

# CONFERENCE SHOW GUIDE



# DMA2014

The Global Event for Data-Driven Marketers  
San Diego Convention Center | October 25–30

Title Sponsor:




@DMA\_USA AND #DMA14 | dma14.org

# DO YOU KNOW WHAT YOUR MARKETING IS DOING?

## ADOBE CAN HELP.

Stop guessing and start putting your data to work. Only **Adobe Marketing Cloud** gives you everything you need to measure your impact and get even better results.

[adobe.com/marketing](https://adobe.com/marketing)

 Adobe Marketing Cloud

# WELCOME TO DMA2014: IGNITING CUSTOMER ENGAGEMENT!

Today, every brand competes on engagement.

The most successful brands recognize that exceptional customer engagement doesn't just happen by accident. Engagement is engineered through interactions that enhance your brand, reward your customers and result in bottom-line growth.

The DMA Annual Conference and Exhibition has always provided a platform for ideas and solutions that engage consumers. And at DMA2014, we're pushing that to a new level. We've spent the past year searching for the brightest global marketing talent so that we could bring you the most remarkable lineup in DMA history.

Vision is the essential first step in creating engagement. So, we've put together a broad array of over 300 thinkers, doers, leaders, and solution providers who see where the markets, technologies and trends are headed. More importantly, they can offer you practical insight to change the way people shop for your brand, how people interact with your brand, and how you can differentiate your brand in the marketplace.

Igniting engagement today, though, requires more than just ideas and insight. It also takes an ability to bring those ideas to life in creative and innovative ways. DMA2014 provides you with more than a vision to ignite your customer engagement. We also provide you with the tools and talents to make it happen.

We've engineered the DMA engagement experience to create sparks between the educational sessions you attend and the solutions you find in the exhibit hall. DMA2014 offers more than 150 best-practice case-study sessions paired with over 250 advanced solution providers on the exhibit floor. No other marketing conference offers this kind of inspirational scale and practical scope – all in one place.

Even with the best-engineered experiences, engaging customers today is more complex than ever. Sometimes it helps to have a little "magic" to accelerate your engagement strategy. So, we've invited NBA legend Earvin "Magic" Johnson to join us to address engaging consumers and business as a force for good. Magic is also a Major League Baseball owner, two-time basketball Hall of Famer, Entrepreneur, Philanthropist, and the most powerful African-American businessman in the world.

We hope you will find genuine connections to the people whose values you admire most; people who will challenge and inspire you, and whose ideas will spark the flames of innovation and engagement.

Then, use that spark to start something really big for your brand.

Welcome to DMA2014.



Jane Berzan  
President, DMA



Tom Benton  
CEO, DMA

## DMA REWARDS PROGRAM

**NEW** The DMA2014 Rewards Program offers you the opportunity to spend the DMA Cash you earned before the event – at DMA2014\*!

Simply collect your DMA Cash when you collect your badge at Registration, then redeem it at the Starbucks within the San Diego Convention Center, and the concession stands or cash bars in the Exhibit Hall.

\*DMA Cash does not hold true cash value. It is ONLY accepted within the DMA2014 Exhibit Hall and at the Starbucks within the San Diego Convention Center.

# QUICK SPARK GUIDE TO DMA2014

## CONFERENCE

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# DMA AT YOUR SERVICE

## CONFERENCE EVENTS/LOCATION:

San Diego Convention Center  
111 W. Harbor Drive, San Diego, CA 92101

**PHONE:**  
619.525.5000



PHOTO COURTESY OF TIMOTHY HURSLEY

## REGISTRATION LOCATION & HOURS

### Pre and Main Conference & Exhibition

#### GROUND LEVEL, LOBBY C

**Hours:**

Friday, Oct. 24	12:00 P.M. – 5:00 P.M.
Saturday, Oct. 25	9:00 A.M. – 4:30 P.M.
Sunday, Oct. 26	8:30 A.M. – 5:00 P.M.
Monday, Oct. 27	7:00 A.M. – 6:00 P.M.
Tuesday, Oct. 28	8:00 A.M. – 4:00 P.M.
Wednesday, Oct. 29	8:30 A.M. – 12:30 P.M.

### Post Conference Registration

#### WESTIN SAN DIEGO, REGISTRATION DESK

Second Floor

**Hours:**

Wednesday, Oct. 29	12:30 P.M. – 3:30 P.M.
Thursday, Oct. 30	8:00 A.M. – 12:00 P.M.

## WIRELESS ACCESS

**COMPLIMENTARY WIFI** is available throughout all conference areas. To access: connect to the network **"DMA2014"** when you open your internet browser – no password is required.

## PRESS OFFICE

#### 16B, MEZZANINE LEVEL

**Hours:**

Saturday, Oct. 25	9:30 A.M. – 4:00 P.M.
Sunday, Oct. 26	9:00 A.M. – 4:00 P.M.
Monday, Oct. 27	8:00 A.M. – 6:00 P.M.
Tuesday, Oct. 28	8:00 A.M. – 5:00 P.M.
Wednesday, Oct. 29	8:30 A.M. – 12:30 P.M.

## INTERNATIONAL LOUNGE

SPONSORED BY **INFOCORE**

#### 15B, MEZZANINE LEVEL

**Hours:**

Saturday, Oct. 25	9:00 A.M. – 4:00 P.M.
Sunday, Oct. 26	9:00 A.M. – 5:00 P.M.
Monday, Oct. 27	8:00 A.M. – 5:00 P.M.
Tuesday, Oct. 28	8:00 A.M. – 5:00 P.M.
Wednesday, Oct. 29	8:30 A.M. – 12:30 P.M.

## BUILDING INFORMATION

### Restaurant Reservations

#### GROUND LEVEL, LOBBY B

### Taxi Drop Off:

#### WEST HARBOR DRIVE AND FIFTH AVE.

## FEDEX OFFICE BUSINESS CENTER:

#### GROUND LEVEL, HALL D LOBBY

Copying, printing, mail packages or letters, office supplies, computer services, etc.

### Hours:

Friday, Oct. 24	8:00 A.M. – 5:00 P.M.
Saturday, Oct. 25	9:00 A.M. – 5:00 P.M.
Sunday, Oct. 26	9:00 A.M. – 5:00 P.M.
Monday, Oct. 27	8:00 A.M. – 5:00 P.M.
Tuesday, Oct. 28	8:00 A.M. – 5:00 P.M.
Wednesday, Oct. 29	8:00 A.M. – 5:00 P.M.

## PARKING

Convention Center lot is located below the center. Enter garage on West Harbor Drive, between First and Fifth Avenues. An additional lot is available across the street from the center, at the corner of Eighth Avenue and Harbor Drive.

## ATM

#### GROUND LEVEL, LOBBY B

## BAGGAGE CHECK

#### GROUND LEVEL, LOBBY B2

A Baggage Check will be available for a small fee according to the following schedule:

Tuesday, Oct. 28	8:00 A.M. – 4:00 P.M.
Wednesday, Oct. 29	8:30 A.M. – 12:30 P.M.

## LOST AND FOUND

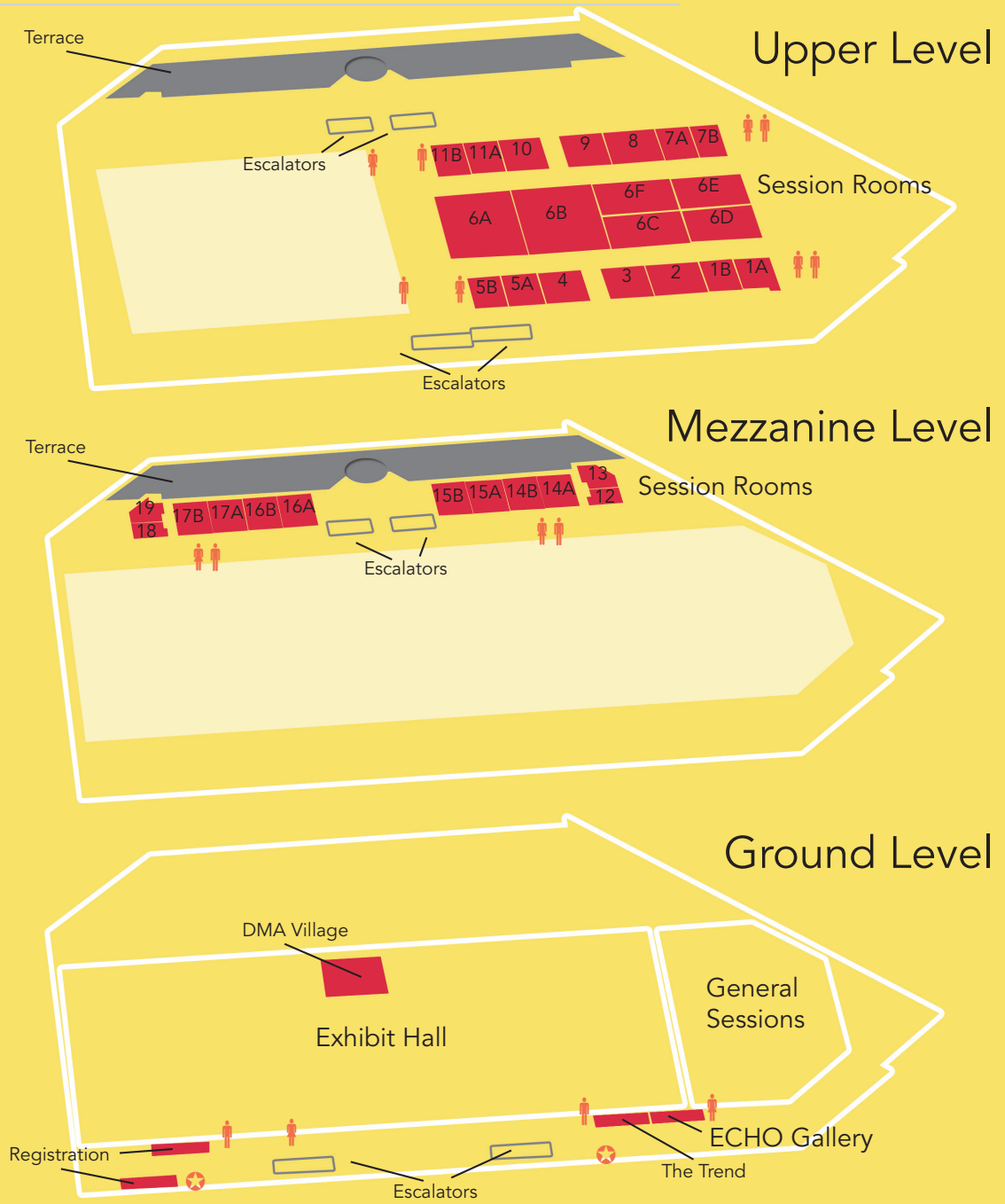
### Show Manager's Office:

