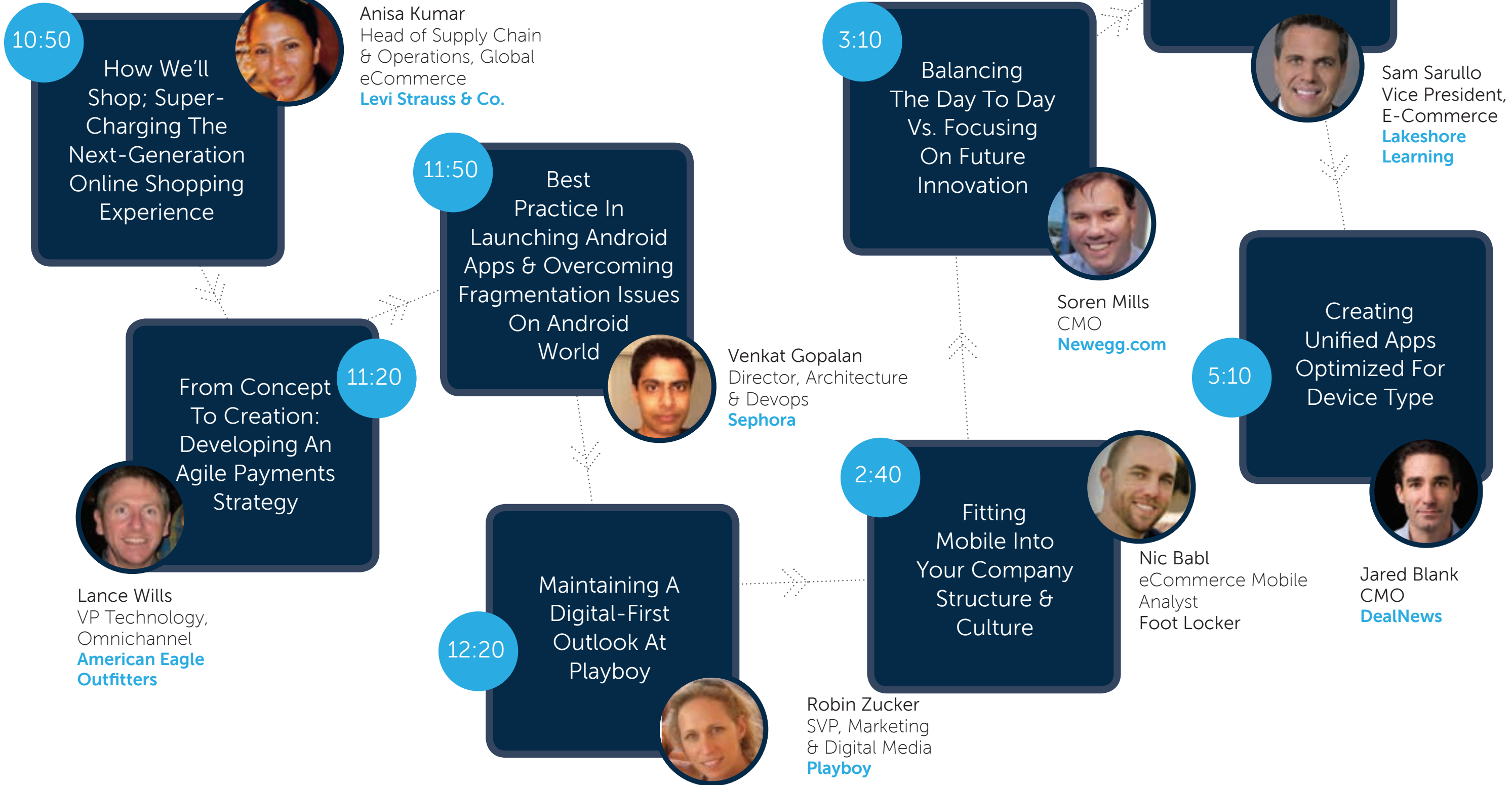


Scott Anderson, Director of
e-Commerce, Viataminshoppe



Thursday October 15: Reimagining Retail Roundtables

At Mobile Shopping, you're in control of the conversation. On Thursday October 15, as part of a small group, you'll hear how other retailers & brands are getting to grips with mobile & digital. You'll be inspired to take their approaches back to your workplace. And you'll have fun doing it. Every 30 minutes, we'll tackle a new topic with a new expert host. Enjoy!





