



eTail East 2016 | The Sheraton | Boston, MA | Aug. 15 - 18, 2016



Transforming Retail. Together

The Event For eCommerce & Multi-Channel Innovators



Become eCommerce Awesome!

Latest Speakers To Come On-Board



Jamie Braxton
Marketing Manager
US Mattress



Amy Madonia
VP eCommerce and Marketing
Julien Farel Group



Matt Corey
Chief Marketing Officer
PGA Tour Superstore



Claire Lin
Director of Marketplace
Marketing & Merchandising
Newegg



Gregory Rice
Marketing Manager
Newegg



Jessica Thompson
Senior Manager
Digital Acquisition
Plow and Hearth



Mosheh Poltorak
Senior Manager –
Digital Marketing
Blinds.com



Amy Boaz
Sr. Manager Global Digital
Marketing, Global eCommerce
Lenovo



**600
RETAILERS
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☎ 888-482-6012 or 646-200-7530

✉ eTail@wbresearch.com

🌐 www.etaileast.com

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“eTail has set the bar pretty high for digital conferences. Great content and spectacular events. It’s going to be hard to be wowed at the other conferences this year.

Anshuman Taneja, Senior Director and Head of Digital Product Management, Abercrombie & Fitch



“Amazing event! The perfect forum to get a pulse on the ecommerce industry from both retailers and vendors. Lots of opportunities to network under casual circumstances. Looking forward to next year!

Mari Corella, Director Digital Merchandising & Operations, Avon



“One of the most interesting parts is the retailer only meet ups which helps us connect with our peers in the industry and discuss our problems and solutions. If there is one conference I go to every year, it is this one!

Vishal Agarwal, EVP & CMO, Choxi



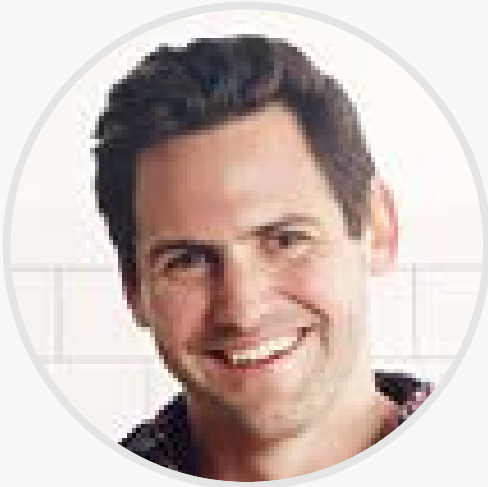
“Great conference with an endless slate of top notch speakers. Whether getting great new insights or being reminded of important topics and tactics that were in danger of falling off my radar.

Tucker Taylor, Head of Growth Marketing, Mixbook





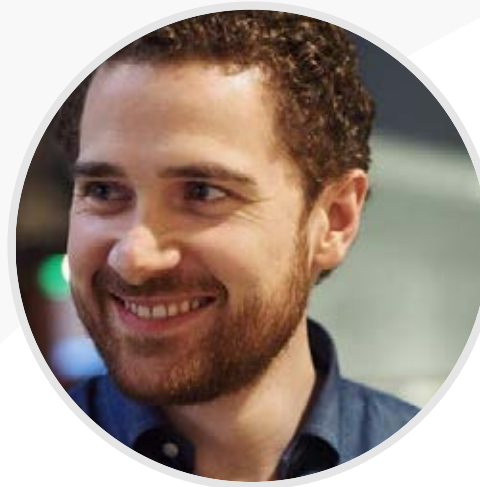
Deepak Agarwal
Founder & CEO
Choxi.com Inc.



Nick Taranto
Co-Founder and CEO
Plated.com



Jon Sainsbury
President International & Head of
Marketing
Blue Nile



Michael Yamartino
Head of Commerce
Pinterest



Rose Hamilton
Chief Digital Officer
Vitamin Shoppe



Brian Tilzer
SVP/Chief Digital Officer
CVS Health

Your Keynotes

Be Inspired – Here’s a Selection of Your 2016 Keynotes



The speakers and attendees are professionals who not only understand the immense value of digital retail marketing, but they clearly have insights and are hungry to push the boundaries of their current understandings.

Eric Wu, Sr. Director, Edmunds.com



Charlie Cole
Chief Digital Officer
Tumi



Mark Walker
CEO
Jackthreads



Thoryn Stephens
Chief Digital Officer
American Apparel



Kathy Thomas
EVP
Half Price Books



Ghalia Bhatti
Chief eCommerce and Digital
Officer, Scholastic Reading Club
Scholastic



Andy Wiedlin
Executive in Residence, **Andreessen
Horowitz**/Former Chief Revenue
Officer, **BuzzFeed**

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Pre-Conference Search, Display & Online Media Summit
Pre-Conference Email and CRM Summit
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OUR PARTNERS

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REGISTRATION

Pricing and Information

Imagination. Innovation. That's eTail.

eTail is at the cutting edge of multi-channel and eCommerce. A place where inspiration meets innovation. Experience awe-inspiring keynotes and tailored networking in the heart of historic Boston.

We'll cover every topic related to your job, both strategically and tactically. Experience tons of interactive learning, and have tons of fun while you do it!

Inspiration Meets Innovation

Keynote speakers come from the top retailers, innovative start-ups, and more – Blue Nile, Pinterest, CVS, Vitamin Shoppe (to name a few). You'll attend high impact presentations, panel discussions, collaborative case study revolutions, and retailer-only meet-ups – you're guaranteed to leave with pages of notes.

Guest Speakers

Don't miss our brand new guest speaker on August 16th, Andy Weidlin, Executive in Residence at Andressen Horowitz and the Former Chief Revenue Officer at BuzzFeed. He's here to talk all things content related - how to create it, how to make it viral, and how to make a real impact with your customers. This is one session you simply can't afford to miss.

Retailers: Get your tickets by July 29 to save a shipload (\$300 to be exact!).
Use code: July300



“ eTail was transformative for us. It was just the thing we needed for a culture shift, and it really got the wheels moving toward a clear vision of our digital future. Major change is afoot!

April Kling Meyer, Sales & Marketing Manager, Lammes Candies

[Get Your Tickets](#)

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Transforming Retail

We put the program together after months of research with executives just like you - to make sure you walk away with tons of tactics. Key themes for this year include innovation and disruption, and the ways that both traditional retailers and start-ups are navigating today's landscape. Our content covers every area impacting your business - personalization, content marketing, mobile engagement, social marketing, data, omnichannel - whatever your pain point, we've got you covered. Whether you need new contacts, are looking for the right partner or just want to sanity check your holiday strategies - we have something for everyone. You'll leave Boston with the means to truly transform your business.



“ This conference is my all time favorite. The whole experience has been amazing! Starting from the beautiful hotel, user friendly eTail app, connection with the right people and the entertaining functions. I feel very inspired and ready to transform my business!

Khanh Nguyen, Senior Web Producer at Arbonne International

Get Your Tickets

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Together

No one does networking like we do at eTail. Every day you will have plenty of chances to make valuable business contacts, connect one on one with other retailers and catch up with friends.

Retailer-Only Meet-Ups



Meet retailers and get your challenges solved. You'll have the chance to mix it up with executives who can give you free advice in areas like customer acquisition, omni-channel best practices, mobile and more! Every host will tackle a different problem area in eCommerce. These will take place throughout the day on August 16 and 17.

Retailer-Only Chats & Cocktails



After a full day of sessions, your brain can get overloaded. Relax with a glass of wine (or a cold beer) during our casual chats at the end of the day on Wednesday. These sessions are great to not only mingle with fellow retailers, but get real solutions you can share with your office.

Case Study Revolutions



On August 16th and 17th We're flipping basic presentations on their heads! You'll hear from a speaker, then gather in small group discussions to hash out solutions. Each group will present their findings at the end – you'll leave with multiple ways to solve the same pain points.

Women in (R)eTail Cocktail Hour



Just for the ladies! If you're a female eCommerce executive, join us the afternoon of August 17th. 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.

Retailer-Only Speed Dating



Think speed dating (without the date)! On Monday afternoon, this fun session lets you meet a ton 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.

Zeta Wine Tasting With A Sommelier



Kick start your exploration of wines during our special wine tasting! Fine tune your taste buds during the afternoon on Tuesday, August 16th, as you try vintage wines and wonderful cheeses. This is an invitation-only activity at eTail East.

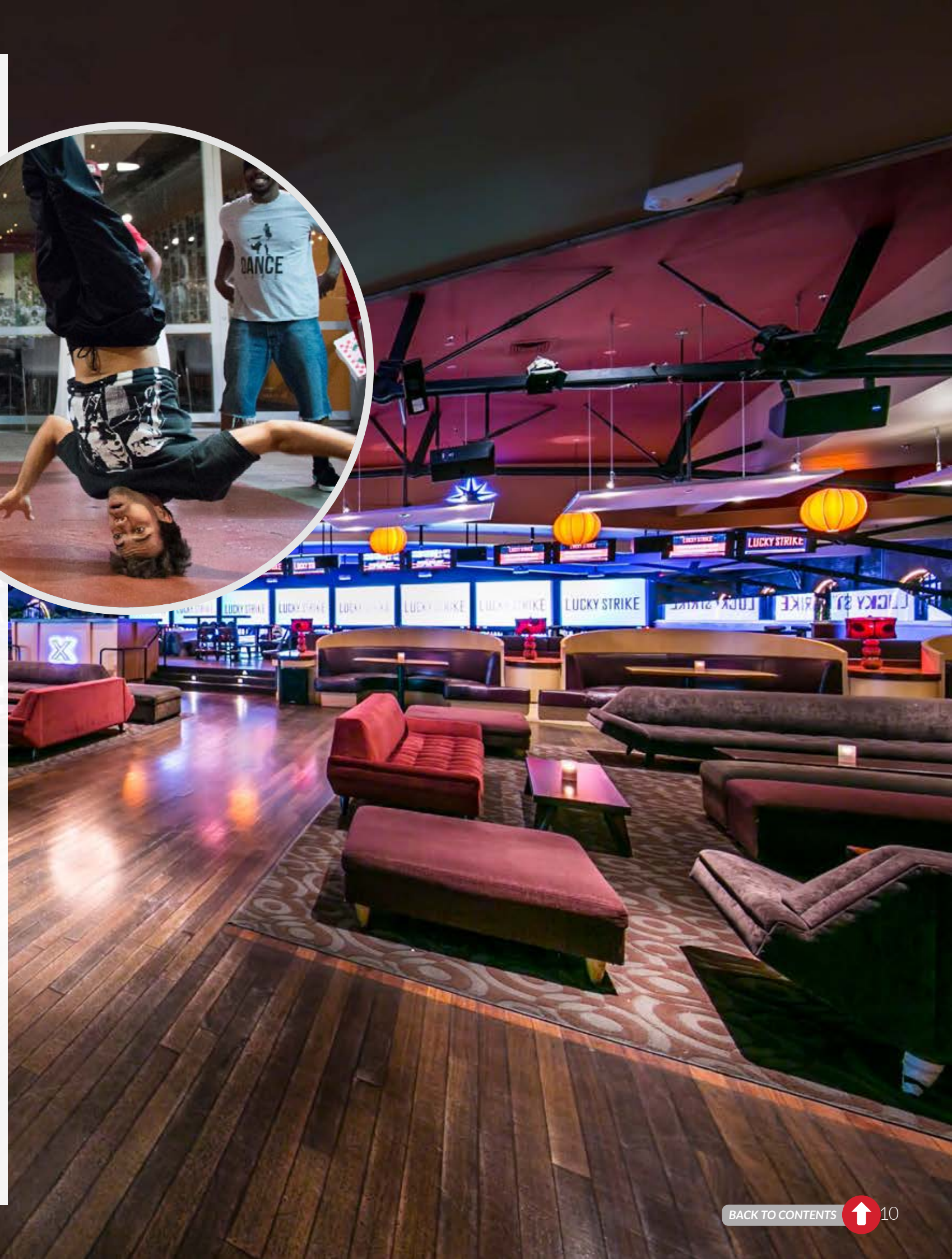
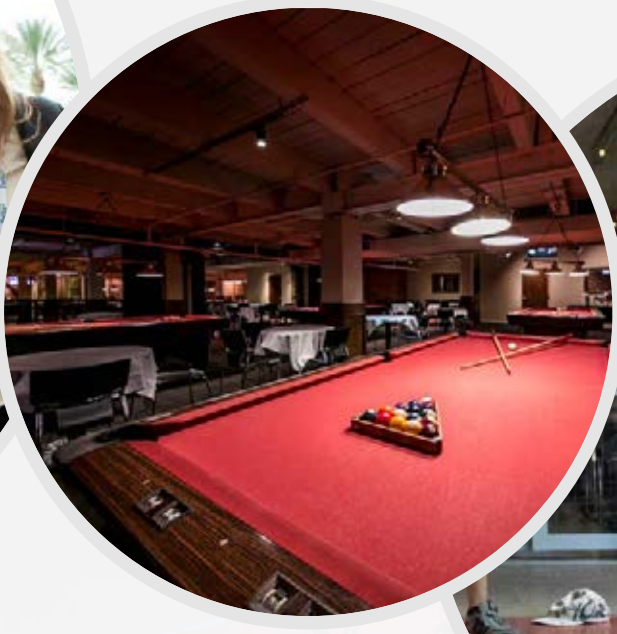


The Brazilian Kick Off Reception: Let The Fun Begin!