#### BACK OF HALL C

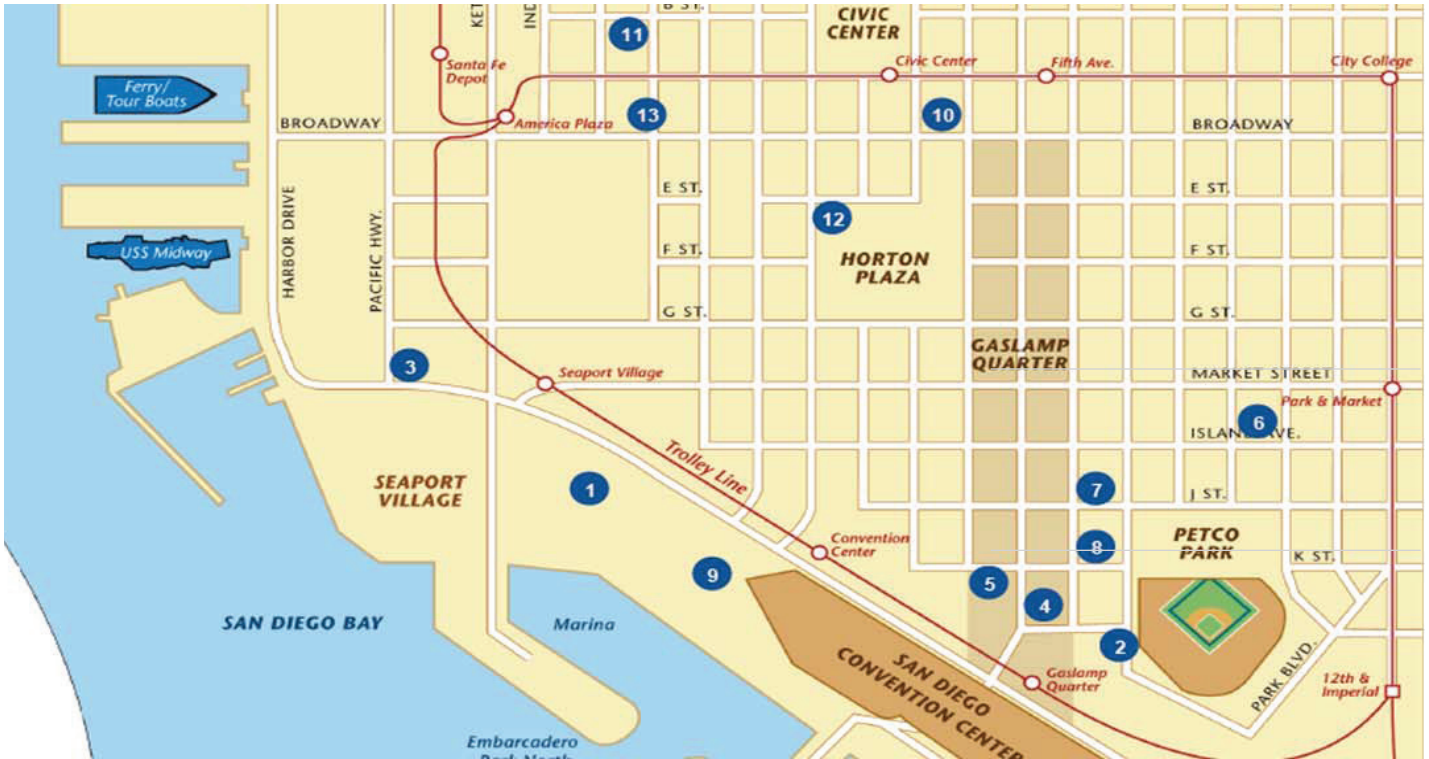
If you have lost an item during the conference, please visit our Show Manager's Office in the back of Hall C, for information and assistance.



# SAN DIEGO CONVENTION CENTER



# HOTELS & BUSES



## SHUTTLE BUSES

### ROUTE 1

- 13 Westin San Diego, Curbside on Broadway (**Post-Conference Venue**)
- 11 W San Diego, At Westin San Diego, Curbside on Broadway
- 1 Manchester Grand Hyatt, Curbside on Harbor Drive (**Headquarters Hotel**)
- 3 Embassy Suites San Diego Bay, At Hyatt, Curbside on Harbor Drive

### ROUTE 2

- 12 Westin Gaslamp Quarter, Curbside on 1st Avenue
- 10 US Grant, Curbside on 4th Avenue

### ROUTE 3

- 6 Hotel Indigo Gaslamp Quarter, Curbside on 9th Avenue

### WALKING DISTANCE

- 7 Hotel Solamar
- 5 Hilton San Diego Gaslamp Quarter
- 4 Hard Rock Hotel
- 8 Marriott Gaslamp Quarter
- 9 Marriott Hotel Marquis & Marina
- 2 Omni San Diego Hotel

## SCHEDULE

Saturday, Oct. 25	8:00 A.M. – 6:30 P.M. Every 25-30 minutes
Sunday, Oct. 26	7:00 A.M. – 11:00 A.M. (To DMA2014) Every 15-20 minutes 3:00 P.M. – 7:00 P.M. (From DMA2014)
Monday, Oct. 27	6:30 A.M. – 11:00 A.M. (To DMA2014) Every 15-20 minutes 3:00 P.M. – 7:30 P.M. (To DMA2014)
Tuesday, Oct. 28	7:00 A.M. – 11:00 A.M. (To DMA2014) Every 15-20 minutes 3:00 P.M. – 6:00 P.M. (From DMA2014)
Wednesday, Oct. 29	7:30 A.M. – 1:30 P.M. Every 25-30 minutes



# DMA RESOURCES

## MARKETING IS A TEAM SPORT

The world's best marketers know that networking and partnerships are key to igniting brand passion, galvanizing customers, and developing resources. DMA brings marketers together to collaborate and spark innovation that leads to large-scale marketing advancement. Your vision and your innovation — enhanced by our connections, our tools and our voice can accelerate growth and break down barriers.

**Don't Market Alone.**



## TOGETHER STRONGER



Stop by the DMA Membership Booth located in the DMA Village in the Exhibit Hall to activate your DMA membership and pick up your free *Guide to Networking*. This 20 page reference guide provides insider tips on how to connect with anyone and build solid relationships.

**It's yours FREE as a DMA Member.**

## DMA2014 KICKSTART

SUNDAY, OCTOBER 26  
4:30 P.M. – 5:00 P.M.

### DMA VILLAGE & TOWN SQUARE

Individually, the members of DMA are impressive. Collectively, they are a brand-building, revenue-generating force of business. What do they know that you don't? Find out in the DMA Village Town Square on Sunday, October 26th, from 4:30 P.M. to 5:00 P.M. Join us for DMA2014 kickSTART and launch your DMA2014 experience with a bang – and give your business a boost. Give us 30 minutes and you'll gain 3 powerful advantages:

1. Tips for making the most of DMA connections, tools and voice to grow your business
2. *The DMA Pocket Guide to Networking* (quick tips for opening doors and closing business) – **FREE**
3. A chance to win your own Microsoft Surface – **FREE**



## SPECIAL ON-SITE ONLY OFFERS

- Register for any public DMA Education offering in the DMA Village and save 50%. Discount valid through Wednesday, October 29.
- Save 20% on courses when you register by December 31, 2014 using code DMA1220.

### **DMA MEMBERS-ONLY EXCLUSIVE: SAVE \$1,500 ON DMA2015**

- Join us in Boston for DMA2015 and save \$1,500 off on-site registration rates. This exclusive Early Bird offer is only available to DMA Members who register for DMA2015 by November 30, 2014, with code DMA1500 at the registration desk or DMA15.org.
- For the first time ever — Save 20% on the annual membership fee, when you sign up at the DMA Membership booth.

## VISIT THE DMA VILLAGE

The DMA Village is home to a host of sessions and networking opportunities. Here, you'll find:

- Town Square
- Innovation Awards Pavilion
- DMA Membership
- Data-Driven Marketing Institute (DDMI)
- DMA Education
- DMA Ambassadors
- DMA Awards Gallery at the back of the hall

Located right next door to the DMA Village is the FestHaus. So come, learn a little, network...or just relax.

## SESSION HANDOUTS

Access and download all available session presentations via MyDMA2014 powered by Vivastream. Learn more at [vivastream.com/events/dma2014](http://vivastream.com/events/dma2014)

Social@DMA2014  
Follow us @DMA\_USA  
Tweet using #DMA14

## FEATURED KEYNOTE

# MAGIC JOHNSON

MONDAY, OCTOBER 27 | PAGE 25

### MORE KEYNOTES ON THE FOLLOWING PAGES:

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SUNDAY, OCTOBER 26  
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MONDAY, OCTOBER 27  
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TUESDAY, OCTOBER 28  
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WEDNESDAY, OCTOBER 29  
PAGE 55





# CONNECTIVITY AT DMA2014

## MYDMA2014 POWERED BY Vivastream™

Join the MyDMA2014 community, and we'll recommend the people, sessions, and exhibitors you should follow based on the topics you care about.

### FIND WHO TO KNOW™

Our data helps us rank the top 50 people that you should connect with at DMA2014 based on similar interests and common objectives. And NEW for 2014 – you can follow the people you are most interested in connecting with!



**Who To Know**  
Rank: #1

- You and Tom have both added 3 of the same sessions to your agenda
- You and Tom share an interest in 12 topics

**Tom Cherry**  
MY ECO  
CEO

follow



**1528 people attending this event**

View attendees to see who you should know



Attendees

**53 sessions and 60 speakers**

Browse sessions and add the ones you like to your agenda



Browse Sessions

**Hottest topics at this event**

Find out which topics everyone's talking about

- Big Data
- Analytics
- Mobile Enterprise

View Event Topics

**Build Your Agenda**

View sessions >

**Join The Conversation**

View activity >

**See Trending Topics**

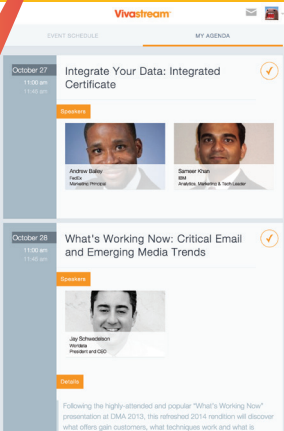
View topics >

**Update Your Profile**

View profile >

### VIEW PRESENTATIONS

Access all of the great content from DMA2014...directly from your smartphone, or by visiting [vivastream.com/events/dma2014](http://vivastream.com/events/dma2014)



### DMA2014 MOBILE APP

You can access all this great content through our DMA2014 app and take it with you from session room to exhibit hall so you always know what's going on. Available for iOS and Android, you can download it at the App store or Google Play – search for DMA2014.

### VIEW TRENDING TOPICS

Are you looking for the people at DMA2014 who can help with display advertising? Or are you someone who can help others with social? MyDMA2014 powered by Vivastream connects attendees and experts around the topics they are most interested in at DMA2014.



### BUILD YOUR OWN AGENDA

Take a few moments at the start of the day to create your own DMA2014 agenda. Your personalized schedule is also available when you download the event app.