FEATURED SPEAKER

Anshuman Taneja,
Sr. Director and Head of Digital Product Management at Abercrombie & Fitch

Through extensive A/B testing, Anshuman has been able to optimize the mobile presence of Abercrombie & Fitch across the many faces of their global brand portfolio.

Meet Anshuman at Mobile Shopping 2015, and the other distinguished speaking faculty members who are pushing forward the development of ecommerce on the mobile front.

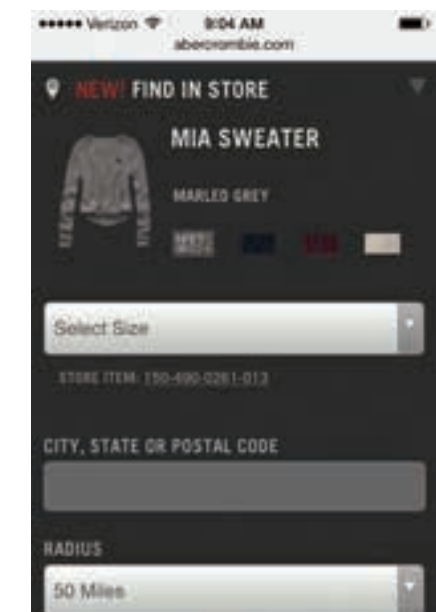
At Abercrombie, I head up global product management for all of their brands, including Abercrombie, Abercrombie Kids, and Hollister. We have desktop websites, mobile websites and a family of four mobile apps, and most of these websites are specific to countries. For example, if you're accessing abercrombie.com from England, you'll be at a different website than if you were accessing it from China. Our mobile apps are also global, and they customize language and currency based on where you're from. We've got two iOS apps and two Android apps currently in our lineup.

In my experience, I've been through a bunch of optimization and A/B testing efforts that yielded very specific considerations for mobile devices. In other words, the considerations we took away as insights were different for desktop as compared to mobile. In my presentation this year at Mobile Shopping, I am going to be making a case study based presentation on those insights and experiences, and then from those testing insights I will segue into personalization tactics that are especially relevant for mobile based on consumer behavior- how people interact with their mobile device.

Some of the specific areas where we have seen success through A/B testing are in product photography, grid layout when you're in a certain category looking at a grid of products, and what structure of grid makes sense for mobile. You'll find that it's probably very different from the structure that makes sense for the desktop, and it varies by device type. We look at people coming in from iOS versus Android, and more specifically, what that does to buying patterns. You might find a certain segment buying more often from clearance or generally being price-sensitive. Then, you can identify how to leverage that to drive a personalization strategy based on what device users are coming from, what screen size they have, and whether you should use one column versus two columns displaying products, all based on whether the user is on an iPhone 4 or 6, and things like that.

Going beyond device type, a lot of our segments, because of our global reach, are geography-based. What we might see in Italy, for example, is very different from what we're seeing in Hong Kong. So, we've got geography-based segments. And then in the United States, for certain things, you might

want to go even more granular than the state, where you're going into counties and districts to see what's happening there. A lot of that has to do with weather. On the device side, we've seen some interesting things between browsers on a device but in my experience, the biggest divergent behavior occurs across devices across platforms.