Monday Aug 15 - 5:30pm - 7:00pm

We're kicking off eTail East in fabulous style at our Brazilian Welcome Reception. You'll instantly be transported to Rio with amazing food, Brazilian drinks, live Olympic games, and a surprise appearance or two. Grab a drink or two, there's no better time to meet new friends than at our infamous evening receptions.





Booze, Bites and Bowling... No One Parties Like eTail

Tuesday Aug 16 - 5:15pm - 7:15pm

On Tuesday, we'll head over to Jillian's Lucky Strike for our Booze, Bites & Bowling Night. Have a competitive side? Perfect! We'll have bowling tournaments, pool tables and much more. Prefer something different? We have you covered. There will be a DJ, awesome entertainment, drinks, food and surprise entertainment. You'll know why everyone raves about our receptions.



An Exhibition Hall That Does More Than Exhibit

This isn't your average Exhibit Hall - you'll meet tons of other retailers during our "Retailer Meet-Ups" and enjoy retailer-only small group Discussions. Play awesome video games, get involved in fun competitions for a chance to win fantastic prizes and cold hard cash. Or simply relax with specialty cocktails, refreshments, Mimosas, wine and a lot more. 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!

August 16th

- 7:20 AM Breakfast & Networking
- 9:25 AM Morning Mimosas
- 11:25 AM "Minute To Win It" Games
- 3:30 PM Networking Happy Hour
- 5:15 PM Hall Closes

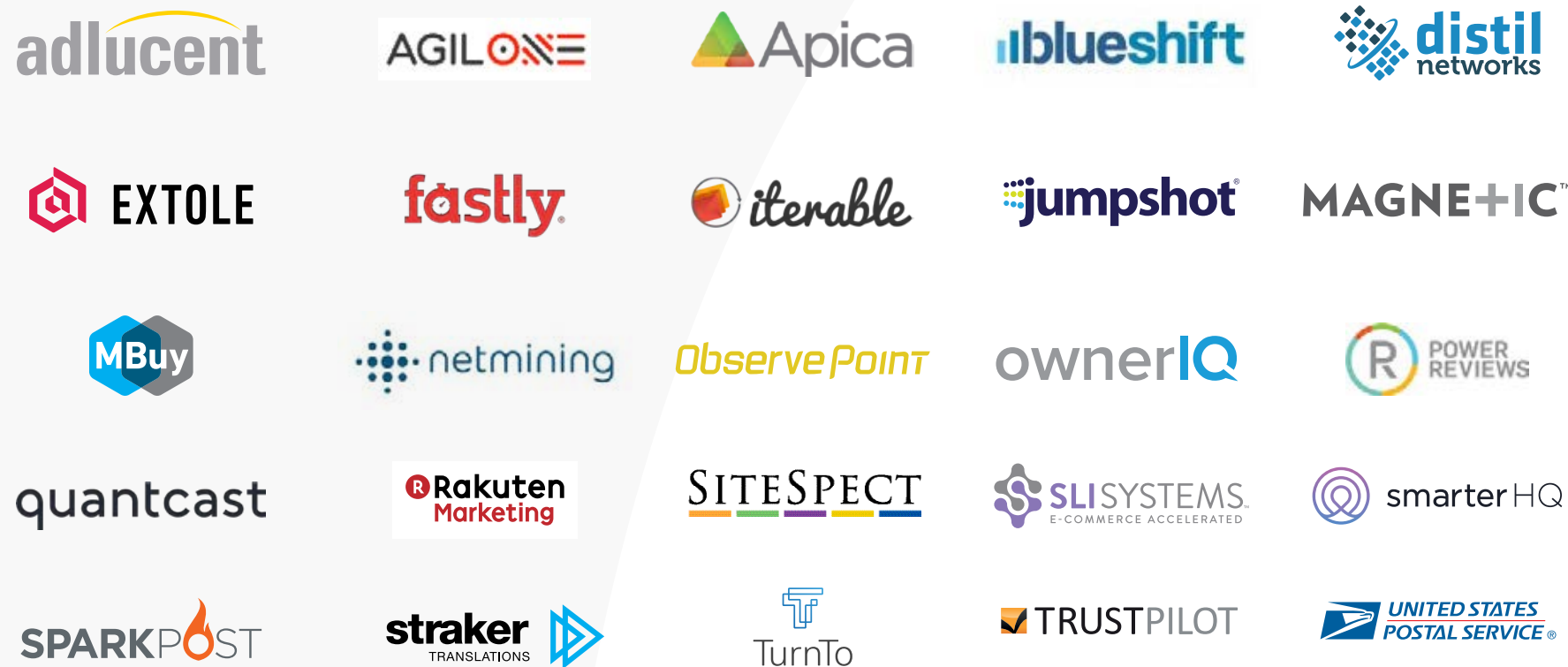
August 17th

- 7:20 AM Breakfast & Networking
- 9:25 AM Xbox Challenge & Irish Coffees
- 11:25 AM Xbox Challenge II
- 3:30 PM Beer Break!
- 5:15 PM Hall Closes

Tons of Technology, All Under One Roof

Our Exhibit Hall is not about a bunch of executives pushing a random technology, trying to sell you the “hottest thing” – you’ll identify which solution will work for your business. We’ve done the legwork, cultivating the latest and greatest in tech – simply walk into the Exhibit Hall and find your next long-term partner. For solution providers, there’s no better place to showcase your solutions. Establish your presence, build buzz and drive demand.

Meet Our Premier Exhibitors & Main Foyer Table Top Sponsors



Interested in Sponsoring? Have a Chat With Chet

The attendees are engaged, excited and looking to get a leg up on the competition. The energy in the hall is contagious, the connections real, and the opportunities endless. Looking after the Sponsorship and Exhibition sales for eTail, Chet is here to put together a customized sponsorship package to ensure your product or service reaches the executives you want it to reach. Give Chet a call today: Chet Silverman, Sponsorship Sales Manager, Phone: 646-200-7478



The eTail App – Stay Connected Everywhere You Go

Sponsored by: **tru**effect®

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.

We're Saving Trees!

eTail is all about mobile and digital experiences. 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 set reminders for sessions, get updates on fun activities, even message other attendees. Why risk missing out?

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 your conference experience to the next level.



Dawn Keathley

Director of New Business Development
InfoCision Management Corporation



Cody Saun Kratzer

Director of Web Development
LightingNewYork.com

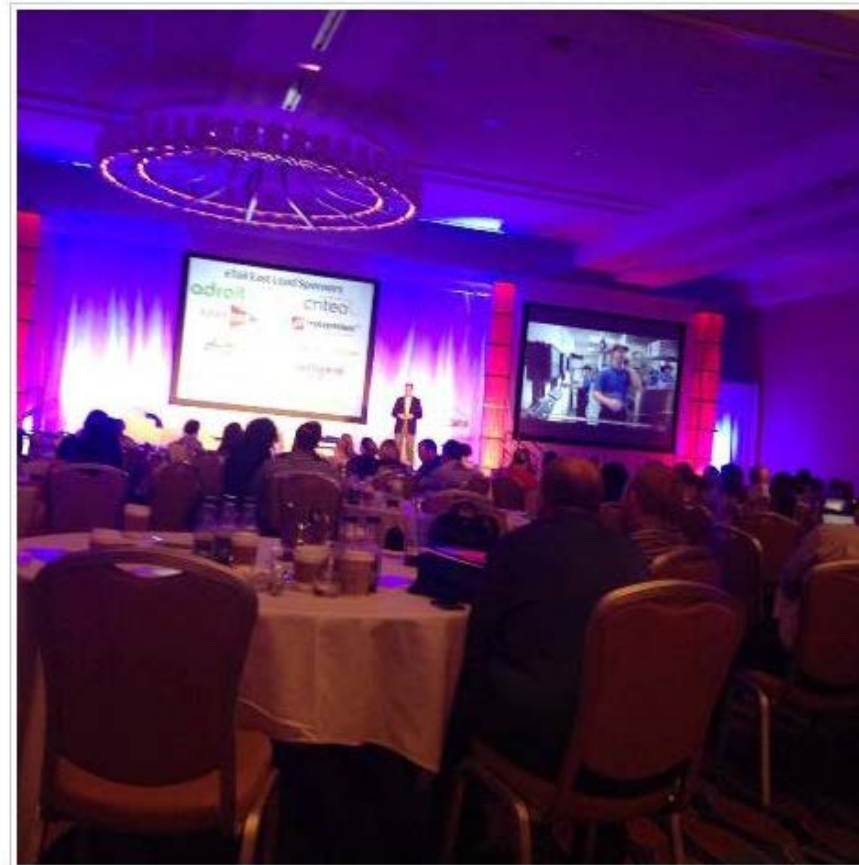


Amber Heckler

Digital Marketing Specialist
Dollar Tree



Great Networking at eTail!



#Dominos now has voice ordering as sophisticated as Siri!



Throwback to today's lunch break: Look at the beautiful Adobe staff! #eTailEast

Your Retail Speakers

You can attend high impact presentations, debate –themed panel discussions, collaborative working group sessions, retailer-only meet-ups – you’re guaranteed to leave with pages of notes. Learn from this group’s successes (and avoid pitfalls). They’ll outline what worked for their businesses and what didn’t. Check www.etaileast.com to learn more about this dynamic group.



Deepak Agarwal
Founder & CEO
Choxi.com Inc. (formerly Nomorerack)



Nick Taranto
Co-Founder and CEO
Plated.com



Jon Sainsbury
President International & Head of Marketing
Blue Nile



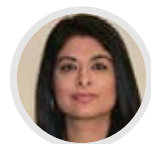
Michael Yamartino
Head of Commerce
Pinterest



Rose Hamilton
Chief Digital Officer
Vitamin Shoppe



Brian Tilzer
Chief Digital Officer
CVS Health



Ghalia Bhatta
Chief eCommerce and Digital Officer, Scholastic Reading Club
Scholastic



Charlie Cole
Chief Digital Officer
Tumi



Thoryn Stephens
Chief Digital Officer
American Apparel



Mark Walker
CEO
Jackthreads



Brad Sockloff
SVP eCommerce
Nutrisystem



Emily Culp
CMO
Keds



Darren Fogelman
CEO
DreamCanyon



Xiaodi Zhang
Chief Product Officer
Istdibs



Lulu Ge
Head of Change Management
Hudson's Bay



Steven Leeds
SVP Marketing
Systemax



Kathy Thomas
EVP
Half Price Books



Frederick Lecoq
SVP Marketing and eCommerce
FGL Sports



Mark Venezia
SVP of Global Sales & Marketing, North America
Spreadshirt



Andy Schepper
COO
Summit Sports



Mark Bietz
CMO
Fun.com



Santiago Merea
Chief Revenue Officer
Yumly



Ethan Smith
Chief Growth Officer
Yumly



Rick Medeiros
SVP, Chief Digital Officer
LoanDepot



Bridget O'Brien
Vice President of Marketing, Communications and Creative
Vistaprint



Sandeep Varma
VP Enterprise CRM, Loyalty, and Analytics
1800Flowers



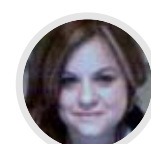
Geoffrey Sanders
VP Digital Marketing, CRM and Loyalty
Gilt Groupe