# TAILORING YOUR DMA2014 EXPERIENCE

With over 300 thought leaders, 150 different sessions and 250 exhibitors, DMA2014 has a lot going on, and something for everyone – the challenge is to find what is relevant to you. Luckily, there is help at hand. DMA2014 provides you with great resources to find exactly what – and who – you need to see while you are with us. Take a look at these pages to find the best ways for you to get the most from DMA2014.

## CREATE YOUR OWN AGENDA

Click on the Create Your Agenda button when you visit MyDMA2014 powered by Vivastream, and you will be able to add sessions to your schedule. Once you have built your schedule and crammed it full of sessions and exhibitors, you can access it using the "I'm Attending" tab to see your selections on your laptop or mobile device using the mobile app.

[Vivastream.com/events/dma2014](http://Vivastream.com/events/dma2014)

## DMA2014 RECOMMENDS

As you browse the DMA2014 sessions and exhibitors on MyDMA2014 powered by Vivastream, take a look at the bottom of the page. We have added recommendations so that you can easily find sessions that offer related content, exhibitors who can help with relevant topics, and even people who have similar interests. It's a great tool to help you navigate the entire event.



# 30%

OF ATTENDEES ARE  
VICE PRESIDENT-  
LEVEL OR ABOVE



# 80%

LEARNED SOMETHING  
NEW AT DMA2013

# 30+

COUNTRIES  
REPRESENTED BY  
ATTENDEES





# 20%

OF ATTENDEES  
HAVE LESS THAN  
5 YEARS'  
EXPERIENCE

TELL US WHAT YOU THINK OF OUR SESSIONS: [bit.ly/dma14feedback](http://bit.ly/dma14feedback)

## DMA AMBASSADORS

SUNDAY, OCTOBER 26 | 3:30 P.M. – 5:00 P.M.  
MONDAY, OCTOBER 27 | 12:30 P.M. – 1:30 P.M.

Come to the DMA Village and meet with one of our DMA Ambassadors to learn more about DMA2014. All of our Ambassadors helped to plan the event, and all are many-time attendees who have a wealth of experience to draw on to give you the best chance of not missing out on anything you need to see. Plus, they are all experts in their fields AND great people to get to know, so stop by and pick their brains, they will be happy to help.

## INTERNATIONAL ATTENDEES

Welcome to our International friends! DMA2014 has a lot to offer you, but to make you all feel more welcome, we have our usual International Lounge available for you to take a break from the Conference, and Saturday night's International Reception, which gives you an opportunity to meet new people who you will see around San Diego for the next six days.

### INTERNATIONAL RECEPTION

SATURDAY, OCTOBER 25 | 5:00 P.M. – 5:30 P.M.

**GRAND HALL D, HYATT MANCHESTER**

### INTERNATIONAL LOUNGE SPONSORED BY INFOCORE

**15B**

SATURDAY, OCTOBER 25 | 9:00 A.M. – 4:00 P.M.  
SUNDAY, OCTOBER 26 | 9:00 A.M. – 5:00 P.M.  
MONDAY – TUESDAY, OCTOBER 27 – 28 | 8:00 A.M. – 5:00 P.M.  
WEDNESDAY, OCTOBER 29 | 8:30 A.M. – 12:30 P.M.

### DMA EN ESPAÑOL

For our Spanish-speaking attendees, there is a special Spanish language program that covers the best of Spanish and Latin American marketing best practices. See page 21 for more details.

## YOUNG PROFESSIONALS

Are you just starting out in your marketing career? Then this is a great way to meet the peers that will follow you as your career progresses – your future colleagues, employers and employees! The program includes VIP seating and special networking where you can meet the peers who can help your career. There are also some great tips at specially curated sessions within the Town Square.

### YOUNG PROFESSIONALS NETWORKING RECEPTION

SUNDAY, OCTOBER 26  
4:00 P.M. – 4:30 P.M.

**THE TREND**

### YOUNG PROFESSIONALS MEET & GREET WITH SPEAKERS

MONDAY, OCTOBER 27  
3:30 P.M. – 4:00 P.M.

**THE TREND**

### VIP STATUS

VIP seating in all General Sessions (including meeting Tuesday's Keynotes.)

### LEARNING

SUNDAY, OCTOBER 26 | 3:30 P.M.

#### Town Square, DMA Village

Using Social Media to Establish your Professional Identity and Benefit your Career

MONDAY, OCTOBER 27 | 3:00 P.M.

#### Town Square, DMA Village

Stories from the Front Line: Working at an Enterprise, Small Business and Start-Up

**BONUS** Win a Trip to DMA2015 by dropping your Business Card at the collection with DMA Membership in the DMA Village.



# MARKETINGSHERPA AT DMA2014

We're excited to announce that MarketingSherpa is right here at DMA2014. MarketingSherpa is all about research and finding meaning and value out of data, so they make ideal partners for the event of the year for data-driven marketers. MarketingSherpa's professionals are here throughout DMA2014 to answer your questions in person, and you can see below where you will be able to see them in San Diego.



## PRE-CONFERENCE INTENSIVE

SATURDAY-SUNDAY, OCTOBER 25-26

### Value Proposition Development: Achieving a Sustainable Competitive Advantage

11A

This four part intensive workshop will run over the first two days of DMA2014 alongside the Pre-Conference Intensives. The goal is to help you to achieve a sustainable competitive advantage by developing a value proposition for your company. The workshop takes a journey from defining value propositions, determining the force of your value proposition, before crafting and applying it.



Austin McCraw, Senior Director of Content Production, **MarketingSherpa**  
Jon Powell, Senior Manager, Research & Strategy, **MarketingSherpa**

» You can see more details on Page 17 of this Guide.

## ASK THE EXPERTS ROUNDTABLES

MONDAY, OCTOBER 27 | 12:30 P.M. – 1:30 P.M.

Search out the MarketingSherpa Roundtables where three of their experts are ready to lead discussions on the following topics:

EXHIBIT HALL

### Competitive Advantage: Identifying, Developing and Implementing a Value Proposition that Sets Your Products Apart

Austin McCraw, Senior Director of Content Production, **MarketingSherpa**

### Crafting Email Messages that Convert: Copywriting Lessons Gleaned from 15 Years of Testing

Jon Powell, Senior Manager, Research & Strategy, **MarketingSherpa**

### What Customers Want: How to Learn from Data and Testing to Improve Your Marketing Messages

Dave Green, Director of Partner Relationships, **MarketingSherpa**

» See Page 36 for more details.



## 1:1 GURUS

TUESDAY, OCTOBER 28

EXHIBIT HALL

Jon Powell, Senior Manager, Research & Strategy, MarketingSherpa, is our **Acquisition Guru** for DMA2014 and is available on Tuesday throughout the day to talk to those who have made an appointment in advance. Along with his colleague, Austin McCraw, Senior Director of Content Production, MarketingSherpa, DMA2014's **Guru of Creative**, they will address the specific challenges of those they are meeting with, in a free one on one consultation.

» See Page 47 for more details.

## MINIWORKSHOP

WEDNESDAY, OCTOBER 29 | 9:00 A.M. – 10:45 A.M.

8

The DMA2014 Miniworkshops give in-depth insights into crucial marketing challenges. Marketing Sherpa will be running their Miniworkshop on **Overcoming the 3 Most Common Mistakes Marketers Make in Their Calls-to-action**, where they will help you identify quick, easy changes with transferable principles you can apply to Call to Actions on your webpages and beyond, supported by more than a decade of testing.

Austin McCraw, Senior Director of Content Production, **MarketingSherpa**  
Jon Powell, Senior Manager, Research & Strategy, **MarketingSherpa**

» See Page 58 for more details.



# TRACKS & ICONS

## DMA2014 FAB FIVE

SPONSORED BY  **datalogix**

Each year we invite back the Top 20 best performing sessions, as indicated by you! This year, DMA2013's Top Five sessions – covering CRM, creativity, psychology-based marketing and the latest trends in marketing – will return in their own special room.

## ACQUISITION & LEAD GENERATION

SPONSORED BY  **morevisibility**  
LEADERS IN SEARCH, DESIGN & INTERACTIVE MARKETING

Find the best prospects and most profitable customers and increase your response rates by learning new techniques in database building, data mining, segmentation, testing, and response behaviors; which translates to more leads through the funnel more successfully.

## BEHAVIOR & RESEARCH

Engage your customers and prospects more deeply by discovering not just what they do, but why they do it. Developing a deeper level of understanding through psychology, neuro-marketing and the latest research will pay dividends on your bottom line.

## CREATIVE & PRODUCTION

SPONSORED BY  **JAPS-OLSON COMPANY**  
COMMERCIAL PRINT & BROADCAST

Discover effective elements of copy, design, art direction, production, offers, and format for all marketing channels. Then get your message to market faster with the latest trends and solutions in production and fulfillment.

## CRM & LOYALTY

SPONSORED BY  **selligent**


Strengthen customer relationships and engagement with proven retention strategies. Deliver value across the customer lifecycle with an improved understanding of customer preference and lifetime value, resulting in winning loyalty programs and more effective customer service initiatives.

## DATA, ANALYTICS & ACTIONABLE INSIGHTS

SPONSORED BY  **sas**

Pick up tips on collecting the flood of available data, and broaden your understanding of how different kinds of analytics — and the actionable insights they allow — help you to better understand and target your customers and prospects so that you can deliver relevant and engaging experiences.

## FUNDAMENTALS OF MARKETING

SPONSORED BY  **AtTask**

Study marketing techniques and methodologies that will make your marketing campaigns more successful. The pace of change in consumers, technology and competition is increasing, making these fundamentals essential for every marketer.

## INTEGRATED MARKETING & BRAND STRATEGIES

SPONSORED BY  **TERADATA**

Achieve a multichannel strategy so finely-tuned that it works as a single consistent message, smoothing the lines between your channels to increase the power of your marketing. Explore how to increase the value of your brand to meet the demands of the consumer-centric world.

## MARKETING TECHNOLOGY

SPONSORED BY  **IBM**

Discover and evaluate the new technologies and associated techniques that enable instantaneous interaction, and even anticipate interaction ahead of time. Take a look at the marketing technology available today, and tomorrow!






















## MOBILE, SOCIAL & CONTENT

SPONSORED BY  **Marketo**

Learn best practices and case studies for building your engagement with your customers where they are: on their phones and social platforms. Examine how engaging content on mobile, social, and beyond helps with awareness, promotions, commerce, and more.

## CATALOG NAVIGATION SYSTEM

The symbols below are used throughout this catalog to indicate the level and topics associated with each session. Use the symbols to identify the sessions you are most interested in.