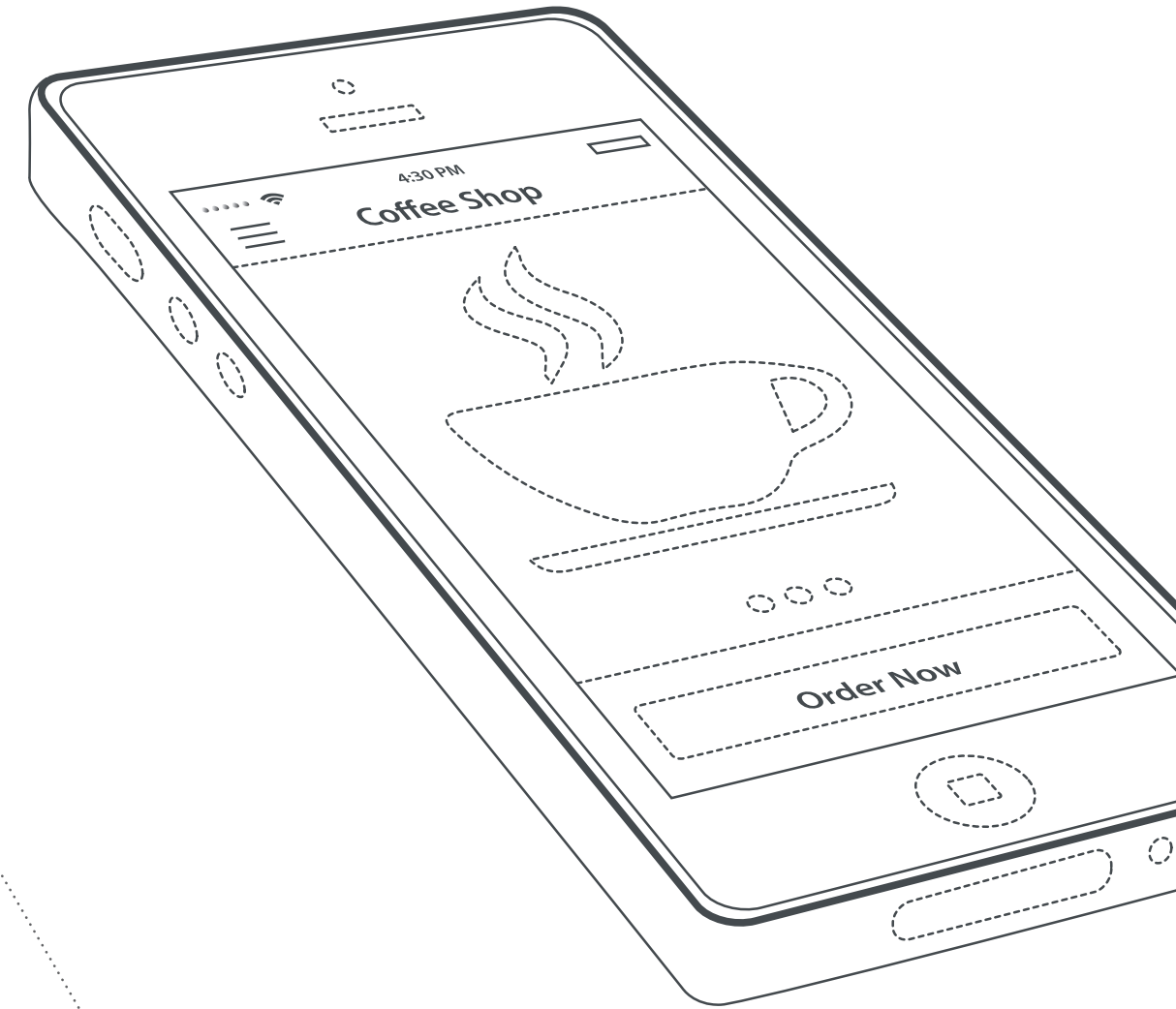
1st Annual Mobile Shopping App Of The Year Award

Every year, our speakers and attendees tell us how they create the best possible app, in the shortest possible timeframe, with the tightest of resources. So this year, it's time to celebrate those efforts with the 1st Annual Mobile Shopping App Of The Year Award. Judged by our expert Advisory Board, we'll award a team prize to a retailer that excels across the following three criteria:

- 1) Design- Prioritizing & beautifully presenting core features that have special relevance in the mobile environment
- 2) Speed- Fast apps significantly boost conversion, that's a fact!
- 3) Path To Purchase- Turning mobile lurkers into mobile buyers through the apps overall look & feel

Please submit your app nominations to greg.ashton@wbresearch.com.

We'll announce the winner at the end of Day Two, Thu Oct 15. Good Luck!



The Mobile Shopping Social Hub

Mobile Shopping provides you an opportunity to meet with potential business partners in the event's Social Hub. Instead of having numerous meetings scattered throughout many months, investigate future partners in one place at one time to start implementing and seeing ROI almost immediately! And as Mobile Shopping is not a trade show, only the most reputable and effective solutions providers – as found during production research for this conference – will exhibit at the event.