Sean Bunner
VP New Business Development
HSN



Kecia Hielscher
VP/EMM, Home
Nordstromrack.com/Hautelook



Leslie Leifer
VP eCommerce and Product Development
1800Flowers



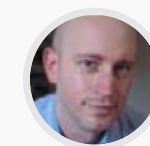
Peter Stringer
VP Digital Media
Boston Celtics



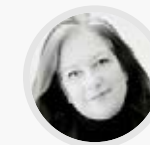
Scott Gude
VP eCommerce – Site Experience
Fanatics



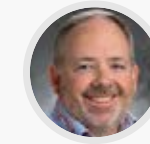
Scott Zakrajset
VP Site Optimization
Shoebuy



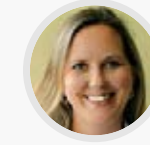
Josh Himwich
VP and GM
XO Group



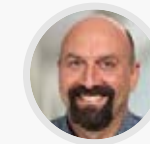
Eileen Shulock
VP eCommerce
Kirna Zabete



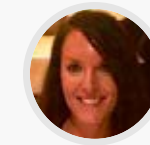
Kent Zimmerman
VP eCommerce
Shoe Carnival



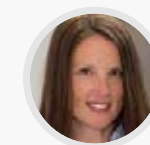
Christine Monaghan
Director/VP eCommerce
Villa



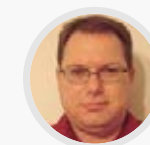
Alexander Genov
Head of Research and UX
Zappos



Amanda Greenberg
Sr. Director eCommerce
Ferrara Candy Company



Sarah Rasmusen
Director Digital Merchandising
Kohl's



Bobby Lyons
Director Online Marketing, SEO
Walgreens

Your Retail Speakers



Will Taylor
Director Strategic Initiatives
Hudson's Bay



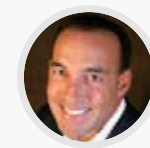
Kelley Mitchell Price
Global Director, Digital
Experience & Design
IHG



Mike Dimiele
Sr. Manager Testing and
Optimization
Redbox



Brett Northart
Co-Founder and President
Le Tote



Andy Wiedlin
Executive in Residence,
Andressen Horowitz and
Former Chief Revenue
Officer, **BuzzFeed**



Wayne Duan
Director Digital Commerce
Walgreens



Anthony Long
Head of Demand Generation
Vistaprint



Brad Dolian
Mobile Marketing Manager
Cabela's



Ashley Serotta
Sr Director Digital
Marketing and eCommerce
Living Proof



Scott Dramer
VP Marketing
Paul Fredrick



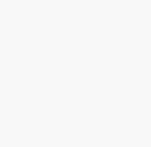
Daniel Marques
Director Online Marketing
Talbots



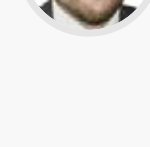
Marta Dalton
Director eCommerce &
Digital Marketing
Coca-Cola



Jessica Thompson
Senior Manager Digital
Acquisition
Plow & Hearth



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



Karen Bennett
Senior Manager, Online
Feedback Strategy
Home Depot



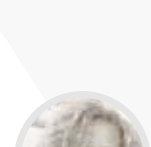
Haley Nemann
Director Digital Experience
Crocs



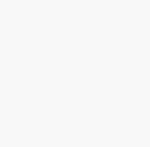
Bryson Meunier
SEO Director
Vividseats.com



Gregory Rice
Marketing Manager
Newegg



Ilana Rabinowitz
VP Marketing and Product
Development
Lion Brand Yarn



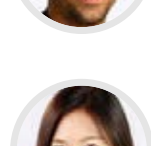
Vijay Srinivasan
Director eCommerce
Operations
Autozone



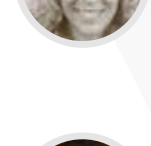
Brett Rudolph
Direct Email Marketing and
Native Acquisition
Glassesusa.com



Sharon Klapka
VP Business and Brand
Development
AdoreMe



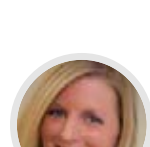
Claire Lin
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Newegg



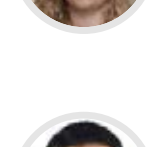
Mosheh Poltorak
Sr. Manager Digital
Marketing
Blinds.com



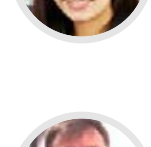
Jamie Braxton
Marketing Manager
US Mattress



Kristen Klock
Director Omnichannel
David's Bridal



Victor Castro
Director of eCommerce
Zachy's



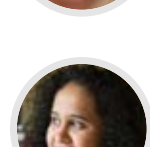
Gary Kazmer
GM of eCommerce
Crayola



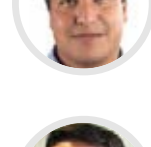
Matt Corey
CMO
PGA TOUR Superstore



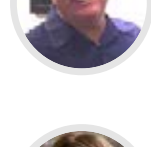
Mike Lackman
CEO
Petflow



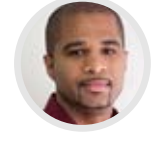
Raji Raman
Director Digital Marketing
and Analytics
Market America



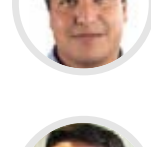
Gary McEldowney
Marketing Director
Allergy Buyers Group, LLC



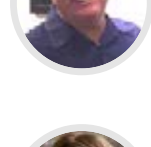
Amy Boaz
Sr. Manager Global Digital
Marketing, Global
eCommerce
Lenovo



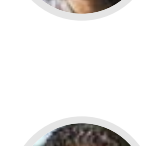
Jason Groesser
Director Insights &
Innovation
Autotrader.com



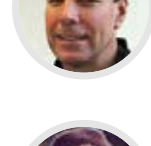
Benn Mendelsohn
Brand Director
Sivana



Amy Madonia
VP eCommerce and
Marketing
Julien Farel



Tom Weisend
Director of User Experience
Wayfair



Michael Zuccato
Director Online Marketing
Sourcebooks



Retailers: Get your tickets by July 29 to save a shipload (\$300 to be exact!). **Use code:** July300

[Get Your Tickets](#)

Agenda Highlights:

Pre-Conference Online Media & Search Summit

Don't Blow Your Budget On Search

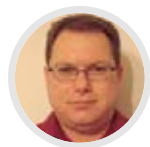
MONDAY, AUGUST 15, 2016

We'll talk SEO, SEM, display, online advertising. Pretty much focusing on how to get the most out of these vehicles, and how not to blow through your budget. You'll network too – we'll have roundtables with subject experts throughout the day, and a mix of case studies and panels that get into the nitty gritty of what you'd like to discuss.



9:30 AM

Keynote: SEO : Page Performance vs. Page Position



Bobby Lyons
Director Online Marketing, SEO
Walgreens

Bobby heads up the SEO efforts at Walgreens, ensuring his programs are offering the type of visibility and return that is needed to really move the needle. In this keynote session, he'll discuss how to determine if performance is impacting your SEO visibility, the impact of performance on mobile visibility and the Google algorithm, and finally tools and guidance around how to address performance as a marketer.

11:25 AM

Keynote Panel Discussion: Top Strategies To Increase The Effectiveness Of Your SEO Programs



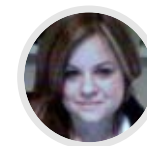
Jessica Thompson
Senior Manager
Digital Acquisition
Plow & Hearth



Anthony Long
Head of Demand
Generation
Vistaprint



Gregory Rice
Marketing Manager
Newegg



Leslie Leifer
VP eCommerce
and Product
Development
1800Flowers

Search is changing so quickly, it's almost too difficult for marketers to keep up. Is the marketplace going through a major shift right now? What's the best way to manage SEO? These executives know, and they are going to walk through all of your search concerns, challenges, issues, questions – and the best part? You'll leave with tons of insight and pages of notes.

12:00 PM

Keynote: Delving Into The Future Of Display To Increase Your ROI

This session is all about how display is evolving. Learn how to balance relevance with effectiveness, measure the effectiveness of your campaign holistically and ultimately how to bring your display program into the future!

Pre-Conference Email & CRM Summit

You Can Get More Out Of Your
Email Programs.

MONDAY, AUGUST 15, 2016

A lot more. Move the needle with strategies that keep customers coming back. Increase your open rates. Get in the inbox. We'll only talk email during this day, so you can leave with not only tons of notes, but tangible ways to solve your challenges. As a bonus we'll have roundtables designed to get you talking with your peers.



9:00 AM

Keynote: Get More Revenue Out Of Your Email: Examining Trigger And Batch Campaigns



Scott Drayer
VP Marketing
Paul Fredrick

Paul Fredrick is heavily focused on their CRM and email programs. They are optimizing their triggers and thinking about the lifecycle of the customer. After leaving this kickoff session, you'll understand the relevancy of this type of email content for your customers, and identify new opportunities to create relevant customer touchpoints.

3:10 PM

Accelerating Your Customer Segmentation From 0-60 In Only Five Steps



Mosheh Poltorak
Sr. Manager Digital Marketing
Blinds.com

Providing relevant and timely communication to your customers can mean the difference between a value-generating interaction versus noise; or worse, an unsubscribe. Similarly, providing a targeted offer to a customer may mean getting them to buy versus needlessly giving away your margins.

In today's data-driven world, customers have come to expect hyper-personalized communication, content and offers. Learn practical tips around segmenting your audience and maximizing Lifetime Value from your customers. See how Blinds.com implemented these tried-and-true methods, providing consistent 20-30% gains, contributing millions of dollars in additional revenue.

3:35 PM

Revamping Your Content To Make It More Personalized And Targeted

For ecommerce retailers, it's easy to become locked into "Buy Now!" promotional campaigns. It can be difficult to deviate from sales-focused messages when year-over-year revenue metrics are at stake. Additionally, though we've all heard content marketing is important for engagement, email marketers can struggle with what this means for their brand and how to incorporate it into their messaging mix without jeopardizing their promotional campaigns. In this session, you'll learn how to tackle the challenge of creating brand enhancing content marketing, all without compromising the success of their traditional promotional campaigns.

Agenda Highlights: Pre-Conference Retail Innovators Summit

Join a community of retail innovators

MONDAY, AUGUST 15, 2016

Get fresh ideas to really drive innovation in your business. How can retailers take advantage of the 'Internet of Things'? What about wearables and connected products? Does it even matter? Our speakers talk about these topics, and 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.



9:45 AM

Keynote: The Journey From Being A House Of Sports To Canada's Home Of Sports



Frederick Lecoq
SVP Marketing and eCommerce
FGL Sports

For the last three years, Sport Chek has been on a journey shifting from the house of sport to the home of sport. With competition one click away, the company has been at the forefront of recognizing that retail needs to redesign and personalize the customer experience at every brand touchpoint. Learn from Frederick Lecoq as he takes you inside the Sport Chek's digital transformation and discusses their five key enablers— rich content, real time, mass personalization, data readiness and marktech.

12:25pm

Keynote: Smart Living By Dreamcanyon: The Impact Of Next-Generation Wearables And Consumer IoT



Darren Fogelman
CEO
DreamCanyon

How will wearables and IOT devices affect the way we consume, rest and play? Will wearables become the dominant smart devices of the next five years? Darren explores these topics and more in this keynote session.

2:15 pm

The Math Behind Lingerie Models



Sharon Klapka
Director of Business and Brand Development
AdoreMe

Sharon Klapka is VP of Business & Brand Development at Adore Me, the second fastest-growing retail company in the US. Adore Me is creating the Zara of lingerie with affordable, fast-fashion intimates and in less than 4 years the brand has become a company with 6.5 million users, over one million Facebook followers and \$11.5 million raised. By injecting geeky tech sensibility, such as A/B testing lingerie models, to the traditional fashion space Adore Me is challenging one of the most powerful fashion behemoths in the world: Victoria's Secret.

Agenda Highlights: Main Conference Day One:

Reimagining And Reinventing Retail

TUESDAY, AUGUST 16, 2016

The first main conference day is simply not to be missed. We'll delve into retail transformation, disruption, innovation and growth. From traditional retailers to start-ups, you'll get a holistic view of how to reimagine your brand experience for customers. And we didn't even mention the parties in the evening! Check out some of the highlights.