-  FUNDAMENTAL
-  INTERMEDIATE
-  ADVANCED
-  INTEGRATED CERTIFICATE
-  BACK BY POPULAR DEMAND
-  CASE STUDY
-  AFFILIATE MARKETING
-  AGENCIES
-  CONTENT
-  CRM & LOYALTY
-  DATA MANAGEMENT
-  DIRECT MAIL & PRINT SERVICES
-  DR BROADCAST & VIDEO ADVERTISING
-  E-COMMERCE
-  EMAIL
-  MOBILE
-  ONLINE ADVERTISING
-  REAL-TIME & AUTOMATED TECHNOLOGIES
-  SEARCH
-  SOCIAL
-  TELESERVICES

## EARN CEUs AT DMA2014

You need **10 CEUs** per year to keep your certification valid and up-to-date. All of our Pre-conference sessions, Concurrent and Post-Conference sessions are eligible. Look out for the codes in the backs of the rooms, then **REDEEM YOUR CREDITS** at [dmaeducation.org/dma14](http://dmaeducation.org/dma14).



# SATURDAY HIGHLIGHTS

## WELCOME TO DMA2014

The DMA welcomes you to San Diego for six days in the sun to change the way you think about marketing forever! Or at least until DMA2015. Over the next few pages you will find an extensive guide of what to do, and when to do it at DMA2014. All the great speakers, the must-see Exhibitors, and the events to meet future clients, customers and friends are here!

### KEYNOTE SPEAKER

**KHURRUM MALIK,**  
Facebook



12:45 P.M. – 2:00 P.M.

Khurrum Malik has worked for Facebook on the global stage and is here with us at DMA2014 to share his insights into engaging customers with one-to-one marketing. With the theme of this year's show Igniting Customer Engagement, what better way to start things off!



### LAUNCH PARTY

5:30 P.M. – 7:00 P.M.

**GRAND HALL D, HYATT MANCHESTER**

Stay classy, San Diego – and how much more classy can you get than a Grand Hall in one of San Diego's finest hotels? Join us to celebrate the opening of DMA2014 and meet up with the people you'll be seeing around the San Diego Convention Center for the next five days.

### WATCH OUT FOR

- Saturday marks the start of our **TWO-DAY PRE-CONFERENCE INTENSIVES**. There are four parts to each workshop over the course of the next two days, and if you complete all four parts you will receive a **DMA CERTIFICATE OF COMPLETION** after the show. You can choose from seven topics: Analytics & Data-Driven Intelligence, B2B Marketing, Customer Experience Transformation, Data Governance, Direct Marketing University, Fast & Furious Creative, and Mobile. New for 2014, our friends at Marketing Sherpa will be running a Preconference Intensive workshop on **VALUE PROPOSITION DEVELOPMENT**. Check out the details on page 17.
- DMA2014 is the Global Event for Data-Driven Marketers, so if you are joining us from afar, get to the Hyatt Manchester early for the **INTERNATIONAL MEET & GREET** that starts at 5 P.M. in Grand Hall D.
- To personalize your DMA2014 experience, don't miss out on the Recommendations you can find in the mobile app and on **MYDMA2014**. Each session is linked by topics to relevant sessions, exhibitors and people at the show, so that you can build the DMA2014 experience that works for you.



### SATURDAY AT-A-GLANCE

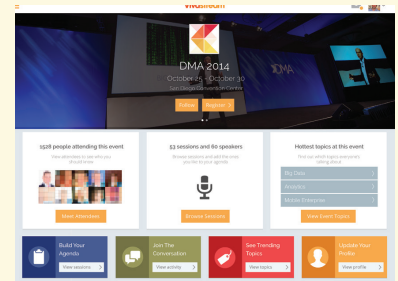
9:00-10:00	Breakfast
9:00-4:30	Registration Open
10:00-12:30	Pre-Conference Intensive – Part 1
12:45-2:00	Keynote Luncheon
2:15-4:30	Pre-Conference Intensive – Part 2
5:00-5:30	International Meet & Greet
5:30-7:00	DMA2014 Launch Party

## MYDMA2014

POWERED BY

**Vivastream™**

- **MYDMA2014** helps you get the most out of your time with us here in San Diego.
- Not only can you find the sessions you want to attend, build your schedule, and discover the Exhibitors that can help you solve your marketing challenges, but you can also meet the people you came to DMA2014 to meet through the **"WHO TO KNOW"** tool.
- Filling in and completing your profile – including adding topics you are interested in and can help with – will **HELP YOU NAVIGATE THE CONFERENCE BETTER**, and give you better matches on the Who to Know tool. You can find relevant sessions and exhibitors. And when you find someone you think you should meet, you can connect with them directly through MyDMA2014.
- It's all available online and through the **DMA2014 APP**, so go to your app store and download that too.



# SATURDAY KEYNOTE

12:45 P.M. – 2:00 P.M. **6A**

## Reaching the Elusive Consumer

Direct marketers today may feel like they're playing a guessing game. And who can blame them? In a world dominated by the proliferation of mobile, social and traditional offline and online channels, consumers are more elusive than ever before. As a result, marketers are challenged with efficiently determining when, where and how to reach them, leading to questions like: Which channels are most effective and how much spend should be allocated to each? Khurrum Malik, Head of Partner Development at Facebook, will discuss how modern marketers can more efficiently engage with consumers across the channels that matter the most.



**KHURRUM  
MALIK**  
Head of Partner  
Development,  
Facebook



# PRE-CONFERENCE INTENSIVES

Two days of education that will transform your business, brand, and career. **BONUS** DMA Certificate of Completion for attending all modules of a workshop.

PART 1	PART 2	PART 3	PART 4
SATURDAY, OCTOBER 25	SATURDAY, OCTOBER 25	SUNDAY, OCTOBER 26	SUNDAY, OCTOBER 26
10:00 A.M. – 12:30 P.M.	2:15 P.M. – 4:30 P.M.	9:00 A.M. – 11:30 A.M.	12:50 P.M. – 1:50 P.M.

## ANALYTICS, DIGITAL INTELLIGENCE, AND EXPERIENCE MANAGEMENT

SPONSORED BY  SAS

2

In this four part workshop, we will approach the modernization of marketing-centric technology that addresses online/offline data management, predictive and prescriptive analytics, and interaction enablement to get you in sync with each customer's journey – no matter how fragmented.

### Part 1: Digital Intelligence, Integrated Marketing Analytics, and Customer Experiences

This session will highlight the advancements in digital marketing analytics, visualization and the downstream effect on customer intelligence processes.

**CASE STUDIES:**

Orlando Magic, SAS

### Part 2: Multichannel Orchestration & Experience Interaction Management

This session will highlight the latest technology being leveraged to support multichannel orchestration and interaction management.

### Part 3: Marketing Optimization: Flexing Our Analytic Muscle

This session will highlight approaches for unstructured social data that blend data

visualization, text mining, and the marketer's interest in driving more value from this massive data source that is far from reaching its maturity point.

**CASE STUDIES:**

DIRECTV, American Red Cross

### Part 4: Social Media Analytics: Can We Do Better?

This session will highlight approaches and recommendations for fostering marketing optimization best practices to be considered by any data-driven marketing organization.

**CASE STUDIES:**

Amica Mutual, Scotiabank

Scott Briggs, Principal Solution Architect, Customer Intelligence, SAS

Suneel Grover, Sr. Solutions Architect, Marketing Analytics/Visualization/Customer Intelligence, SAS

John Balla, Principal Marketing Strategist, Customer Intelligence, SAS

## B2B

3

This comprehensive, deep dive into all things B2B returns with updated content for 2014. Using case studies Cyndi and Ruth examine creative strategy, integrated marketing, lead generation, campaign planning, and data – all from the B2B perspective.

### Part 1: Effective Motivational Messaging for Business Audiences

This session will focus on creative strategy and offer development in B2B, providing key insights and examples of successful copy,

design and offers for social media, mobile, and print communications.

**CASE STUDIES:**

Oce Printing, New Pig Corporation, TechWeb, Avaya

### Part 2: Integrated Multi-touch, Multichannel Marketing

This session will focus on the importance of integrated marketing communications (IMC) to the B2B marketer and how the B2B market has changed in recent years.

**CASE STUDIES:**

Stanford University, Staples, Cisco

### Part 3: Lead Generation, Conversion, Tracking, and Measurement

This session will dig deeply into lead generation, campaign planning, lead flow requirements, and setting your campaign budget.

**CASE STUDIES:**

Berendsen Textile, Turbosteam, IBM, Stanford University

### Part 4: Everything Data in Business, Government & Institutional Markets

This session covers everything you need to know about how to gather customer and prospect data, enhance it, and keep it clean.

**CASE STUDIES:**

D&B, Salesforce.com, Cisco

Cyndi W. Greenglass, SVP, Strategic Solutions, Diamond Marketing Solutions

Ruth P. Stevens, President, eMarketing Strategy

## CUSTOMER EXPERIENCE TRANSFORMATION

4

*The CX Challenge:* Create a Customer Experience that satisfies the new B2B and B2C buyer who is multichannel/multidevice and expects marketers to use data to understand their needs and market to them as individuals. *The Solution:* This workshop is designed to provide you with proven CX strategies and tactics for achieving double-digit increases in customer engagement and revenue.

**BONUS** Attendees will enter a drawing to receive autographed copies of Ernan Roman's latest book "Voice of the Customer Marketing."





### Part 1: How to Capture the Voice of Your Customer and Leverage Those Insights Into Powerful CX Strategies

Understand how customers define high value customer experiences, per new VoC research, and how you should capture VoC insights from your customers and action them into powerful CX strategies.

#### CASE STUDIES:

Tyco Integrated Security

### Part 2: How to Create High Response Preference Databases with Customer's Self-profiled Information

Learn how to use the Reciprocity of Value Equation to build preference-driven databases. This applies to customers and prospects.

#### CASE STUDIES:

Microsoft, FedEx, Possible Now

### Part 3: 5 Requirements for High Impact Multichannel Engagement

How to use the 5 principles of integrated multichannel marketing to consistently achieve double-digit increases in engagement and revenue across the multichannel mix.

#### CASE STUDIES:

Cross Country Home Services

### Part 4: How to Increase the Relevance and ROI of Your Digital and Social Media Marketing

New VoC research insights regarding expectations for improved web experiences, effective email strategies, and high-value social media marketing.

#### CASE STUDIES:

Dell, Gilt

Ernan Roman, President, **ERDM**

Don Hsieh, Director, Commercial & Industrial Marketing, **Tyco Integrated Security**

Andrew Bailey, Marketing Principal, **FedEx**

Robert Tate, Preference Management Evangelist, **PossibleNOW**

Sandra Finn, President, **Cross Country Home Services**

Elizabeth Miers, Marketing Manager, **Vanguard**

## DATA GOVERNANCE

### 1A

Data is everywhere and strategic use of marketing data for marketing purposes is crucial to brand growth and customer satisfaction. You know you should protect your data assets, but how and why? Spend a few hours with our data experts to learn the good, the bad, and the ugly when it comes to marketing data. From innovation to breach, this session will help cover your assets.

#### Part 1: Kick off

In this section we will cover Data Governance: What is it? Why now? Why should I care? And most importantly — What's in it for my company and the marketing department?

#### Part 2: Breach

Sometimes breaches are preventable other times they are criminal acts. But face it, BAD things do happen to good marketers. Learn what you can do to prepare, prevent, or react that can help save your brand.

#### Part 3: Data Case Studies/Stories

Join us as we share cases from companies and brands that highlight responsible and innovative use of data.