Here are the top 5 reasons why Mobile Shopping is the leading forum to invest your marketing and business development dollars:

- 1** Full exposure to over 250 qualified conference attendees comprised of senior-level executives responsible for their company's strategy: you gain direct access to the senior decision makers leading the way in service and support.
- 2** Extensive networking opportunities, allowing for face-to-face customer contact and one-to-one meetings.
- 3** Tailor-made sponsorship packages enable you to competitively position your company the way you want.
- 4** Opportunity to promote your brand and align it with the other industry leaders participating in the conference.
- 5** Increased flow of traffic through the Social Hub during breakfast, networking breaks and receptions.



Contact Chet today:
Chet Silverman
Sponsorship Director
Mobile Shopping 2015 Team
Phone: 646-200-7478
Email: CSilverman@wbresearch.com

Interested in Sponsoring Mobile Shopping? Contact Chet today!
From Brooklyn, NY, never met a steak he didn't like. Looking after the Sponsorship and Exhibition sales for Mobile Shopping, 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.

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Adobe is the global leader in digital marketing solutions. Our tools and services enable our customers to create groundbreaking digital content, deploy it across media and devices, measure and optimize it over time, and achieve greater business success. We help our customers make, manage, measure and monetize their digital content across every channel.



AIM Consulting provides technology solutions and services to companies of all shapes and sizes across the United States. Our customers are C-level technology leaders, VPs, directors, managers, and project owners who oversee technology critical to their business. Our expertise spans the full technology spectrum, from IT infrastructure to application development to design.

We are unique. Not only do we provide strategy to our customers but also the high-level professionals to deliver technology solutions from end to end. We are down-to-earth individuals with the expertise of veterans and the personable approach you would expect from a friend. Because we are a lean organization with low overhead, we deliver more value for less.



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, test automation, beta management and mobile app 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. The app quality company has made both Forbes list of most promising companies and the top 1000 of the INC 5000 for three consecutive years. Applause also earned a 2105 Gold Stevie® Award for Most Innovative Company. Learn more at www.applause.com and follow @applause on Twitter.



Branding Brand is the retail industry's largest mobile commerce platform, powering sites and apps for 200+ brands. The Company was named the only leader in "The Forrester Wave: Mobile Commerce Solution Providers" and, for three years in a row, has held top rank as the leading mobile partner of the Internet Retailer Top 500. For monthly Mobile Commerce Index reports, highlighting retail performance data across Branding Brand's B2E platform, visit blog.brandingbrand.com.



Dstillery is the former Media6Degrees. We're at the forefront of advertising technology, pioneering new ways to create brand value for marketers by extracting signals from the complete customer journey and activating them across all screens. We're building on five years of leading the data revolution in marketing to drive even greater impact for your brand. Dstillery was recently recognized by Forbes as one of America's Most Promising Companies and by Crain's NY as the #10 Best Place to Work. More info at www.dstillery.com.



Ibotta reaches highly valued millennial users on mobile as one of the top 20 most frequently used apps in the US. Our full service mobile media delivery platform helps retail advertisers reach a captive audience directly expressing an intent to purchase with unique brand engagements such as videos, polls, lookbooks and more.

Unlike traditional mobile media, our engagements are 100% trackable down to the individual consumer and we allow retailers to tie every media interaction out to a verified in-store sale. At Ibotta, we're directly addressing the market's desire to target millennials on mobile while delivering valuable consumer insights and building brand loyalty.

Contact our Retail team today to see how Ibotta is redefining the future of mobile marketing. Client Inquiries: retail@ibotta.com



InMobi enables the world's leading brands, developers, and publishers to engage global consumers through mobile advertising. InMobi platforms leverage advances in big data, user behavior, and cloud-based architectures to simplify mobile advertising for its customers. Recognized by MIT Technology Review as one of the 50 Disruptive Companies of 2013, InMobi is the world's largest independent mobile ad platform, engaging 872 million uniques in over 200 countries.