8:05 AM

Keynote: Creating An Authentic Company And Reimagining The Retail Experience



Jon Sainsbury
President International & Head of Marketing
Blue Nile

Since Blue Nile's founding, it has created a transparent relationship in an opaque industry by offering education and guidance with non-commissioned consultants – all online. Most predicted failure, but the company has sold over 500,000 engagement rings in its history to customers who demand trust, value, and shopping on their terms. In 2014, Blue Nile tested display cases of jewelry in two Nordstrom stores and found that the visitors were highly qualified. In fact, in one store, 91 percent visited specifically for Blue Nile on average versus being random Nordstrom customers. They learned that the low-overhead footprint meant that the company could simultaneously disrupt and leverage the brick and mortar experience. Blue Nile decided to open its first "Webroom," a stand-alone physical retail location in June 2015, and has announced three more "Webrooms" to open in 2016. Learn how the physical footprint actually enhances the online shopping experience and builds trust.

10:05 AM

Keynote: The Vitamin Shoppe's Customer Experience Reinvention Journey



Rose Hamilton
Chief Digital Officer
Vitamin Shoppe

The Vitamin Shoppe is currently undergoing a customer experience and shopper journey reinvention and evolving into a true health and wellness lifestyle brand and destination. The Company will be undertaking significant changes to the training of its health enthusiasts, product assortment, stores and digital experience, among others. This presentation will look at the case for change, the journey the company is undertaking and what the Vitamin Shoppe will look like in the future. The Vitamin Shoppe will succeed by redefining the customer experience to inspire its customers, differentiate the company through product offerings and services while at the same time staying focused on retail fundamentals. The presentation will touch on how this strategy was developed and how it is being brought to life in an omni-channel environment.

11:55 AM

Keynote: The 5 P's Of Building A Culture Of Innovation & Disruption



Nick Taranto
Co-Founder and CEO
Plated.com

When it comes to building a culture that will "eat the world" it all comes down to 5 P's: Purpose, Process, People, Product, and Platform. Plated.com knows a little something about disruptive company culture - the company has raised over \$50 million in venture capital and has shipped millions of meals across the United States. In this keynote presentation, Nick walks you through his framework for building an innovative and disruptive operating model, and how you can apply it to your own organization.

Agenda Highlights:

Main Conference Day Two:

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

WEDNESDAY, AUGUST 17, 2016

You'll hear 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 don't miss the retailer meet-ups, workshop sessions and the Women In Retail Leadership cocktail hour.



8:05 AM

Keynote: It's Personal: How CVS Health Is Creating a Connected Health Experience for Its Customers



Brian Tilzer
SVP/Chief Digital Officer
CVS Health

In this session, Brian Tilzer, Senior Vice President and Chief Digital Officer for CVS Health, will explain how CVS Health is driving bold industry change using data and technology to fuel a customer-centric approach to innovation, recognizing that each individual's healthcare journey is personal. Brian will discuss the company's digital strategy, including the process for developing digital tools that help customers solve their healthcare management challenges. He will share his experience making an omni-channel strategy a reality at CVS Health, which has allowed the company to draw in new customers and more effectively engage with top customers, in addition to best practices and the latest innovations coming out of the CVS Digital Innovation Lab.

12:05 AM

Guest Retail Keynote: The Retailer Opportunity On Pinterest

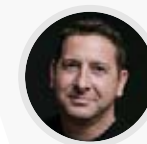


Michael Yamartino
Head of Commerce
Pinterest

100 million people around the world use Pinterest to discover things they love and want to try in their everyday lives. With 75% of the content saved to Pinterest originally coming from businesses, brands are a key part of this discovery process. In this session, you will hear how retailers are using Pinterest to understand consumer behavior and trends, reach new customers and innovate in the world of omni-channel marketing.

12:30 PM

Keynote: Retail's "State of the Union"



Mark Walker
CEO
Jackthreads

While real disruption has come to many areas of retail, digital fashion brands and brick and mortar stores have not. In 2015, retail purchases climbed just 2.1 percent – wrapping the weakest year since 2009. Further, there is a massive disconnect between traditional brick and mortar and the next generation of shoppers – Millennials.

So, in the current economic climate – how do brands win? Traditionally, brands won through superior product offering, shipping or price. But, to win as a retail brand today, you need to become an experience-first brand that is tailored to how millennials shop. Brands like Uber, Casper and JackThreads have combined their offering with a digital experience. We'll take deep dive into their stories and uncover how they are exceeding customer expectations today.

Agenda Highlights:

Main Conference Day Three:

It's All About Growth – Mobile, Social And Emerging Markets

THURSDAY, AUGUST 18, 2016

How much does mobile mean to your business? What are you using your content to transform your business? There's a lot of money left on the table if you can't convert mobile customers, or ignore content marketing and social engagement strategies. As a bonus, you'll hear brand and customer service stories that will inspire you.



9:15 AM

Keynote: The Last Session You'll Ever Need To Go to About Omni-Channel. Promise.



Charlie Cole
Chief Digital Officer
Tumi

This session is about take-aways, take-aways, and more take-aways. You'll learn how omni-channel compensation has to work – be understood – and how to optimize. And depending on what you sell – what “tried and true” omni channel strategies don't make any sense for you. We'll conclude with an overview of systems – i.e. what needs to talk to whom about what, and commoditized technologies you are possibly paying too much for. This will literally be the last session you'll ever need about omni-channel.

11:00 AM

Keynote: Leverage Social Media Channels To Drive Sales And Consumer Engagement



Mark Venezia
SVP Global Sales and Marketing North America
Spreadshirt

Harness the power of YouTube Stars and other social media influencers to tap into a very engaged, loyal and enthusiastic group of global consumers. In this age of instant commerce, digital stars have more ardent fans than traditional media. The top talent is represented by global talent agencies, Spreadshirt has made a deliberate decision to partner with the biggest agencies to immediately tap into this sector and provide state of the art platform options to retain talent and fans. Spreadshirt has recognized several sectors that are key markets for our growth. This discussion takes a look at these markets and potential for growth and brand engagement.

2:10 PM

Closing Session: Getting Customers To Complete The Purchase No Matter The Device



With more than half of total internet time now happening via mobile devices, its critical brands learn to connect with consumers through content and advertising formats that are truly additive to the mobile experience. To do this successfully, retailers and brands are required to have a deep understanding of their target consumer's immediate preferences, location, wants and needs – and then harness these highly granular, real time insights to drive touch points that are authentic, meaningful, and non-disruptive – and above all else, measurable. Find success by being a genuine part of the community and conversation.





Pre-Conference The Search, Display & Online Media Summit:

Don't Blow Your Budget On Search


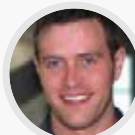
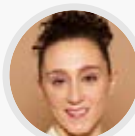
MONDAY, AUGUST 15TH, 2016




For full session descriptions, please visit www.etaileast.com

- 8:30 Continental Breakfast & Registration
- 9:00 Welcome Remarks & Benchmarking Study
- 9:15 Chairperson's Opening Remarks
 -  **Joe Melton**
VP Search Marketing
YourAmigo
- 9:30 Keynote: SEO : Page Performance vs. Page Position
 -  **Bobby Lyons**
Director Online Marketing, SEO
Walgreens
- 9:55 Kickoff Of Interactive Roundtables
- 10:55 Coffee & Refreshments
- 11:25 Keynote Panel Discussion: Top Strategies To Increase The Effectiveness Of Your SEO Programs

-  **Anthony Long**
Head of Demand Generation
Vistaprint
-  **Leslie Leifer**
VP eCommerce and Product Development
1800Flowers
-  **Jessica Thompson**
Senior Manager Digital Acquisition
Plow & Hearth
-  **Gregory Rice**
Marketing Manager
Newegg

- 12:00 Keynote: Delving Into The Future Of Display To Increase Your ROI
- 12:25 Continuation of Interactive Roundtables
- 1:05 Lunch For All Attendees

- 2:00  Panel Discussion: Media Mix Modeling –Reducing Waste And Having A Relationship With Your Customers Across Channels
 -  **Ethan Smith**
Chief Growth Officer
Yumly
 -  **Amy Madonia**
VP eCommerce and Marketing
Julien Farel

- 2:35 Remarketing Lists For Search Ads: Driving Incremental Revenue Gains
- 3:00 Continuation of Interactive Roundtables
- 4:00  Panel Discussion: Taking A Close Look At New Product Ad Channels: What Works And What Doesn't
 -  **Gary McEldowney**
Marketing Director
Allergy Buyers Group, LLC
 -  **Jessica Thompson**
Senior Manager Digital Acquisition
Plow & Hearth

- 4:25 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's Olympics In Rio Reception


 Summit Roundtable Moderators: (Each table is moderated by a Retailer and a technical expert; Each table discussion will last 25 minutes)

Table 1: Your Amigo

Table 2: Buzztala



Pre-Conference Email & CRM Summit:

You Can Get More Out Of Your Email and CRM Programs

MONDAY, AUGUST 15TH, 2016

For full session descriptions, please visit www.etaileast.com

8:00 Continental Breakfast & Registration

8:30 Welcome Remarks & Benchmarking Study

8:45 Chairperson's Opening Remarks

9:00 Keynote: Get More Revenue Out Of Your Email: Examining Trigger And Batch Campaigns



Scott Drayer
VP Marketing
Paul Fredrick

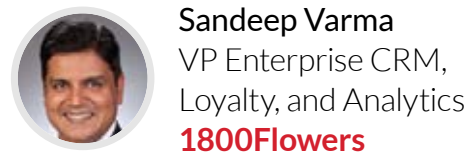
9:25 Keynote Panel Discussion: CRM Programs That Move The Dial For Your Business



Brett Rudolph
Direct Email Marketing and Native Acquisition
Glassesusa.com



Geoffrey Sanders
VP Digital Marketing, CRM and Loyalty
Gilt Groupe



Sandeep Varma
VP Enterprise CRM, Loyalty, and Analytics
1800Flowers



Raji Raman
Director Digital Marketing and Analytics
Market America

Optimove Executive

9:55 Kickoff Of Interactive Roundtable Discussions

10:35 Coffee & Refreshments

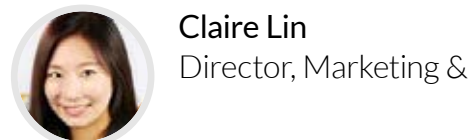
11:25 Panel Discussion: Using Email Content To Drive Loyal, Engaged Customers



Andy Schepper
COO
Summit Sports



Benn Mendelsohn
Brand Director
Sivana Spirits



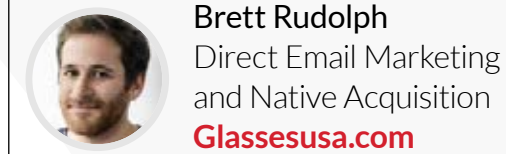
Claire Lin
Director, Marketing &

Merchandising
Newegg

11:50 Continuation Of Interactive Roundtables

12:30 Lunch For All Attendees

1:30 Panel Discussion: Email List Optimization: Avoiding Bulking, Penalties And Effectively Targeting Your List



Brett Rudolph
Direct Email Marketing and Native Acquisition
Glassesusa.com



Jamie Braxton
Marketing Manager
US Mattress

2:00 Continuation Of Interactive Roundtables

2:40 Afternoon Coffee & Refreshments

3:10 Accelerating Your Customer Segmentation From 0-60 In Only Five Steps



Mosheh Poltorak
Sr. Manager Digital Marketing
Blinds.com

3:35 Revamping Your Content To Make It More Personalized And Targeted

4:00 Conclusion Of Email Marketing & CRM Summit

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

5:30 eTail's Olympics In Rio Reception



Summit Roundtable Moderators: (Each table is moderated by a Retailer and a technical expert; Each table discussion will last 25 minutes)

Table 1: Bluecore

Table 2: Iterable

Table 3: SparkPost

Table 4: Email Aptitude



Pre-Conference Innovator's Summit: Defining The Future Of Retail:

Bringing Together A Community Of Retail Innovators

MONDAY, AUGUST 15TH, 2016

For full session descriptions, please visit www.etaileast.com

8:50 Registration & Networking Breakfast

9:20 Welcome Remarks & Benchmarking Study

9:30 Chairperson's Opening Remarks

9:45 **Keynote: The Journey From Being A House Of Sports To Canada's Home Of Sports**



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

10:10 **Keynote: The State Of The Retail Apps Economy And What It Takes To Win Customers For Life**