#### Part 4: 10 Action Steps for Responsible Data Practices

This session wrap gives you the top 10 takeaways to make you smarter, more innovative, and responsible data-driven marketer.

Dennis Dayman, Chief Privacy and Security Officer, **Return Path**


Cathy Folkes, President, **Data Best Practices**

Peg Kuman, Vice Chairman, **Relevate**

Judy Macior, VP, Regulatory Compliance & Information Practices, **Experian**

Gina Scala, VP, **DMA Education**

## DIRECT MARKETING UNIVERSITY

SPONSORED BY  **JAPICHOLOSON COMPANY**  
Generational Wealth & Estate Planning

### 5A

This fast-paced overview of the most successful direct marketing seminar in America is packed with examples to show you how to squeeze every ounce of value from your marketing budget. You'll master the cardinal principles of direct marketing, learn what experts know about data-driven marketing, combine your brand with an irresistible offer, write copy that won't be ignored, and understand the critical elements of testing.

#### Part 1: Direct Marketing's Cardinal Principles – It's Not Advertising, It's Sales

If you don't master the 8 cardinal principles of direct marketing, it's virtually impossible to be successful. If you're not happy with your direct marketing results, it's time to find out what you should be doing differently.

#### Part 2: Creating Irresistible Offers That Get a Response

Explore elements that make the offer irresistible and melt away buyer inertia, and drill down into the components of an offer. This session is supported by many real-life award-winning examples.

#### Part 3: Direct Marketing Creative – What Does It Take to Be Successful?

If you are the copywriter or approve creative, this session is filled with vital information for you.

#### Part 4: How to Use Data-Driven Marketing to Boost Creative Results

How does a good creative idea graduate to GREAT results? It may seem like an oxymoron, but it usually takes data! Data can make a big difference in creative success by increasing impact and relevance in all media.

Beth Smith, Owner, **Direct Marketing Smarts & Smith Browning Direct, Inc.**

Robin R. Riggs, Chief Creative Officer, **LW Robbins**





# DON'T GET BENCHED FOR THE BIG GAME.

You know your in-house creative team offers real value to the company, but you don't have the insight to prove it.



**Bill Gattinger**

Manager, Traffic and Direct Marketing

*ATB Financial*

Learn how to gain the respect you deserve and the resources you need in this sponsored session featuring ATB Financial.

## 5 Ways to Prove the Value of Your In-House Creative Team

3:15 p.m. PDT

Tuesday, Oct. 28

Download the white paper:

[www.attask.com/dma14](http://www.attask.com/dma14)

## FAST & FURIOUS CREATIVE

SPONSORED BY  JAPFO-GORDON COMPANY  
Consumer Print & Direct Mail

5B

The purpose of this workshop is singular—increased response, based on an inarguable tenet: The purpose of a direct response message is to convince the recipient of that message to perform a specific positive act as the direct result of exposure to that message. In two fast-paced half-days, here are tested and proved techniques for implementing your force-communication skills, the absolute goal being increased positive response to any message in any of the major direct media.

### Part 1

Writing effective messages for the 2015-2016 marketplace demands a profound knowledge of sales psychology. Even from this brief opener, you'll have the keys to mastery of contemporary force-communication.

### Part 2

The "guts" of this Workshop – easy-to-apply rules that rocket response upward: The Four Great Laws, The Clarity Commandment, contemporary motivators worth testing against one another, subject lines that work, rules for web copy, structuring not-for-profit winners, and a hard-boiled analysis of social media.

### Part 3

This session validates that direct mail is alive and well, when created by professionals. The rules for effective letters and dm copy aren't quite what they were in pre-web days, but the new rules are simple enough to apply... once you know them.

### Part 4

Start with fast and furious recapitulation of key points, and then it's your turn – answers to any pertinent questions and analysis of examples, both those supplied and those offered by participants.

Herschell Gordon Lewis, President, **Lewis Enterprises**

## MOBILE

1B

This hands-on workshop provides you with the insights, strategies, and skills you'll need to successfully put mobile within the heart of your marketing. We will review the fundamentals of mobile marketing and provide you a framework and prescribed steps for successfully envisioning, executing, and maintaining every aspect of your mobile marketing strategy. We'll review the evolution of behavior and mobility and steps for building mobile messaging, web, application, advertising, and commerce initiatives that are in-line with your marketing objectives.

### Part 1: Understanding Mobile Marketing Fundamentals

In part 1, we'll review the fundamentals of mobile marketing and the drivers and barriers to successful mobile marketing programs.

### Part 2: Building Out Your Mobile Presence

The focus of this session is on creating, developing and maintaining your owned mobile media presence, including your messaging (SMS, Email, Web, Push), apps and mobile Internet properties.

### Part 3: Making Money with Mobile Commerce, Advertising & Data

In part 3 we'll review strategies for planning buying mobile advertising and selecting your media, launching and promoting your apps, and integrating mobile and proximity commerce within your marketing efforts.

### Part 4: Mobile – Connectivity: A Roadmap to the Future

In this session we'll prepare you for change. We'll review industry trends and interactively build out a three-horizon model to help you prioritize your mobile marketing efforts over the next 12, 24, and 36 months.

Michael J. Becker, Co-Founder, Managing Partner & North American CEO, **mCordis**

Mary Beth McCabe, Lead Faculty, Marketing, School of Business and Management, **National University**

Marci Troutman, Founder & CEO, **SiteMinis, Inc.**

Michael Ahearn, VP, Customer Development, **Waterfall**  
Sigal Bareket, CEO & Co-Founder, **Tapica**

## VALUE PROPOSITION DEVELOPMENT POWERED BY marketingsherpa

11A

### Part 1: Defining Value Proposition

This session will cover a working definition and short history of the term "value proposition" and the fundamental role it should play in your organization.

### Part 2: Determining the Force of your Value Proposition

Part 2 will explore how to maximize your value proposition's force in the minds of your customers. We will show you the four elements that determine the power

of your value proposition and will teach you how to fine-tune them for maximum impact.

### Part 3: Crafting Your Value Proposition

In this interactive session, you will begin crafting your own value proposition as you walk through a step-by-step process for crafting your own effective value proposition and how to prepare your value proposition as a customer-facing expression on your pages.

### Part 4: Applying Your Value Proposition

In the final session of this course, you'll learn to express it to your customers through marketing collateral through the four key elements of copy, including headlines, body copy, images, and calls-to-action.

Austin McCraw, Senior Director, Content Production, **MarketingSherpa**

Jon Powell, Senior Manager, Research & Strategy, **MarketingSherpa**



# SUNDAY HIGHLIGHTS

**KEYNOTE FEATURE**



**ROB MICHALAK,**  
Ben & Jerry's

with **RICHARD ROSEN**  
Rosen



2:00 P.M. – 2:45 P.M.

## Trust, Transparency & Ice Cream

CO-SPONSORED BY **TERADATA**

6A



## EXHIBIT HALL

3:00 P.M. – 5:30 P.M.

HALL BC

The DMA2014 Exhibit Hall is one of the stars of this year's show. It opens today at 3 P.M. and is open for the next two days, so make sure you take your opportunity to explore all of our exhibitors when you get a chance. Browse the exhibitors in the Show Guide, make your way up and down the aisles, or explore MyDMA2014 to find recommended exhibitors that are relevant to the sessions you are attending.



## FEATURE

## FREE ICE CREAM

3:00 P.M. – 3:30 P.M.

DMA VILLAGE, EXHIBIT HALL

The weather in San Diego is famously 72 and sunny – so we couldn't think of a better way to open the DMA2014 Exhibit Hall than with free Ben & Jerry's Ice Cream. Stop by the DMA Village to meet our Keynotes and grab a scoop of delicious ice cream.

## CONFERENCE HIGHLIGHTS

- The **MASTER CLASS** brings the very latest research to DMA2014. Experts from Forrester and edynamic, and a panel led by Magnetic will look at the Revenue Imperative, the Mobile Mind Shift, and Real Time Buying in three fascinating classes throughout the day.
- Elsewhere, the **PRE-CONFERENCE INTENSIVES** close today with Parts 3 and 4 of the 2-day workshops.



## EXHIBIT HALL HIGHLIGHTS

3:00 P.M. – 5:30 P.M.

- The centerpoint of the DMA Village is the **DMA TOWN SQUARE**, where you will find discussions around important community issues of the day. Take your place at the hub of our marketing community and join in the conversation for one of the three debates that take place this afternoon.
- You can find cutting edge innovators in our Specialty Pavilions - the **SoMoLo PLAZA** and the **NeXtGEN ARENA**. Take a moment when exploring the Hall to tomorrow's technology, today.
- Are you a DMA rookie? Stop by the DMA Village in the Exhibit Hall to meet with our DMA Ambassadors who can help guide your DMA2014 experience during the **NEWCOMERS ORIENTATION**.



## SUNDAY AT-A-GLANCE

8:30-9:00	Breakfast
8:30-5:00	Registration Open
9:00-11:30	Pre-Conference Intensive – Part 3
11:30-12:50	Lunch
12:50-1:50	Pre-Conference Intensive – Part 4
2:00-2:45	Keynote
3:00-5:30	Exhibit Hall Grand Opening
3:30-5:00	Town Square Debates
3:30-5:00	DMA en Español
3:30-5:00	Newcomers Orientation
4:00-4:30	Young Professionals Reception
5:00	Gastronomy of the Gaslamp Draw
4:30-5:30	DMA Innovation Awards Presentation & Reception

## WATCH OUT FOR

- Still feeling peckish after your ice cream? Walk around the Hall and follow the **GASTRONOMY OF THE GASLAMP** tour. There are some delicious treats to be found, and if you collect all the letters and solve the clue, you can win big in the drawing in the DMA Village. Just hand in your answer and contact details at the Village and be there for the drawing at 5 P.M.
- The Trend sits just outside the Exhibit Hall and hosts two receptions today, so be sure to stop by. At 4:00 P.M. there is an opportunity for our **YOUNG PROFESSIONALS** to meet and get to know each other before the Main Conference starts tomorrow. And then at 4:30 P.M., the day closes with the **INNOVATION AWARDS PRESENTATION & RECEPTION**, where we recognize excellence in marketing technology.





**ROB MICHALAK**  
Global Director  
of Social Mission  
Ben & Jerry's



**RICHARD ROSEN**  
President & CEO  
ROSEN

## SUNDAY KEYNOTE

2:00 P.M. – 2:45 P.M. **6A**

### **Trust, Transparency, and Ice Cream: Using Business as a Force for Good** CO-SPONSORED BY **TERADATA**

Today we stand at the precipice of one of the most dramatic shifts in marketing and advertising we will see in our lifetime. Why? People no longer trust Corporations. Approval ratings are dropping, as bad behaviors are revealed. And consumers want to buy good products from good companies they trust, that also reflect their values and lifestyles.

As marketers, it is our job to earn the customers' trust. But, we can no longer just say our company is good, we have to prove that it's good. And the best way to do that is to combine genuine values with transparency and empathy to generate more meaningful customer relationships and increased sales.