Instart Logic accelerates cloud application delivery for the world's most performance-obsessed organizations. Its unique software-defined application delivery technology solves performance challenges inherent in wireless connections and makes content delivery networks (CDNs) obsolete. Using Instart Logic, organizations can provide ultra-fast, visually immersive experiences on any device to maximize revenue, deliver superior customer experiences and gain competitive advantage. Instart Logic is funded by Andreessen Horowitz, Four Rivers Group, Greylock Partners, Hermes Growth Partners, Kleiner Perkins Caufield & Byers, Sutter Hill Ventures, Tenaya Capital, Wing Venture Capital and several notable Silicon Valley angel investors. Learn more at <http://instartlogic.com> or follow us on Twitter at @InstartLogic.



Leanplum is mobile lifecycle marketing that drives engagement and results. Optimize throughout the full customer journey with hyper-personalized messaging and UX optimization. Leanplum is working with top mobile brands such as Hotwire, Tesco, and StumbleUpon. Founded in 2012 by former Google engineers with years of experience in optimization, Leanplum is headquartered in San Francisco, USA with a satellite office in Europe.



Moxie enables enterprises to provide guided, relevant engagement to their customers throughout the entire digital journey. Through Moxie's solutions, companies can anticipate intent, connect in real-time and engage with customers to increase total customer value. Many of the world's leading retail brands rely on Moxie to build loyalty and drive customer conversion and revenue.

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RadiumOne is a Global Programmatic Ad Buying Platform. RadiumOne builds software that automates media buying, making big data actionable for brand marketers.

RadiumOne uses programmatic advertising to connect brands to their next customers by incorporating valuable first-party data about behaviors, actions and interests demonstrated by consumers across web and mobile touch points. Headquartered in San Francisco, RadiumOne has offices across North America, Europe and Asia-Pacific.



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 December 31, 2014, RetailMeNot, Inc. experienced nearly 700 million visits to its websites, and during the three months ended December 31, 2014, monthly mobile unique visitors totaled 21.2 million. In 2014, RetailMeNot, Inc. estimates \$4.4 billion in paid retailer sales were attributable to consumer traffic from digital offers in its marketplace. The RetailMeNot, Inc. portfolio includes RetailMeNot.com, the largest digital offer marketplace in the United States; RetailMeNot.ca in Canada; VoucherCodes.co.uk, the largest digital offers marketplace in the United Kingdom; Deals.com in Germany; Actiepagina.nl, a leading digital offers site in the Netherlands; Bons-de-Reduction.com and Ma-Reduc.com, leading digital offers sites in France; Poulpeo.com, a leading digital offers site with cash back in France; and Deals2Buy.com, a digital offers 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>.



Silverpop, an IBM Company, is a cloud-based digital marketing provider that offers email marketing and lead management solutions. Silverpop Engage uses customer data and individual behaviors, collected from a variety of sources, to inform and drive personalized interactions in real time. By providing deep, behavior-based customer insights and an intuitive engagement engine, Silverpop reduces the complexity of omnichannel marketing and enables exceptional experiences for customers across the entire buyer journey. As part of IBM's ExperienceOne integrated portfolio, Silverpop will help convert prospects into loyal customers through more relevant one-to-one interactions. Silverpop is trusted by more than 5,000 brands around the globe. For more information visit silverpop.com.



Skava is powering the next generation of digital commerce experiences for leading retailers worldwide by delivering the most versatile technology platform in the industry. Skava develops and hosts mobile commerce websites, apps, and other digital shopping experiences across mobile, tablet, desktop, in-store, and all emerging channels. With over 10 years experience in mobile, Skava is creating visionary technologies to prepare retailers for the future of digital commerce.



Syniverse enables enterprises and social networks to interact with nearly every customer and employee, anywhere, anytime on more than six billion connected devices worldwide. Our innovative, cloud-based solutions help companies optimize mobile engagement and improve business processes through the delivery of timely, relevant information that personalizes the mobile user experience, increases customer loyalty and promotes brand loyalty. For more than 25 years, Syniverse has been simplifying complexity to deliver the promise of mobility. Syniverse makes mobile work for eight of the top banks in the U.S., the top five credit card issuers and the world's largest retailers, airlines and hotels.