 **Ben Gray**
Digital Experience Analyst
Applause and Retail Client

10:35 **Keynote Panel Discussion: What's The Future Of Marketing: The Internet Of Things, WearableTech, And Ad Space Opportunities**




 **Santiago Merea**
Chief Revenue Officer
Yumly

11:00 Coffee & Refreshments

11:30 **Keynote Panel Discussion: Going Beyond Omni-Channel: Moving Towards A One Customer, One Brand Mentality**



 **Kecia Hielscher**
VP/EMM, Home
Nordstromrack.com/ Hautelook


 **Kelley Mitchell Price**
Global Director, Digital Experience & Design
IHG (Intercontinental Hotels Group)

 **Rick Medeiros**
SVP, Chief Digital Officer
LoanDepot

Jackman Executive

12:00 **Keynote Executive Presentation**
 **Mobify** Executive and Retail Client


12:25 **Keynote: Smart Living By Dreamcanyon: The Impact Of Next-Generation Wearables And Consumer IoT**

 **Darren Fogelman**
CEO
DreamCanyon

12:50 Lunch For All Attendees

1:50 **Panel Discussion: Promotional Strategies: When Is Too Soon, Too Much And Too Frequent?**

 **Kent Zimmerman**
VP eCommerce
Shoe Carnival

 **Eileen Shulock**
VP eCommerce
Kirna Zabete

 **Claire Lin**
Director, Marketing & Merchandising
Newegg

2:15 **The Math Behind Lingerie Models**

 **Sharon Klapka**
Director of Business and Brand Development
AdoreMe

2:50 Coffee & Refreshments

3:30 End Of Summit

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

5:30 **eTail's Olympics In Rio Reception**



[Get Your Tickets](#)

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Main Conference Day One:

Reimagining And Reinventing Retail

TUESDAY, AUGUST 16TH, 2016

For full session descriptions, please visit www.etaileast.com

7:20 Registration And Networking Breakfast Inside The Solution Zone

7:45 Welcome Address & Opening Ice Breaker



Lori Hawthorne
Events Director
eTail Conferences

7:50 Chairperson's Opening Remarks

PayPal Executive

8:05 Keynote: Creating An Authentic Company And Reimagining The Retail Experience



Jon Sainsbury
President International & Head of Marketing
Blue Nile

8:30 Keynote Executive Presentation



Jeff Barto
Trust Strategist
Symantec

8:55 Keynote Panel Discussion: The State Of Transformation And Disruption Within The Retail Industry



Sean Bunner
VP New Business Development
HSN



Deepak Agarwal
Founder and CEO
Choxi.com



Matt Corey
CMO
PGA TOUR Superstore

Narvar Executive

9:25 Bloody Mary Morning Break

10:05 Keynote: The Vitamin Shoppe's Customer Experience Reinvention Journey



Rose Hamilton
Chief Digital Officer
Vitamin Shoppe

10:30 Keynote Executive Presentation



James Smith
EVP
Criteo

10:55 Keynote Panel Discussion: Using Innovation To Drive Growth In Today's Retail Market



Sandeep Varma
VP Enterprise CRM, Loyalty, and Analytics
1800Flowers



John Theiss
SVP Retail and Brand Solutions
RetailMeNot

11:25 Networking Refreshment Break Featuring "Minute To Win It" Games Inside The Solution Zone

11:55 Keynote: The 5 P's Of Building A Culture Of Innovation & Disruption



Nick Taranto
Co-Founder
Plated.com

12:20 Keynote: Harnessing The Power Of Shareable Content



Andy Wiedlin
Executive in Residence,
Andressen Horowitz
and Former Chief Revenue Officer
BuzzFeed

12:45 Invitation-Only Private Lunch Hosted By Symantec

Invitation-Only Private Lunch Hosted By Demandware

12:45 Meet and Greet Lunch & Networking For All Attendees



	TRACK A: Growth In Retail/How To Beat Amazon	TRACK B: Omni-Channel/Multi-Channel Execution	TRACK C: Social, Mobile & The Future Of Retail	Exhibit Hall Meet-Ups And Activities
1:45	Chairperson's Remarks	Chairperson's Remarks	Chairperson's Remarks	
1:55	Case Study Revolution: Three Retailers. Three Strategies To Become #1  Josh Himwich VP and GM XO Group	Case Study Revolution: Driving Omnichannel Change And Adoption At Hudson's Bay  Lulu Ge Head of Change Management Hudson's Bay  Will Taylor Director Strategic Initiatives Hudson's Bay	Case Study Revolution: Beyond Revenue: How To Value Your Social Media Marketing  Ilana Rabinowitz VP Marketing and Product Development Lion Brand Yarn	Join Us In the Social Lounge For Retailer-Only Meet-Ups: Get Free Advice You Can't Get Anywhere Else Generating Explosive SEO Results Now Hosted By:  Anthony Long Head of Demand Generation Vistaprint
2:35	Executive Presentation  Denis Coombes Director ROI Revolution and Retail Client	Executive Presentation Moovweb Executive	Executive Presentation  Monal Patel SVP & CBO Unbxd and Retail Client	
3:00	Panel Discussion: Effectively Prioritizing eCommerce Projects To Get Things Done  Leslie Leifer VP eCommerce and Product Development 1800Flowers  Amanda Greenberg Sr. Director eCommerce Ferrara Candy Company  Kristen Klock Director Omnichannel and eCommerce David's Bridal  Jon Panella VP Technology Global CEP Strategy Lead SapientNitro	Panel Discussion: Redefining Omni-Channel Retail Experiences: Marrying Digital And In-Store  Kathy Thomas EVP Half Price Books  Wayne Duan Director Digital Commerce Walgreens  Brad Dolian Mobile Marketing Manager Cabela's	Panel Discussion: Turning Traffic Into Sales: Making The Mobile Experience Better For Today's Consumers  Mike Dimiele Sr. Manager Testing and Optimization Redbox  Michael Zuccato Director Online Marketing Sourcebooks  Eileen Shulock VP eCommerce Kirna Zabete	
3:00	Zeta Wine Tasting Invitation-Only			
3:30	Minute To Win It Challenges & Beer Happy Hour Inside The Solution Zone			

4:05

Moving The Needle With Your SEO Program

Vijay Srinivasan
Director, ECommerce Operations
Autozone

Going Beyond Omni-Channel: Moving Towards A One Customer, One Brand Mentality


 Rick Medeiros
SVP, Chief Digital Officer
LoanDepot

Secrets of Successful Videos from a Viral Video Master

 Steven Leeds
SVP Marketing
Systemax

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

Know Your Mobile Customer

Hosted By:
 Mike Dimiele
Sr. Manager Testing and Optimization
Redbox

4:35

Executive Presentation

myThings Executive

Executive Presentation

Executive Presentation

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

4:50



Panel Discussion: The Future Of Personalization: Creating A Language Of Customer Engagement

 Santiago Merea
Chief Revenue Officer
Yumly


 Kristen Klock
Director Omnichannel and eCommerce
David's Bridal

Evergage Executive

Panel Discussion: Examining The Relationship Between Marketing And Merchandising And Increasing Traffic Conversion

 Sarah Rasmusen
Director Digital Merchandising
Kohl's

 Wayne Duan
Director Digital Commerce
Walgreens

 Kecia Hielscher
VP/EMM, Home
Nordstromrack.com/Hautelook

 Gary Kazmer
GM of eCommerce
Crayola

 Allon Caidar
CEO
TVPpage

Retail Presentation

Customer Acquisition Best Practices

Hosted By:
 Michael Zuccato
Director Online Marketing
Sourcebooks

5:15

Conclusion Of Main Day One

5:15

eTail Booze, Bites & Bowling Cocktail Reception

7:15

End of the Cocktail Reception



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Main Conference Day Two:

Online And Multi-Channel Growth Fundamentals

WEDNESDAY, AUGUST 17TH, 2016

For full session descriptions, please visit www.etaileast.com

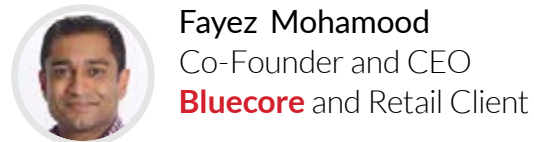
7:20 **Registration And Networking Breakfast Inside The Solution Zone**

7:50 **Chairperson's Opening Remarks**
Dynamic Yield Executive

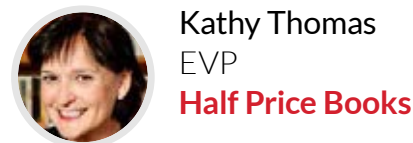
8:05 **Keynote: It's Personal: How CVS Health Is Creating a Connected Health Experience for Its Customers**



8:30 **Keynote Executive Presentation**

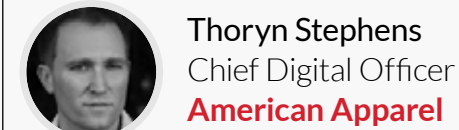


8:55 **Keynote Panel Discussion: Staying Ahead Of Consumer Expectations To Drive Engagement And Keep Your Brand Top Of Mind**



9:25 **Irish Coffee Morning Refreshment Break & X Box Tournaments: Get Your Game On!**

9:55 **Keynote: The Future Of Retail And The Convergence Of Customer Centricity, IoT And Omnichannel**



10:20 **Keynote Executive Presentation**
IBM Executive and Retail Client

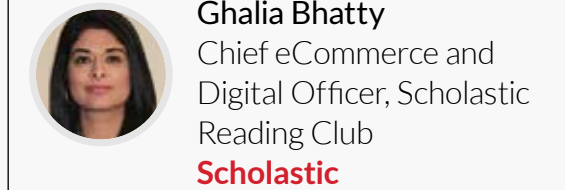
10:45 **Keynote Panel Discussion: Making The Omni-Channel Commitment Via Technology, Resourcing And Processes**



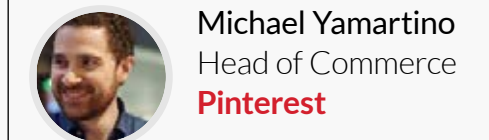
11:15 **Refreshment Break And X Box**

Tournaments In The Exhibit Hall: Get Your Game On!

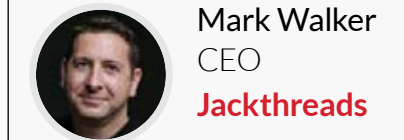
11:45 **Keynote: Executive Presentation**



12:05 **Guest Retail Keynote: The Retailer Opportunity On Pinterest**



12:30 **Keynote: Retail's "State of the Union"**



12:55 **Meet and Greet Lunch & Networking For All Attendees**

	TRACK A: Data, Analytics & Attribution	TRACK B: Customer Insights, Loyalty & Personalization	TRACK C: Conversion Optimization & Usability	Exhibit Hall Meet-Ups And Activities
1:55	Chairperson's Remarks	Chairperson's Remarks	Chairperson's Remarks	
2:05	Case Study Revolution: Using Data To Optimize All Areas Of The Business	Crafting a Product Marketing Initiative To Drive Brand Affinity Through Storytelling	Case Study Revolution: The Vendor Selection Process: Working Through The Outsourcing Process	Join Us In the Social Lounge For Retailer-Only Meet-Ups: Get Free Advice You Can't Get Anywhere Else Mobile Search Trends Hosted By: Daniel Marques Director Online Marketing Talbots
	 Mark Bietz CMO Fun.com	 Emily Culp CMO Keds	 Marta Dalton Director eCommerce Coca Cola	
2:35	Executive Presentation	Executive Presentation Visenze Executive and Retail Client	Executive Presentation Blue Triangle Technologies Executive and Retail Client	

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3:00

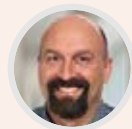


Measure What Matters: Using Data to Improve Engagement and Optimize Profit



Mike Lackman
CEO
Petflow

Beyond Marketing Research vs. User Research: A Call For A Holistic Person-Understanding In Business



Alex Genov
Head of UX Research and Web Analytics
Zappos.com

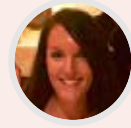
Panel Discussion : Efficiently Moving Customers Through The Conversion Tunnel To Drive Repeat Purchases



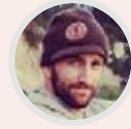
Gary McEldowney
Marketing Director
Allergy Buyers Group, LLC