A new movement is leading the way by balancing mission and economic profit. Over 1,000 companies around the world have become certified Benefit Corporations. Two visionary leaders from the B Corp community will tell you how to excel in this bright future of consumer engagement. Rob Michalak and Richard Rosen lead the charge to deepen customer relationships by living this holistic business approach.

\* Ben & Jerry's will host an **Ice Cream Sunday** immediately following keynote in Exhibit Hall



# EMAIL EMPOWERS

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and save up to  
**\$350!**

**BIG NAMES** ◦ **THE LATEST TRENDS** ◦ **FRESH CONTENT**

Explore the very core of email's ability to **create consumer connections, drive profit**, and help marketers **dominate the competitive landscape.**

**YES, THE EMAIL EVOLUTION CONFERENCE IS BACK!**

Featured Keynote

**Guy Kawasaki**  
chief evangelist  
of Canva



Former advisor to the Motorola  
business unit of Google and chief  
evangelist of Apple.

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November 11, 2014  
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**[emailevolution.org](http://emailevolution.org)**

Email Evolution  
Conference 2015

Presented by  

February 2-4, 2015 ◦ Intercontinental ◦ Miami

# MASTER CLASS



Ready to master the art and science of results-based marketing? This Master Class lineup has you covered, with discussions that are jam-packed with global insights, groundbreaking research, and proven methodologies.

9:30 A.M. – 10:30 A.M.

## Viewability in Real-Time Buying

11B

This interactive discussion will educate agencies and brands on the true meaning of viewability as well as the true value and future of RTB. The expert panel will identify the victims of fraud, share insights on how to combat these challenges, and discuss what the industry is doing (and could do better) to solve for viewability.

James Green, CEO, **Magnetic**

David Hahn, SVP, Product Management & Customer Service, **Integral Ad Science**

Jeff Greenfield, COO & Co-Founder, **C3 Metrics**

Juan Suarez, Director, West Coast Operations, **Xaxis**

10:35 A.M. – 11:35 A.M.

## The Mobile Mind Shift

11B

This session reveals the “mobile mind shift.” This shift means the battle for customer’s attention will be waged in mobile moments — any time they pull out a mobile device. And because mobile devices are pervasive in life and work, mobile moments have a deep impact on all brands.

Josh Bernoff, SVP, Idea Development, **Forrester Research**

12:50 P.M. – 1:50 P.M.

## The Revenue Imperative: A Marketer’s Journey to Embracing ROI

11B

Today’s CMOs and marketing departments are under extreme pressure to tie back marketing spend-to-revenue performance. Join us as this research partnership between Edynamic and DMA reaches across industries to identify the key revenue imperatives impacting marketers today.

Warren D. Raisch, President, **edynamic**

## THE 2014 DMA INNOVATION AWARDS

Join us in The Trend at 4:30 P.M. as we celebrate the most innovative Marketing Technology in 2014. This year’s winners are:

### Digital Technology

Persado for Persado — Innovator of Marketing Language Engineering

### Data, Analytics, & Attribution

AdTheorent for AdTheorent’s Real Time Learning Machine

### Mobile

AdColony for AdColony Instant-Play™

### Social, CRM, & Loyalty

Registria for Connected Registration

### Global Sustainability

Fiserv for eBill Easy Activation™

» For additional information about the winners, visit [innovationawards.thedma.org/2014-finalists/](http://innovationawards.thedma.org/2014-finalists/)

## DMA PRESIDENT’S AWARD FOR PROFESSIONAL DEVELOPMENT

2:00 P.M. – 2:45 P.M.

HALL A



This new award recognizes a company that exemplifies best practices in the training and development of marketers. It honors companies that exemplify the highest-level of commitment to marketing education and professional development.

# DMA EN ESPAÑOL SUNDAY – TUESDAY, OCTOBER 26 – 28

14a

This year’s edition of “DMA2014 en Español” offers once again an exciting fusion of conceptual rigor and the latest, most inspiring case studies from around the Spanish-speaking world. Conducted entirely in the Spanish language, the all-new DMA–ICEMD–ALMADI Certificate Course offers the very best master classes given by star professors from Spain and Latin America with special emphasis this year on e-Commerce, mobile commerce, Inbound Marketing, and how to thrive in the Digital Economy.

3:30 P.M. – 3:45 P.M.

## Bienvenida

Joost van Nispen, Fundador & Presidente, **ICEMD**

3:45 P.M. – 5:00 P.M.

## La Transformación de los Puntos de Contacto Con el Consumidor, el Contenido y el Relacionamento Con las Marcas en la Decisión de Compra

Luego de profundas investigaciones de mercado para entender la nueva consumidora en la era digital, Jones llegó a

la conclusión de que es imperativo generar mayor participación de las clientas entre sí y con la marca. En la ponencia, Jones explicará por qué y cómo las grandes empresas de consumo masivo deben emprender este camino de marketing relacional y relatará sus experiencias y las lecciones aprendidas.

Martin Jones, Responsable de la Estrategia de Branding y Marketing Digital, **L’Oreal**



SATURDAY,  
OCTOBER 25, 2014

SUNDAY,  
OCTOBER 26, 2014

MONDAY,  
OCTOBER 27, 2014



# DMA2014 EXHIBIT HALL

HALL BC, GROUND LEVEL

SUNDAY, OCTOBER 26  
3:00 P.M. – 5:30 P.M.

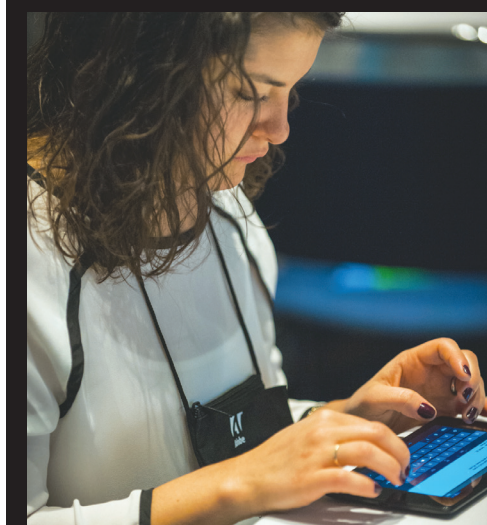
At the heart of DMA2014 is the gigantic Exhibit Hall packed with the latest technologies, solutions, products and services from some of the most respected names in the marketing world. This is the place to experience hands-on demonstrations of the latest tools, technologies, and services that can increase your bottom line and ROI.

From specialized pavilions that make it easy to quickly locate and compare similar products side-by-side to expansive rows of traditional booths that house some of the biggest marketing giants, the only problem you'll have fulfilling your 2014 needs is figuring out where to start.

If you're looking for top technologies and cool tools to get the job done, the Exhibit Hall at DMA2014 has everything you need!

Your DMA2014 badge admits you to the Exhibit Hall during the open hours shown above. Guests may visit the Hall by presenting a Preferred Exhibit Hall Pass at Registration or with an Exhibits Only badge at the entrance to the Exhibit Hall. Daily Exhibit Hall Only badges may be purchased at DMA2014 Registration.

## NEW TO DMA2014!



Last year, we introduced our 360-degree event experience, this year it's back, bigger and better! We have linked our sessions, exhibitors, and even you to provide you with the Recommendations you need to enhance your DMA2014 experience. Go to **MYDMA2014** powered by **VIVASTREAM** – either online or through our mobile app – and you will find Recommendations for relevant sessions and exhibitors based on the topics covered. Even better, if you complete your profile with the topics you are interested in and can help with, you'll get a list of recommended people to connect with who are onsite with you!

» Visit [vivastream.com/events/dma2014](http://vivastream.com/events/dma2014) for more details!







## EXHIBIT HALL EVENTS

### ICE CREAM SUNDAY

3:00 P.M. – 3:30 P.M.

Stop by the DMA Village to meet our Sunday Keynotes and grab a scoop of delicious Ben & Jerry's ice cream as the Hall opens on Sunday.

### "GASTRONOMY OF THE GASLAMP" EXHIBIT HALL OPENING RECEPTION

3:00 P.M. – 5:30 P.M.

Sample a taste of San Diego's Gaslamp District – while exploring all that our Exhibit Hall has to offer. Plus, if you collect all the letters and work out what they spell, you can win prizes by handing in your details at the DMA Village for a draw at 5 P.M.

### NEWCOMER ORIENTATION WITH DMA AMBASSADORS

3:30 P.M. – 5:00 P.M.

Is this your first time at the DMA Annual Conference? The DMA Ambassadors are here for you. Stop by the DMA Village, and let them guide you down a path that suit your list of DMA2014 goals and objectives.



## EVENTS IN THE TREND

### YOUNG PROFESSIONALS RECEPTION

4:00 P.M. – 4:30 P.M.

Are you one of the next generation of thought leaders and industry leaders? Join your fellow Young Professionals in The Trend for a reception designed for you to meet and get to know one another.

### DMA INNOVATION AWARDS RECEPTION & PAVILION

PAVILION CO-SPONSORED BY 

4:30 P.M. – 5:30 P.M.

The Innovation Awards will be presented for outstanding achievement in marketing technology in The Trend just outside Hall A. Be sure to stop by the Innovation Awards Pavilion in the DMA Village during the course of the show to see first-hand Innovation Award winners' products and solutions.

» For a list of finalists and more information, go to [innovationawards.thedma.org](http://innovationawards.thedma.org)

## LEARNING IN THE EXHIBIT HALL

### DMA2014 TOWN SQUARE

IN PARTNERSHIP WITH 

Traditionally, town squares were open public spaces where a community met to discuss important matters in an open and collaborative environment. The DMA2014 Town Square is no different. Located in the DMA Village in the heart of the Exhibit Hall, it'll be the place you'll keep coming back to.

#### TODAY'S DISCUSSIONS ARE:

3:30 P.M. – 3:55 P.M.

**Using Social Media to Establish your Professional Identity and Benefit your Career**

4:00 P.M. – 4:25 P.M.

**There's No Such Thing as Privacy**

4:30 P.M. – 4:55 P.M.

**DMA2014 Kickstart**

# MONDAY HIGHLIGHTS

## MORNING KEYNOTE

**MAGIC JOHNSON**  
Magic Johnson Enterprises



with **JOANNE MONFREDI DUNN**

8:45 A.M. – 10:15 A.M.

### The Magic of Creating Meaningful Consumer Experiences

HALL A

SPONSORED BY **selligent**

## AFTERNOON KEYNOTE

**CHRIS REYNOLDS**  
Condé Nast

5:00 P.M. – 5:45 P.M.