Urban Airship is leading the movement of mobile innovators. Mobile strategies must extend beyond app acquisition or risk leaving 70 percent of users behind within 30 days after the download. Urban Airship helps brands build high-value relationships from the moment of download, increasing engagement 4X and retention 2X to turn users into loyal brand advocates. The Urban Airship Mobile Engagement Platform arms companies with the broadest set of possibilities for creating rich, interactive experiences that drive new levels of reach, relevance and immediacy with all mobile audiences. Thousands of companies and some of the most demanding brands in retail, media & entertainment, sports and travel & hospitality, trust Urban Airship to deliver the mobile moments that matter to their customers and their business. For more information, visit www.urbanairship.com and follow us on Twitter @urbanairship.

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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.



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 and www.mobilecommercedaily.com



Payment Week is a B2B digital news and information platform for payment industry professionals looking to stay on top of the latest market trends. Payment Week keeps its subscribers ahead of the game with daily articles, a weekly digital issue, a biweekly newsletter, and an information hub dedicated to payments regulation. Through webinar series, a free online job board, and engaging content, Payment Week connects the dots between industry leaders and innovators ū shaping the future of a global payments community.



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Retail TouchPoints (RTP) is an online publishing network for retail executives, offering content focused on optimizing the customer experience across all channels. RTP provides an array of editorial opportunities and content designed to guide the retail companies in their quest for long-term success. Focusing on the importance of thinking innovatively in a new media climate, we provide optimal vehicles to share industry insights and announcements, such as digital newsletters, video and audio podcasts.

More than 28,000 retail executives tap into the weekly RTP newsletter, covering every type of line of business, from C-level executives, to Marketing, Merchandising, Store Operations, IT and Supply Chain.



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Social Media Examiner is a U.S.-based media company, founded by Michael Stelzner. It publishes online magazines, blogs and podcasts about how businesspeople can use social networks, on 2 websites: SocialMediaExaminer.com



The Emob is a trade association and private network of online retailers. Originally envisioned as a highly focused networking and business intelligence group, TheEmob now encompasses a broad range of activities and services to assist businesses with anything eCommerce related. From exclusive networking events to specialized peer guidance and vendor diligence of industry service providers (using data crowdsourced from member companies), The Emob provides the online retailer with a powerful set of tools and network to effectively succeed in their business.



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



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Plaza & Entertainment - With live music weekly, the Plaza is the heart of Rancho Las Palmas. Meet with friends and enjoy a desert evening around the fire pits or wake with the sun and sip a cup of Starbucks™ coffee from Palms Café.

Room Rate: \$199 (plus tax)

Mobile Shopping has secured a special conference rate of \$199 a night (plus tax) for attendees. Rooms reserved under the Mobile Shopping block will have the additional \$28 a night resort fee waived. The resort fee includes free in room wifi. In order to make your reservation, please call the Omni Rancho Las Palmas at (866) 423-1195 and identify yourself as a Mobile Shopping attendee. Rooms are limited and are on a first come, first served basis, so make your reservations as soon as possible. The special rate expires September 23, 2015. After this date, rooms may still have available, so inquire with the hotel if you have missed the cut-off date. To make reservations online please follow the link: <http://www.omnihotels.com/hotels/palm-springs-rancho-las-palmas/meetings/wbr-mobile-shopping-2015> -



Registration

Pricing & Discounts

Discounts for Retailers and Brands	Register by July 31	Register by August 31	Register by September 30	Standard Price
Three Day Pass: October 14-16, 2015	\$899	\$999	\$1,099	\$1,199

Standard Rate	Standard Price
Three Day Pass: October 14-16, 2015	\$3499

Group Discounts for Retailers and Brands	Save
Groups of 3	30% off Full Price
Groups of 4+	50% off Full Price

*Solution Providers Include: Any vendor to retailers and brands - Including software vendors, internet developers, technology vendors, solution 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 solution providers.

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*Solution Providers Include: A service provider to customer experience professionals including, but not limited to software vendors, technology vendors, solution providers, consultants or companies with primary revenues resulting from these other areas. Team Discounts do not apply to sponsoring or exhibiting companies. Fee includes continental breakfast, lunch, cocktail receptions and conference documentation.

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