Brad Sockloff
SVP eCommerce
Nutrisystem



Amanda Greenberg
Sr. Director eCommerce
Ferrara Candy Company



Benn Mendelsohn
Brand Director
Sivana Spirits

SteelHouse Executive

1:55 Session Continues

3:30

Happy Hour Refreshment Break Inside The Exhibit Hall

4:00



Panel Discussion: Tying Offline Data To Online Data To Create Optimized Engagement Experiences



Haley Nemann
Director Digital Experience
Crocs



Lindsay Chastain
Head of Marketing Strategy
LiveRamp

Panel Discussion: Crafting ROI-Driven Experiences For Cross-Channel Customers

Panel Discussion: Increase Revenues Immediately Using Effective Testing Strategies



Brad Sockloff
SVP eCommerce
Nutrisystem



Andy Schepper
COO
Summit Sports



Scott Gude
VP eCommerce- Site Experience
Fanatics



Scott Zakrajset
VP Site Optimization
Shoebuy

Women In eTail Networking Reception

4:30

Panel Discussion: The Attribution Modeling Journey: Finding The Right Model That Delivers Results For Your Business

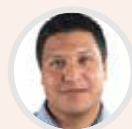


Jason Groesser
Director Insights and Innovation
Autotrader



Amy Boaz
Sr. Manager Global Digital Marketing, Global eCommerce
Lenovo

Getting an ROI From Your Email Program: Reviewing Your Campaigns



Victor Castro
Director of eCommerce
Zachy's

Retail Presentation

Karen Bennett
Senior Manager, Online Feedback Strategy
Home Depot

5:00

Retailer-Only Chats And Cocktails (Pick A Table And Grab A Drink)

Table 1: Achieving Omni-Channel Success

Hosted By: Eileen Shulock, VP eCommerce, **Kirna Zabete**

Table 2

Hosted By: Xiaodi Zhang, Chief Product Officer, **Istdibs**

Table 3: Jumpstart Your Start Up

Hosted By: Christine Monaghan, Director/VP eCommerce, **Villa**

Table 4:

Hosted By: **Rosie Manfredi**, Director, User Experience, Digital Commerce, **Harry and David**

Table 5: Attribution Best Practices

Hosted By: **Amy Boaz**, Sr. Manager Global Digital Marketing, Global eCommerce, **Lenovo**

Check www.etaileast.com for additional table host information.

6:00

End Of Main Conference Day Two

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Main Conference Day Three:


It's All About Growth – Mobile, Social And Emerging Markets

THURSDAY, AUGUST 18TH, 2016

For full session descriptions, please visit www.etaileast.com

8:30 Registration & Networking Breakfast

9:00 Chairperson's Opening Remarks

9:15  Keynote: The Last Session You'll Ever Need to Go to About Omni-Channel. Promise



Charlie Cole
Chief Digital Officer
Tumi

9:40 Keynote Executive Presentation



Alex Yoder
CEO
Trueeffect

10:05  Panel Discussion: Looking At Mobile Innovation In Retail Today




Tom Weisend
Director of User Experience
Wayfair



Amy Madonia
VP eCommerce and Marketing
Julien Farel

10:30 Coffee & Refreshment Break

11:00  Keynote: Leverage Social Media Channels To Drive Sales And Consumer Engagement



Mark Venezia
SVP Global Sales and Marketing NA
Spreadshirt

11:25 Keynote Executive Presentation
Merkle Executive and Retail Client

11:50  Keynote: Creating Community To Drive Commerce

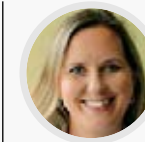


Brett Northart
Co-Founder and President
Le Tote

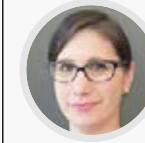
12:15  Keynote Panel Discussion: Creating Effective Content That Increases Engagement & Loyalty



Bridget O'Brien
Vice President of Marketing, Communications and Creative
Vistaprint



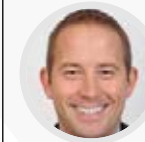
Christine Monaghan
Director/VP eCommerce
Villa



Ashley Serotta
Sr. Director Digital Marketing and eCommerce
Living Proof




Gregory Rice
Marketing Manager
Newegg



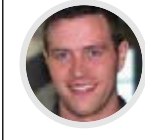
Peter Stringer
VP Digital Media
Boston Celtics

12:45 Lunch For All Attendees

1:45  Panel Discussion: Examining Device Type Trends In Search-Optimizing For Mobile



Bryson Meunier
SEO Director
Vividseats.com



Ethan Smith
Chief Growth Officer
Yumly

2:10 Closing Session: Getting Customers To Complete The Purchase No Matter The Device


2:40 Coffee & Refreshments/ End Of Main Conference Day Three



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 **Bluecore**
BLUECORE At Bluecore we are transforming the way eCommerce marketers use data and automation to communicate with customers. Bluecore's marketing automation software is designed to simplify the process of ingesting terabytes of behavioral data and automatically taking action on precise insights, driving engagement and conversion rates that defy industry standards. Backed by FirstMark Capital and Georgian Partners, Bluecore is one of New York City's fastest growing SaaS start-ups and works with more than 160 customers representing more than 200 high-end apparel, electronics, automotive and other consumer brands.

 **Blue Triangle Technologies**
How much is page speed affecting your business results? Blue Triangle quantifies the impact website load time has on online sales across every page and device. By measuring real user experiences in real time, we identify which pages have the highest revenue uplift potential from speed improvements. This makes web performance a business conversation. From here, we empower IT teams with a prioritized drill-down approach to tackle the performance issues directly influencing revenue.

 **Criteo**
Criteo delivers personalized performance marketing at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure. Criteo has over 1,800 employees in 28 offices across the Americas, EMEA and Asia-Pacific, serving over 10,000 advertisers worldwide with direct relationships with close to 14,000

publishers. Criteo ads reach over 1.1 billion unique Internet users (comScore, September 2015). For more information, please visit www.criteo.com.


 **Emarsys**
THE B2C MARKETING CLOUD Emarsys provides the industry's first B2C Marketing Cloud purpose built for the unique challenges facing brands and ecommerce companies today. The B2C marketing Cloud integrates customer intelligence, personalization, predictive recommendations and multichannel marketing automation at scale, across all devices and social channels into a single cloud platform. Customers include Lacoste, Volvo, eBay, Toys R Us and Canon. With more than 500 employees in 17 global office locations, Emarsys serves more than 1,500 clients in 140 countries. Every month, Emarsys segments and analyzes more than one billion customer profiles and creates over 250,000 personalized campaigns, helping customers increase revenue and ROI.

 **IBM**
About IBM Marketing Solutions: IBM Marketing Solutions make it easier to design and analyze meaningful customer experiences across applications, devices and time. From omnichannel marketing to real-time personalization to lead management, IBM's offerings provide a range of solutions that help marketing organizations develop timely, relevant and responsive communications and collaborate more efficiently. The solutions can address a broad range of customer requirements, from simpler single channel campaigns to the most complex environments needing advanced segmentation capabilities, and include multiple deployment options. To learn more about the IBM Marketing Solutions visit ibm.com/marketing or contact your IBM representative or IBM Business Partner.

 **Merkle**
Merkle is the largest privately-held customer relationship marketing agency and is a leading provider of fully integrated customer relationship marketing solutions that maximize results and demonstrate return on marketing investment.

To accomplish this, we provide a Connected CRM (cCRM)™ framework for organizations to apply quantitative communication strategies to their marketing programs across mass, direct, and digital media. For more than including brands such as; Dell, Google, GEICO, DIRECTV, Regions, Chase, American Express, AARP, Lilly, Universal, American Cancer Society, Metlife, Visa and many others, have partnered with us to build and maximize the value of their customer portfolios.


 **ROI Revolution**
ROI Revolution is an e-commerce-focused digital marketing agency providing expert full-service management of paid search, online shopping, social media advertising, and search engine optimization. ROI's unique approach puts their proprietary software suite in the hands of dedicated account teams whose singular focus is delivering remarkable results for their clients. Founded in 2002, ROI manages over \$150 million in yearly online advertising spend for 250+ clients in seven countries. Most campaigns can gain at least 20% efficiency almost immediately with the right tactics in place. Meet with ROI Revolution at eTail East in Boston for a complimentary campaign review & gift.

 **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

 **TrueEffect**
Trueeffect is a people-based digital marketing platform that maximizes your digital relationships by enabling you to connect directly with your customers and prospects via any digital channel. Our SaaS based solution provides performance marketers clear control and efficient utilization of their hard-won data assets, allowing them to foster 1:1 relationships with consumers at every step along their path-to-purchase via personalized, relevant offers.

 **Unbxid**
Unbxid helps eCommerce companies improve customer engagement with their relevant Site Search and Personalized Recommendations platform.

Unbxid's intelligent engine make it incredibly easy for eCommerce players to showcase targeted & relevant products to visitors and personalize the online shopping experience. Having been incorporated in October 2011, Unbxid has quickly grown in to a leading search and personalization provider. Unbxid's optimized cloud infrastructure has helped 150+ medium and large ecommerce companies

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like Flag Lady Gifts, Redmart, Pepperfry etc., radically improve conversions and increase sales volumes. Unbxid is backed by IDG Ventures and Inventus Capital and closed their series A round of funding last year.



ViSENZE shows online shoppers the products they are most likely to buy. Using R&D in machine learning and computer vision technology, ViSENZE recommends visually similar items to online shoppers, either on e-commerce platforms when they browse or search by uploading a picture, or on content publishers platforms like social media and video networks that feature inspiring outfits and products. ViSENZE solutions are used by well-known retailers and e-commerce businesses like Flipkart, Rakuten, and Rocket Internet's Lazada and Zalora.

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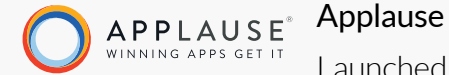
Adlucent, a full-service digital marketing and intelligence company, helps brands acquire more of their best customers profitably through personalized marketing services, exhaustive consumer data, predictive advertising technology, and advanced insights applied across digital touchpoints. Adlucent translates vast first and third party data into actionable consumer intelligence, answering questions like who are my best customers and how can I acquire more like them? These insights are used to connect brands with high value consumers through the right mix of touch points along their path to purchase.



AgilOne is a cloud-based customer marketing platform. It is used by brands including Lululemon Athletica, Tumi, The Body Shop, Moosejaw, and shopPBS.org. AgilOne helps marketers connect with the individual in every customer. AgilOne prescribes exactly the right marketing offer, makes each relationship more profitable, and simplifies the science of marketing. Based on a data-scientist approach, AgilOne makes big customer data clean and smart. Then, AgilOne recommends what immediate actions to take to increase revenue. AgilOne is based in Sunnyvale, CA and is venture-funded by Sequoia Capital and Mayfield Fund. For more information, please visit <http://www.agilone.com>



Apica's Load Testing and Monitoring Services help online retailers ensure peak performance of their sites, so customers keep coming back for more. Today's digital consumer demands near-instantaneous web performance from any device, at any time. With this in mind, we give your commerce company the ability to determine how quickly product pages are loading (down to the millisecond) and we quickly find errors in the buying/checkout process. Using Apica, you gain a better understanding of how a web storefront would respond to an actual spike in web activity. Stay strong during Black Friday, Cyber Monday, and other seasonal traffic spikes, and pinpoint the exact location of bottlenecks across the globe. Visit our booth and find out why the largest brands, like IKEA, Finish Line, and Edible Arrangements rely on Apica to keep their customers happy.



Applause Launched in 2008 as uTest, 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, eBay, Amazon, The Container Store, Concur and Runkeeper - choose Applause to launch apps that delight their users. Learn more at www.applause.com



Blueshift is the leader in "Segment-of-One" marketing automation for B2C companies. Using the power of real-time segmentation and dynamic-content personalization, Blueshift enables marketers to automate individualized messages across multiple channels including email, push notifications, Facebook & SMS. With Blueshift's Interaction Graph technology, marketers can find segments of users who are 3-10X more likely than the average to perform various actions, and create personalized campaigns for these segments. Various forms of content targeting like collaborative filtering, category affinity, trending content and more are available out of the box, and easily customizable by the marketer.