### Marketing in a Digital World

HALL A

## MONDAY AT-A-GLANCE

7:00-6:00	Registration Open
8:45-10:15	Keynote
10:00-5:00	Exhibit Hall Open
11:00-4:30	Strategic Summit
11:00-4:30	Town Square Debates
11:00-4:30	DMA en Español
11:00-11:45	Concurrent Sessions/B2B Symposium/Nonprofit Day
11:45-12:30	Fast Forward
12:30-1:30	Lunch in the Exhibit Hall
12:30-1:30	Ask the Experts Roundtables
12:30-1:30	Newcomers Orientation
1:45-2:30	Thought Leadership Series
2:45-3:30	Concurrent Sessions/B2B Symposium/Nonprofit Day
3:30-4:00	Young Professionals Meet & Greet with Speakers
3:45-5:00	Market Intelligence Modules
4:00-5:00	DMA2014 Beach Party
4:25	Scavenger Hunt Drawing
5:00-5:45	Keynote including Stars of Search
6:00-7:30	B2B Symposium Official Happy Hour
6:30-8:30	Adobe Party (Invite Only)

## WATCH OUT FOR

- Take a break at 4:00 P.M. in the Exhibit Hall for our **BEACH PARTY** – where you'll find refreshments and familiar faces to introduce yourself to (bathing suits not required).
- Before the afternoon Keynote, we'll be introducing you to this year's **STARS OF SEARCH** on the main stage in Hall A – don't miss out on who are the Search world's Beyoncé's and Pharrells.



## FEATURE

### STRATEGIC SUMMIT

11:00 A.M. – 4:30 P.M.

33C

SEPARATE REGISTRATION REQUIRED

Created for senior executives and C-Suite leaders to share strategic thinking with their peers, the Strategic Summit convenes today. Sharpen your strategies with these tailored conversations, all based around the theme: Change or Die.



## CONFERENCE HIGHLIGHTS

- Revolutionary visionaries are the order of the day at this year's **THOUGHT LEADERSHIP SERIES**. See page 27 for full details.
- Our featured sessions of the day are the four **FAST FORWARD** sessions in the morning and the three **MARKET INTELLIGENCE MODULES** with added receptions in the afternoon, turn to pages 28 and 26 to find out more. There are two more Market Intelligence Modules tomorrow, too (page 42).
- And of course, we launch our **CONCURRENT SESSIONS** today. See page 30 for more details.



## EXHIBIT HALL HIGHLIGHTS

- Grab your boxed lunch from the Exhibit Hall and find one of the **ASK THE EXPERTS ROUNDTABLES** to sit at, then learn and share your ideas and experiences with an expert in the field.
- While you're checking out the Exhibitors in the Hall, make it a priority to stop by those that are taking part in the **SCAVENGER HUNT!** Enter your badge number at any participating booth and you'll be entered into the 4:25 drawing in the DMA Village.
- For the Young Professionals who are looking to make contacts in San Diego, the **MEET & GREET WITH SPEAKERS** takes place in The Trend today at 3:30.
- Don't forget, there's a new topic for discussion in the **DMA TOWN SQUARE**, on the hour, every hour today!



# MONDAY KEYNOTES

8:45 A.M. – 10:15 A.M. | 5:00 P.M. – 5:45 P.M. **HALL A**

8:45 A.M. – 10:15 A.M.

SPONSORED BY **selligent**

## PART 1: THE EVOLUTION OF ENGAGEMENT

### The Modern Reality of One-to-One

Guided by Gary S. Laben, executives from Air Canada and Shell will talk about rising to the challenge of evolving customer engagement for better customer experiences, closer relationships and improved results.



**GARY S. LABEN**  
CEO, KBM Group  
President, Wunderman  
Data & Insights



**IAN DITULLIO**  
Director of Loyalty  
Marketing  
Air Canada



**FRANCOIS ORHAN**  
Head of Global CRM  
Shell



## PART 2: OPENING REMARKS

**JOANNE MONFRADI DUNN**  
Chairman, DMA &  
President & CEO, Alliant



**JOHN MELLOR**  
VP, Strategy &  
Business Development  
Adobe



**CHRISTOPHER REYNOLDS**  
VP, Data & Marketing  
Analytics  
Condé Nast

5:00 P.M. – 5:45 P.M.

## Marketing in a Digital World

CO-SPONSORED BY **the search agency**

Christopher Reynolds, Condé Nast, shares how the company has pivoted around their consumer, while Adobe's John Mellor explores what it takes for marketers to empower the customer experience – and to drive success for organizations in a time when every consumer is connected.

**THE STARS OF SEARCH** SPONSORED BY **the search agency**

*2014's Stars of Search will be presented with their awards at this afternoon's Keynote session. Don't miss your chance to find out who the big winners are!*



**NEW FOR  
DMA2014**

**VINCENT PIETRAFESA**  
Master of Ceremonies



**EARVIN "MAGIC" JOHNSON**  
Chairman & CEO  
Magic Johnson  
Enterprises

FEATURED KEYNOTE

## PART 3: EARVIN "MAGIC" JOHNSON

### The Magic of Creating Meaningful Consumer Experiences

NBA legend Earvin "Magic" Johnson is a Major League Baseball owner, two-time Hall of Famer, Entrepreneur, Philanthropist, and the most powerful African-American businessman in the world. Magic will join us in San Diego to address two of the major themes of DMA2014: *engaging with consumers and business as a force for good.*



# MARKET INTELLIGENCE MODULES

MONDAY, OCTOBER 27 | 3:45 P.M. – 5:00 P.M.

Meet the marketing intelligentsia – customer intelligence trailblazers who will share their own consumer behavior research and market analysis to show you how your data can be made to work for you to produce exactly the kinds of results you always hoped to achieve. Each presentation will be immediately followed by a networking reception.

## Connecting Big Analytics with Big Data Equals Big Rewards

SPONSORED BY  **KBM GROUP**

6A

An end-to-end data+analytics framework can reveal nuances in customer segments that cannot be assumed to create a connected data environment delivering a broad enterprise impact. We'll describe how a major U.S. airline pulled together operational data, granular level digital/mobile click-stream pathways, SKU level cross-category purchases, lifestyle and demographics data, unstructured data from search queries/social media posts/call center calls, brand health data, consumer and brand social media engagement, and brand and consumer social graph data to form a rich pool for rightly scaled analytics. The insights obtained through the process contributed to a new segmentation system to optimize their loyalty program, along with a communications guide to engage each segment in the most meaningful way, encompassing member needs, interests, behaviors and motivations. The new strategy led to the creation of robust engagement strategies and provided a foundation for timely and relevant communications.



Caroline Worboys  
SVP, Customer Intelligence  
KBM Group

## Mastering the Adaptive Customer Engagement

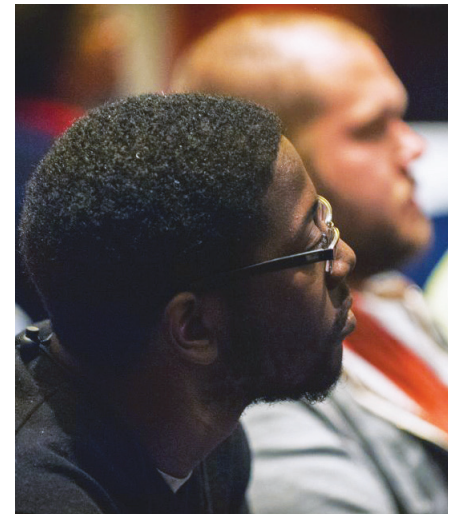
SPONSORED BY  **SAP**

6B

Marketing campaigns as we know it is dead. Innovative marketers are moving beyond the concept of campaigns to an era of managing the adaptive customer engagement, where organizations need to have clear insights into their customers and have the ability to proactively adapt and react in real-time to the needs and desires of the customer. Come learn from this session on the key components and steps required to master the adaptive customer engagement across your organization.



Marcus Ruebsam  
Head of Strategy for Marketing LoB  
(hybris)  
SAP



## Better Results Start With the Individual

SPONSORED BY  **CONVERSANT**  
The power of personal.

6C

See how leading brands are uniting their offline data with online data, creating individual customer profiles, delivering personalized marketing messages at scale across channels and devices, and demonstrating the value of their advertising within the overall marketing mix. Learn the secrets of activating data to build one-to-one marketing relationships that deliver better results. So what's YOUR game plan? In this thought provoking and practical session, you'll see how real world companies are building business by starting with the person – developing a vivid and actionable view of every individual in their vast target audiences.



Dave Scrim  
VP Product  
Conversant



# THOUGHT LEADERSHIP SERIES

MONDAY, OCTOBER 27 | 1:45 P.M. – 2:30 P.M.

CO-SPONSORED BY **selligent** AND **H hackeragency**  
LEADS TO LOYALTY

Thought Leadership Series modules provide insight into best practices and emerging trends. Like General Session Keynotes, these 12 discussions are led by visionaries, experts, and trend-setting brands. Learn techniques that foster integration, increase ROI, enhance leads, and build stronger engagement.

## Leveraging All Four Screens for Multichannel, Multidimensional Tests

6A

Join us to look at how you can leverage all four screens in multichannel tests to take the speed and power of mobile and email technologies to generate mobile-driven PowerTest panels and email-driven PowerTest strategies. You'll learn how to find a new control, fast, and discover why marrying the economy and speed of digital technology with the tried-and-true insight delivery of the PowerTest methodology delivers the ultimate impact to a data-driven marketing program.



Spyro Kourtis  
President & CEO  
Hacker Agency



Dana Cogswell  
Executive Director, Marketing  
AT&T

## CX Innovation: How FedEx Uses "Human Data" to Drive Engagement

6B

We know that B2B and B2C customers expect highly personalized communications and experiences with brands.

In this session, Mike Rude will share the strategies and dramatic results this new thinking has achieved for FedEx. Ultimately, it's not about B2B or B2C or Big Data. It's about B2H—using Business to Human data to drive personalized customer experiences which result in significant increases in response and engagement.



Ernan Roman  
President  
Ernan Roman Direct Marketing



Mike Rude  
Managing Director, Customer Experience  
FedEx Corporate Services

## The Rise of the Platform Marketer: Connected CRM™ in a Digital World

6C

When executed successfully, a customer-centric, data-driven business strategy will create a fundamental shift in your organization, placing the customer at the heart of business strategy. Join us as we discuss the importance of an organization's ability to understand consumer behavior, and create personalized experiences that drive long term customer value and sustainable competitive advantage.



David Williams  
Chairman & CEO  
Merkle



Tom Lamb  
CMO  
Lowe's

## Agency A-List: The Changing Face & Role of the Agency in 2015

6D

Not only must today's agencies have their finger on the pulse of what is new and what is hot in the industry, they must differentiate themselves to meet the ever-growing demands of their clients—in real-time, and at less cost. Join top executives from Ad Age's 2014 Agency A-List for a look at how these leading agencies continue to meet client needs in new and innovative ways.



Chris Pitre  
Director, Strategic Planning  
Astadia



Zachary Treuhaft  
Chief Digital Officer  
Grey



Sean Corcoran  
SVP, Director  
Digital Media & Social Influence  
Mullen



Allyson Hugley  
EVP, Measurement  
Analytics & Insights  
Weber Shandwick



Jared Belsky  
President  
360i



# FAST FORWARD

MONDAY, OCTOBER 27 | 11:45 A.M. – 12:30 P.M.