Demandware Commerce is the only digital commerce platform that delivers the speed, agility, innovation and superior economics required to master the new retail reality of

constant and unpredictable change. With intuitive applications for both business and technical users, retailers are empowered to quickly execute omni-channel merchandising and marketing; manage operations globally; and develop unique capabilities that differentiate their brand. Seamless upgrades deliver a continuous flow of innovation without disrupting business, ensuring that platform functionality is always current. Based on a scalable cloud infrastructure that delivers optimal performance, security and uptime, Demandware Commerce removes the barriers and complexities of traditional licensed software, and allows retailers to focus on the strategic business initiatives that drive growth.



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.



Evergage's cloud-based platform empowers digital marketers to increase engagement and conversions of their visitors and users through real-time 1:1 personalization based on deep behavioral analytics and customer data. We believe personalization is the future of digital marketing and that it should be easy for marketers - without the need for developers or IT - to understand their audiences and respond in real time with the most relevant content and most

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engaging experiences. Our customers delight their visitors, prospects and customers every day, building valuable relationships that lead to higher revenue growth and customer retention.

Evergage is delivering personalized experiences to more than 1 billion web visitors and users of over 120 organizations, including Endurance International Group, Gardener's Supply Company, Intuit, Publishers Clearing House, Rue La La, Tivo, Zumiez and more.



Extole helps retailers acquire their best new customers. Our referral marketing platform powers large-scale refer-a-friend programs that turn the love your existing customers have for your brand and products into new customers. Our technology lets marketers easily launch, scale, and optimize refer-a-friend to convert new customers while cementing brand loyalty and driving reactivations among the ones they already have. Clear analytics give visibility into what's working. Instant reward fulfillment keeps customers engaged, and expert services make it easy. Referral programs can apply to your brands, target specific customer segments, and promote individual products and categories. Deep advocate insights, flexible reward options, and a powerful API let marketers integrate referrals everywhere, including mobile, social, web, and offline.



Fastly Founded in 2011, Fastly is the only content delivery network that gives businesses complete control over how they serve content, unprecedented access to real-time performance analytics, and the ability to cache frequently changing content at the edge. Our secure, global network allows enterprises to increase revenue and improve customer experiences across their websites and mobile applications while maintaining fast, consistent,

and reliable performance. Fastly is funded by Amplify Partners, August Capital, Battery Ventures, Iconiq Capital, IDG Ventures, and O'Reilly AlphaTech Ventures. With offices in San Francisco, New York, London and Tokyo, Fastly powers popular online destinations including Twitter, the Guardian, GOV.UK, Imgur, Fast Company, GitHub, Wayfair, Pinterest, and Shazam. Learn more at Fastly.com and follow us at [@fastly](https://twitter.com/fastly).



Invodo provides rich online product content that drives more sales for retailers and brands. From video to interactive shopping experiences, Invodo's technology-enabled services provide a complete approach to planning, creating, publishing, and optimizing content. Invodo has helped leading retailers scale their visual content across thousands of products to drive conversion.



iQmetrix At iQmetrix, we are passionate about retail. Our purpose is to create great experiences for retailers, their employees and the end consumer. Our products bridge the gap between physical and virtual retail channels, offering the latest in retail management and customer experience technology. Our interactive retail solutions, including endless aisle and digital signage, bring elements of online and mobile shopping experiences into the physical store to engage and educate shoppers during the purchase process. iQmetrix POS is a modular system for managing all aspects of a store chain operation, including POS, ERP, inventory, and HR. Based on a platform philosophy, our solutions allow users to effectively manage back-of-house operations and the in-store customer experience. In a nutshell, we give retailers what they need so customers can get what they

want. Founded in 1999, iQmetrix is a privately-held software as a service (SaaS) company with offices in Canada, the U.S. and Australia.



Iterable empowers growth marketers to create world-class user engagement campaigns throughout the full lifecycle, and across all channels. Marketers segment users, build workflows, automate touchpoints, and test strategies at scale without engineering support. Using Iterable, marketers quickly build high performance campaigns. Examples include welcome series that engage new users, abandoned shopping cart campaigns that convert customers, or win-back series that reactivate lapsed users. Campaigns can seamlessly include transactional, triggered, and blast emails, as well as mobile push notifications and SMS text messages. Iterable provides marketers with a 360° view of their users via a flexible data model that accepts any data point and can segment users and trigger workflows based on any behavior, event or criteria. Flexible and easy to use, Iterable is the platform for marketers who understand the fast pace of modern consumer marketing and want to maximize growth.



Jumpshot What if you could connect the analytics of all sites together? Jumpshot is a marketing analytics solution that helps marketers understand their customer's entire online lives. Consumers visit tens of millions of websites daily. Most marketers only have insight into one of those websites: their own. Jumpshot tracks more than 160 billion monthly clicks, helping businesses know what their customers are doing anywhere, anytime they're online.



Liveramp LiveRamp offers the first unified approach to connecting online and offline data to increase return on ad spend, conversion rates, and sales. Connected data can help your digital marketing and analytics teams create a continuous cycle of optimization—feed your analytics and predictive models with cross-channel campaign results to inform the next customer interaction.



Magnetic is a technology company with a marketing platform for enterprises, brands and agencies. Our ad, email and site solutions help marketers find, keep and bring back customers. These solutions are powered by our unique data including purchase intent data from more than 450,000 partner sites, shopping profiles of over 250 Million individuals, and behavioral insights across a billion active devices.

For more information, visit magnetic.com



MBuy, a division of Mediaocean, combines everychannel media expertise and the best advertising technology in the industry – providing advertisers with superior media buying and planning services that reach and engage the right audience, in the right channels. Clients trust MBuy to deliver high performance campaigns that meet their advertising and business objectives. To learn more about MBuy's everychannel media solutions, go to HYPERLINK "<http://www.MBuy.com>" www.MBuy.com.



Mobify believes that relationships are the ultimate competitive advantage. Building strong, loyal customer relationships drives our passion to remove complexity from mobile shopping. We do this by providing a singular platform that turns

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fragmented mobile interactions into meaningful customer connections. Mobify's Mobile Customer Engagement Platform is used by global retailers to drive hundreds of millions of dollars in revenue every year. Ranked by Forrester as a leader in mobile commerce and engagement, Mobify keeps retailers ahead of the curve by delivering personalized experiences through innovative apps, mobile web, messaging and location-based marketing. Established in 2007, Mobify is a global technology company with an extensive partner network covering North and South America, Europe, Asia and Australia. Headquartered in Vancouver, Canada, Mobify also has offices in Chicago, USA and Reading, UK.



Netmining

Marketers today have access to more consumer data than ever before. Netmining develops powerful strategies that unlock the maximum value in data, transforming it into actionable audience intelligence. We believe your marketing should be driven by human insights using data as a tool, not the other way around. This approach creates a deeper understanding of your brand. The result is your most important audience, delivered.



Working in conjunction with existing ecommerce platforms, NewStore allows brands to deliver a mobile-first retail experience designed around how consumers want to buy today — anywhere, anytime, with single touch simplicity. Founded by Stephan Schambach, creator of Intershop and Demandware, NewStore is headquartered in Boston.



The accuracy of your data is paramount when it comes to making informed strategic decisions, increasing workplace efficiency, and ensuring the

privacy of yours and your customer's data. ObservePoint's DataAssurance™ technology ensures that your data is accurately collected, utilized, and safeguarded.



OpinionLab is a high-growth SaaS provider of continuous Voice of Customer listening solutions that drive smarter, real-time business action to deliver a high quality and consistent customer experience. The world's largest brands, including: 4 of the top 5 U.S. retailers; 8 of the 10 largest American banks; the 5 largest U.S. insurance companies; and 3 of the top 4 U.S. airlines use OpinionLab to optimize customer experience and drive engagement

across channels. OpinionLab continuously introduces new innovation to serve marketing and customer experience leaders, and is accelerating all aspects of its business to best serve the needs of its global customer base.



ownerIQ, "The Q" digitally connects retailers and brands through the power of second-party data, providing transparency, scalability, and relevancy within digital marketing. ownerIQ changes the way retailers, brands and e-commerce websites run their digital advertising campaigns, reaching consumers both online and in-store. The Q has the largest and most transparent second-party data marketplace, called "The Qniverse," which aggregates over 1 Billion online shopping behaviors of more than 200 million U.S. consumers each month from retailers, product brands and e-commerce sites. Our fully integrated programmatic stack, built specifically for the needs of marketers in the Retail ecosystem, enables our advertisers to leverage our partners' 1st party data pools to power their e-commerce campaigns, retail initiatives, and prospecting programs. ownerIQ

was recently named in the 2015 Ad Age BtoB Best Awards, as CIOReview Magazine's Top 50 Retail Solutions, Digiday Signal Awards, Boston Business Journal's Hottest Tech Companies to Watch, and Editor's Choice Award from Shopper Marketing Magazine. For more information, visit HYPERLINK "<http://www.ownerIQ.com>" www.ownerIQ.com.



PowerReviews

PowerReviews software helps more than 1,000 brands and retailers collect, display and syndicate customer reviews and answer customer questions. Ratings, reviews and Q&A empower companies to engage customers at the moment of purchase and drive traffic, increase sales and create actionable insights. The PowerReviews Syndication Network helps brands and retailers reach hundreds of millions of in-market shoppers on leading ecommerce sites and search engines. For more information, www.powerreviews.com



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



Rakuten Marketing

Rakuten Marketing is the global leader in omnichannel marketing, delivering its vision of driving the omni experience - marketing designed for a streamlined consumer experience. Offering an integrated strategy that combines consumer centric insights with e-commerce expertise, Rakuten Marketing aims to inspire better marketing. Rakuten Marketing's omnichannel services include Rakuten Affiliate Network (formerly LinkShare), Rakuten Display (formerly MediaForge), Rakuten Attribution (formerly DC Storm), and Rakuten Search.



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 HYPERLINK "<http://www.RetailMeNot.com>" www.RetailMeNot.com, the largest digital offer marketplace in the United States; HYPERLINK "<http://www.RetailMeNot.ca>" in Canada; HYPERLINK "<http://www.VoucherCodes.co.uk>" www.VoucherCodes.co.uk

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co.uk, the largest digital offer marketplace in the United Kingdom; HYPERLINK “http://www.Deals.com” www.Deals.com in Germany;www.Actiepagina.nl, a leading digital offer site in the Netherlands; Bons-de-Reduction.com andwww.ma-reduc.com, leading digital offer sites in France; HYPERLINK “http://www.Poulpeo.com” www.Poulpeo.com, a leading digital offer site with cash back in France; and HYPERLINK “http://www.Deals2Buy” 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/>.



SapientNitro

SapientNitroSM, part of Sapient® (NASDAQ:

storytelling for an always-on world. We’re changing the way our clients engage today’s connected consumers by uniquely creating integrated, immersive stories across brand communications, digital engagement, and omni-channel commerce. We call it Storyscaping, where art and imagination meet the power and scale of systems thinking. SapientNitro’s unique combination of creative, brand and technology expertise results in one global team collaborating across disciplines, perspectives and continents to create game-changing success for our Global 1000 clients, such as Chrysler, Citi, The Coca-Cola Company, Lufthansa, Target, and Vodafone, in 31 cities www.sapientnitro.com.



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.



SLI Systems

SLI Systems enables e-commerce retailers to increase sales by connecting shoppers with the products they’re most likely to buy. With proven search technology that learns from the behavior of real site visitors, SLI delivers site search, navigation, merchandising, mobile, recommendations and SEO solutions that arm retailers with the tools they need for rapid growth. SLI Systems is the most chosen SaaS-based site search provider to U.S. Internet Retailer Top 1,000 retailers and operates on five continents. To learn more, visit sli-systems.com or email HYPERLINK “mailto:discovery@sli-systems.com” discovery@sli-systems.com.



SmarterHQ

SmarterHQ is the contextual marketing technology brands use to drive conversion and loyalty. We leverage your existing marketing technologies, combining real-time behavior recognition with historical

consumer data to power email and website campaigns that deliver the relevant experiences your customers demand.”



Sparkpost

SparkPost is the world’s number one email infrastructure provider. Our customers—including Pinterest, Twitter, Etsy, Ebates, and Zillow—send over 3 trillion messages a year, over 25% of the world’s legitimate email. The SparkPost service for sending API-driven transactional and marketing email provides the industry-leading performance, deliverability, flexibility, and analytics they need to drive customer engagement for their business. Follow us on Twitter @SparkPost or go to sparkpost.com.



SteelHouse

SteelHouse is the most powerful end to end solution that enables marketers to get the most out of their performance marketing budgets. With industry leading audience segmentation and creative development tools, SteelHouse gives advertisers the ability to find, and reach the right customer with the right message at the right time. Coupled with its targeting capabilities and reach only SteelHouse enables advertisers to drive results at scale. All from one platform.



StrakerTranslations

Straker Translations is one of the world’s fastest growing translation companies. Ranked in the top 80 language service providers globally out of 27,000 vendors, its cloud-enabled translation platform leads a US\$40 billion industry by enabling translations to be delivered with simplicity and speed. Global production centres in Auckland, Barcelona and Denver deliver a high quality global service. Straker Translations is the trusted provider for many of the world’s leading organizations,

and is a specialist in eCommerce translations – businesses large and small use its award-winning services to increase their cross border sales potential.



Trustpilot is a global, online review community that builds trust and transparency between consumers and businesses. Currently boasting more than 19 million consumer reviews of 120,000 businesses, Trustpilot produces a TrustScore for businesses based on recent reviews. Trustpilot’s community is live in 27 countries and more than 10,000 consumers sign up to Trustpilot every day. The platform also helps businesses generate insights through customer review data analytics. This can be used to continuously improve business operations, increase customer satisfaction and drive innovation. By enabling businesses to engage directly with customers, Trustpilot aims to set new global standards in consumer to business dialogue. Trustpilot has customers in 65 countries and has developed strong positions in Denmark, Sweden, UK, France, Germany and the Netherlands, as well as the US. With offices in Copenhagen, London, New York, Berlin and Melbourne, Trustpilot’s 500+ employees represent 40 different nationalities.



TurnTo

TurnTo is the fastest-growing provider of customer content solutions to top merchants and brands. With a unique suite of 4 innovative products that work beautifully together - Ratings & Reviews, Community Q&A, Visual Reviews, and Checkout Comments - TurnTo produces more content of more different types, delivering greater conversion lift, better SEO, and deeper merchandising insights. TurnTo invented the Community Q&A format and continues to

About Our Sponsors

innovate, with enhancements that increase response rates and help shoppers find fast answers from a variety of sources. TurnTo clients also enjoy a world-class Ratings & Reviews platform, a highly engaging source of real-time customer content with Checkout Comments, and a permissions-cleared source of customer photos and videos through Visual Reviews. TurnTo offers integrations with major eCommerce platforms and is built for the new world, reimagined for mobile, visual content, and messaging.



TVPage

The TVPage Video Commerce Cloud enables retailers to execute a complete video commerce strategy. With the most advanced Video Syndication, CMS, Customizable Video Players, Video Merchandising Engine, and Broadcast-Grade Video Delivery system, the platform enables retailers to manage, merchandise and publish any video content, leveraging vendor, influencer and internally produced content in a well-structured workflow. TVPage serves the video customer experience with built-in optimization capabilities, outputting insightful analytics in real-time for continued monitoring and

optimization. Ultimately, TVPage empowers retailers to engage their customers at every point in the customer journey with video and create loyal customers for life.



U.S. 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, 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.

United States Postal Service
475 L'Enfant Plaza
Washington DC 20260
Ph 202-268-2000 /
Email: eventmarketing@usps.gov



YourAmigo

In 2015 YourAmigo delivered \$57 Million in incremental Ultra Long-Tail, Non-Brand traffic to an iconic omnichannel client. YourAmigo's Big Data and Machine Learning Engine creates a scalable, incremental sales channel by capturing terabytes of data daily through which we uncover millions of new ultra long-tail, non-brand search phrases monthly, gaps in our clients' businesses. For example, YourAmigo's Big Data engine found over 22 million never-before -seen, ultra long-tail organic search phrases this year for which our client was not getting any sales. Together with our client, YourAmigo created high quality, new, relevant landing pages, with a wonderful UX, delivering \$57 Million in additional revenue in one year, while also achieving our ecstatic client's target ROAS. Find New Revenue Now – our pay-for-performance service has unique tracking so, with YourAmigo, there is no confusion as to where the clicks or sales came from. Contact us on 1800-816-7054- <http://www.youramigo.com>.



Zeta Interactive

Zeta Interactive is an award winning Customer Lifecycle Marketing Company best known for simplifying complex marketing challenges with a strong platform, data and analytics capacity. Zeta helps the world's leading brands acquire, grow and keep customers. Its marketing platform, Zeta Hub, is a comprehensive, multichannel marketing solution that unifies and unlocks data, driving return on marketing investment. It has grown through organic business moves, fueled by heavy investment in technology, as well as strategic acquisitions. Consider Zeta Interactive if you are a large enterprise focused on measurable results in acquiring or retaining customers in consumer products, retail, financial services, or the transportation & hospitality industry. Its managed services options will appeal to companies who use third parties for digital marketing execution. Its key differentiator is its aggressively data-driven approach to cross-channel, cross-device marketing optimization, enabled by its massive proprietary database, delivered with professional support.



About Our Media Partners

Official Media Partner

internetRETAILER 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 200,000+ retail executives and direct marketers every month.

Official Research Partner

eMarketer eMarketer

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

AMRA American Mobile Retail Association

Home of the truckpreneur, American Mobile Retail Association (AMRA) caters to non-traditional small business owners who operate retail stores on wheels! The AMRA was founded by truckpreneurs for truckpreneurs and serves to unite mobile retail business owners and operators by providing support and assistance to one another, educate the public and city officials of the many benefits of this new business model, and work together to validate the business and lift outdated laws and restrictions on mobile retail. www.americanmra.com

TheLBMA Location Based Marketing Association

The Location Based Marketing Association is a international group dedicated to fostering research, education and collaborative innovation at the intersection of people, places and media. Our goal is to educate, share best practices, establish guidelines for growth and to promote the services of member companies to brands and other content-related providers. Members of the LBMA

include retailers, agencies, advertisers, media buyers, software and services providers, and wireless companies. Simply put, we want to help those engaging location-based services be as successful as possible.

MLA MOBILE LEADERS ALLIANCE Mobile Leaders Alliance

The MLA is dedicated to setting the standard in mobile education for advertising, marketing and technology professionals. The organization serves as a place for mobile thought leaders to come together and exchange ideas, news, products, apps and more; ultimately bridging the gap between innovation and education.

MMA MOBILE MARKETING ASSOCIATION 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. The MMA's mission is to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

WMA WEB MARKETING ASSOCIATION 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.

Supporting Publications

CSA Chain Store Age

Chain Store Age is the one publication and online website (including e-newsletters) that targets, influences and educates the retail c-suite from a business intelligence perspective. We reach senior titles from every segment within retail: from big box to food service; from ecommerce to brick and mortar. We also reach the following titles: CEO, CIO, CFO, CMO, COO; including those key titles that report into the c-suite for decision-making.

CMS WIRE CMS Wire

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

Marketers need insight that drives customer action and profitable revenue. Getting to that insight takes the right mix of data, strategy, and technology. Direct Marketing News provides the comprehensive coverage of the hottest trends, success strategies, and core technologies that marketers need to get from raw data to profitable insight. DMN delivers that timely information through a robust set of digital offerings that include a website, email newsletters, eBooks, social media, virtual events, and webcasts, as well as a monthly print edition, Essential Guides series, and live events that collectively serve an opt-in audience of more than 150,000 senior marketing executives per month.

eM+C EMARKETING + COMMERCE (EM+C)

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.

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.

INNOVATIVE RETAIL TECHNOLOGIES Innovative Retail Technologies

Innovative Retail Technologies (formerly Integrated Solutions for Retailers) - a free monthly magazine helping 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

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

Mobile Marketer Mobile Marketer

Mobile Marketer is the most read publication on mobile marketing, media and commerce. Their content is focused

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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

MULTICHANNEL MERCHANT

Multichannel Merchant

Multichannel Merchant is the indispensable resource covering marketing and operations management for ecommerce and catalog companies that sell merchandise direct-to-customer through multiple channels. We provide targeted, compelling content both in-print and online, including our magazine, buyers guides, webinars, whitepapers, special reports and events.

RESPONSE MAGAZINE

The Response Group

The Response Group is the leading source of information for performance-based marketers. Response Magazine, Response Expo and the DRMA are gateways to the top marketers, networks, agencies and service providers in the industry who implement, manage and facilitate the best direct-to-consumer campaigns.

D Retail DIVE

Retail Dive

Retail Dive provides news and analysis on the latest in retail. Our mission is to provide busy executives with a bird's-eye-view of the retail industry in 60 seconds. With a mobile-optimized daily email newsletter, website, and app, Retail Dive covers e-commerce, technology, loss prevention, marketing, consumer trends, logistics, and more.

RetailMerchandiser

Retail Merchandiser

Retail Merchandiser is a 54 year old, award winning, bi-monthly retail publication which reaches over 215,000 decision makers worldwide. Our readers are buyers, CEO's, financial investors, visual merchandisers, licensors, licensees, licensing agencies and consultants to almost every major chain. We also distribute at trade shows and food and wine festivals, as well as social media such as LinkedIn, Pinterest, Twitter, Instagram, Facebook and RM's Blog: Merchandise Monday.



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.



Retail TouchPoints

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.



RetailingToday

Retailing Today is focused on the nation's top tier retailers, their trading partners and the wide range of service providers who support them. We help readers understand the strategic implications of industry leaders' constantly evolving strategies in the areas of merchandising, marketing, operations, format development, multichannel integration, mobile and social commerce and the senior executives responsible for their execution.



mThink: Revenue+Performance

Google Shopping is NOT SEM! Treating your Product Listing Ad campaigns the same as Paid Search is a huge mistake. The new Revenue+Performance e-commerce blog tells you why. 99% of SEM agencies have zero expertise with Google Shopping campaigns or other PLA advertising platforms. Increase ROI and ROAS with Revenue+Performance. Learn from the experts in Google Shopping and e-commerce. World class Google Shopping advice: mThink.com/ecommerce.



Social Media Examiner

The world's largest online social media magazine, Social Media Examiner® helps millions of businesses discover how to best use social media, blogs and podcasts to connect with customers, drive traffic, generate awareness and increase sales. Our mission is to help you navigate the constantly changing social media jungle. Our editorial team works with the world's top social media pros to bring you original and comprehensive articles, expert interviews, reviews of the latest industry research and the news you need to know to improve your social media marketing.



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.

TotalRetail Total Retail

Total Retail is the go-to source for marketing, e-commerce, operations and management executives looking for the latest news and analysis on the omnichannel retail industry. A quarterly print issue, daily e-newsletter (Total Retail Report), daily-updated website, and virtual and in-person events offer brick-and-mortar retailers, e-tailers, catalogers, brand manufacturers and retail industry consultants the information they need to do their jobs more effectively.



The Ecommerce Club

The Ecommerce Club is a member-led group dedicated to encouraging and supporting retailers in developing ecommerce expertise. Building collaboration through information sharing, market insight, networking and events, we're bringing the industry together to develop best practice for an omnichannel future.



The Paypers

The Paypers (www.thepayers.com) 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 digital identity space.



Visibility Magazine

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

Registration Information

- Call 1-888-482-6012 or 646-200-7530
- e-mail: etail@wbresearch.com
- Register online www.etaileast.com

INDIVIDUAL PRICING FOR RETAILERS

	Book By Jul 29, 2016	Standard Price
4 Day Conference Pass (Aug 15-18)	SAVE \$300 \$1999	\$2299
3 Day Conference Pass (Aug 16-18)	SAVE \$300 \$1699	\$1999

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Groups of 10+	We have large corporate discounts - Contact us to find out more

PRICING FOR VENTURE CAPITALISTS

	Price
4 Day Conference Pass (Aug 15-18)	\$2249
3 Day Conference Pass (Aug 16-18)	\$1999

PRICING FOR NON-RETAILERS

	Price
4 Day Conference Pass (Aug 15-18)	\$4499
3 Day Conference Pass (Aug 16-18)	\$3899

Attend as a Group & Save \$\$\$s!

All 4 Day Conference Passes Include a Choice of One of These Aug 15 Workshops:

- Email & CRM Summit (Retailer Only)
- Search, Display & Online Media Summit (Retailer Only)
- Innovation: Defining 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.
- Email & CRM Summit (Aug 15) and Search, Display & Online Media Summit (Aug 15) can only be attended by retail companies
- 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.
- 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.

Retailers: Work for a company that is speaking at eTail? You qualify for an extra saving! Call us to find out more!