The rate of change in marketing is exponential – with new platforms and technologies clouding the waters and bringing new opportunities every year. Global marketers need to stay ahead of the curve to maintain a competitive edge. These four Fast Forward sessions offer you the chance to stay ahead by looking into the future through the lens of leading thinkers and doers.

## Data-Driven Marketing Genius: Google, Xerox and a Foreign Film Festival

6A

Join this fast-paced session to learn how each of these 2014 International ECHO 2014 Award finalists drove home top recognition for their marketing programs. Built upon data-driven strategy, extending reach through cross-platform delivery, each speaker will highlight their secrets to success, creative genius and skillful execution. See the campaign that turned terror into a 100% response rate, the personalization secrets that helped drive millions in B2B sales for Xerox, and Google's latest stroke of data-driven genius.



Brad Epstein  
DMA International ECHO Governor



Miho Shiozaki  
Representative Director, President  
MRM/McCann Tokyo



Hiroya Isa  
Head of Small & Medium  
Business Marketing, Japan  
Google

## Contextual Marketing 2014: The Power of Location Intelligence Data

SPONSORED BY Pitney Bowes

6B

2014 technology (Geographic Information Systems, or "GIS") and a mobile consumer have brought to data-driven marketers a new kind of location intelligence, using spatial analytics and mapping to deliver revenue-driving real-time messages contextual to the specific geographic location of a smart device. We will review applications of location data from leading marketers in the B2C mobile and social media space. A wide array of location data applications to improve classic direct marketing decision making, outside of mobile marketing applications, will be included as well.



Bill Borrelle  
SVP, Brand Strategy & Integrated  
Marketing Communications  
Pitney Bowes

## Ripped From the Headlines: Big Brands Debate the Year's Hottest Topics

6C

This electric, debate-style session will bring together some of the industry's brightest to sound off on the most controversial marketing stories of 2014. Walk away with insights into what these stories mean for marketers, and what lies ahead.



Jordan Cohen  
CMO  
Fluent



George DiGuido  
Head of Email Marketing  
About.com



Charlie Simpson  
Senior Director of WW  
Marketing Operations  
McAfee



Erin Lezrow  
Director, Digital Marketing  
& eCommerce  
Wingstop



Alessandra Souers  
Senior Brand Manager  
JibJab Bros. Studios

## Architecting Great Experiments

SPONSORED BY Optimizely

6D

Lots of companies share test results, but most don't reveal how they test. There is a big benefit in understanding how the technical parts of the statistics behind a/b testing impact success. This talk will walk you through how a variable called minimum detectable effect can help you prioritize your test ideas, how calculating your sample size can strengthen your results, when and why you should retest, and more.



Kyle Rush  
Head of Optimization  
Optimizely



# INTEGRATED CERTIFICATE

MONDAY – WEDNESDAY, OCTOBER 27 – 29



DMA2014's Integrated Certificate brings together some of integrated marketing's smartest thinkers to explore integrated marketing – from customer experience, through attribution and data, to channel integration. You can take each session as a stand-alone presentation, or attend all five and receive your Integrated Certificate after the event.

## CRM & LOYALTY

MONDAY, OCTOBER 27  
11:00 A.M. – 11:45 A.M.



### Integrate Your Customer Experience

5A

The first thing to consider when working on your integrated marketing efforts is what do you want your customer experience to look like? Here, Voice of Customer icon, Ernan Roman, will guide you through what makes for great customer experience – based on his own research. And using a real life case study, he will outline what customers want from their interactions with companies.

Ernan Roman, President, **ERDM**

Elizabeth Miers, Marketing Manager, **Vanguard**

## DATA, ANALYTICS & ACTIONABLE INSIGHTS

TUESDAY, OCTOBER 28  
11:00 A.M. – 11:45 A.M.



### Integrate Your Data

1A

The Big Data phenomenon was all about the collection of masses and masses of data: it was a technology challenge. But for most of us, this is no longer a problem — we know how to collect the data — the challenge now is one of processing the data, to make smart data work for us. In this session, IBM's Sameer Khan will outline an action plan to manage your data and make it smart. He will be ably supported by Andrew Bailey, who will bring his experience with using smart data for integrated marketing campaigns to show you how it is put into action at a company like FedEx.

Sameer Khan, Analytics, Marketing & Tech Leader, **IBM**

Andrew Bailey, Marketing Principal, **FedEx**



## INTEGRATED MARKETING & BRAND STRATEGIES

TUESDAY, OCTOBER 28  
3:15 P.M. – 4:00 P.M.



### Integrate Your Channels

10

Maintaining a consistent and unified message across your selected channels is essential for your integrated marketing efforts. In this session, Rapp's Rose Cameron will examine what goes into planning and executing your integrated marketing strategy. What you need to keep in mind as you develop your creative and your messaging, how you can bring key insights to add a spark to your execution and how you can ensure your communications are engaging your customers wherever and whenever they are.

Craig Lister, SVP, Decision Science, **RAPP**

## INTEGRATED MARKETING & BRAND STRATEGIES

WEDNESDAY, OCTOBER 29  
10:00 A.M. – 10:45 A.M.



### Integrate Roundtable

10

To round off the Integrated Certificate for DMA2014, we have gathered together all of the Integrated Certificate experts to discuss how the four parts fit together – or 'integrate' – to reveal a complete understanding of how integrated marketing works. Each of the sessions has examined a particular part of integrated marketing, but this Roundtable will take a look at the process as a whole to show how customer experience, attribution, data and execution all feed off each other to provide exceptional ignited customer engagement.

Andrew Bailey, Marketing Principal, **FedEx**

Connie Benson, Global Social & Content Strategist, **Dell**

Craig Lister, SVP, Decision Science, **RAPP**

Sameer Khan, Analytics, Marketing & Tech Leader, **IBM**

Ernan Roman, President, **ERDM**

Jennifer Stearns, Senior Manager, Accenture Interactive Marketing Transformation, **Accenture Interactive**

## DATA, ANALYTICS & ACTIONABLE INSIGHTS

MONDAY, OCTOBER 27  
2:45 P.M. – 3:30 P.M.



### Integrate Your Attribution

1A

You know what your customer experience looks like, but how do you know which channels to use? Deciding who your customers are and where you can find them is crucial in truly effective and efficient marketing, but that is only half the battle. Accenture's Jennifer Stearns addresses the customer journey and how to attribute credit to your channels when the journey is not linear.

Jennifer Stearns, Senior Manager, Accenture Interactive Marketing Transformation, **Accenture Interactive**

# CONCURRENT SESSIONS

MONDAY, OCTOBER 27 | 11:00 A.M. – 11:45 A.M.

**CATALOG NAVIGATION SYSTEM** USE THE ICONS BELOW TO HELP YOU NAVIGATE THROUGH THE SESSIONS.

- |                        |                                  |                                    |
|------------------------|----------------------------------|------------------------------------|
| FUNDAMENTAL            | AGENCIES                         | EMAIL                              |
| INTERMEDIATE           | CONTENT                          | MOBILE                             |
| ADVANCED               | CRM & LOYALTY                    | ONLINE ADVERTISING                 |
| INTEGRATED CERTIFICATE | DATA MANAGEMENT                  | REAL-TIME & AUTOMATED TECHNOLOGIES |
| BACK BY POPULAR DEMAND | DIRECT MAIL & PRINT SERVICES     | SEARCH                             |
| CASE STUDY             | DR BROADCAST & VIDEO ADVERTISING | SOCIAL                             |
| AFFILIATE MARKETING    | E-COMMERCE                       | TELESERVICES                       |

## ACQUISITION & LEAD GENERATION



### Winning 50+ Marketing: The Do's and The Definitely Don'ts

8

This will be a note-taking session! Mature Market Expert Kurt Medina will give you 60 minutes worth of real illustrations of real promotions that work and that don't work. And an understanding of WHY! You will find critical mistakes to avoid in 50+ DM, DRTV, web and social programs. BONUS — Every attendee at this session will receive a FREE copy of the 3rd Edition of Medina's book, *77 Truths About Marketing to the 50+ Consumer* along with an update on electronic media.

Kurt Medina, President, **Medina Associates**

## ACQUISITION & LEAD GENERATION



### Data Dominoes: How Targeting by Purchase Influence Drives Sales

9

Need to better target current marketing campaigns and drive sales? Learn how Sony is finding and targeting existing customers and prospects who are more likely to cause a domino effect of sales. Join this session to learn how Sony tapped the power of purchase influence to drive bottom-line results.

Ran Shaull, Founder & Chief Client Officer, **Pursway**  
Jeremy Lyons, Senior Manager, Direct Web & Retail Demand Generation, **Sony**

## BEHAVIOR & RESEARCH



### The 95%: How Understanding Culture Can Affect Your Marketing Strategy

7B

In an increasingly global market, the stakes are higher than ever and personalization is no longer enough. Successful marketing hinges on true insight and a deep cultural understanding. In this session, you'll learn the increasing importance of culturally relevant marketing and the tools you need to develop audience-specific messaging.

Kate Isler, Senior Director, Global Advertising, **Microsoft**  
Belinda Leworthy, Global Advertising Group Account Director, **Wunderman**

## CREATIVE & PRODUCTION



### Creative Masterclass: How Tough It Is – Credibility and Salesmanship

2

Word choices are a more significant plus/minus factor than ever before in force-communication history. Maybe in years past we might have ignored the difference in pulling-power between "among" and "one of" ... or between "earn" and "get" ... or the psychological negative of "submit." But this year, it's time to turn on the rhetorical afterburner. Every word counts. The content isn't for beginners. The Creative Masterclass is aimed at professionals whose interest is singular: convincing the targets of our message to perform a specific positive act as the direct result of exposure to that message.

Herschell Gordon Lewis, President, **Lewis Enterprises**

## DMA2014 FAB FIVE



### What's Working Now: Critical Email and Emerging Media Trends

6F

This always-popular session, refreshed for 2014, will demonstrate what offers gain customers, what techniques work and what is driving strong direct marketing results now using email, social and mobile marketing, emerging media trends, and other marketing tactics. Gain insight on what has long-term value for both B2B and B2C marketers through a session that focuses on email marketing, social media, mobile marketing, online lead-generation programs, and integrated direct marketing initiatives.

Jay Schwedelson, President & CEO, **Worldata**

## CREATIVE & PRODUCTION



### Email in 2015: How Mobile & Google Have Changed the Game

3

Today, more emails are read on a mobile device than on a desktop. That's been a game-changer for email marketers and design strategies must adapt to the smaller screen. Web in-box providers, notably Gmail, have changed how users view their emails with the introduction of tabs and have made it easier to opt-out without scrolling down to the email footer. Marketers must be agile to counter these trends. Understand how to be successful, overcome these obstacles and enhance your efforts.

Reggie Brady, President, **Reggie Brady Marketing Solutions**  
Kirsten Bjork-Jones, Director Global Marketing Communications, **Edmund Optics, America**

## CRM & LOYALTY



### 8 Steps to a Better Customer Communication Strategy that Engages Customers, Builds Trust and Creates Brand Advocates

4

Today's customer has changed. You need unique communication strategies that can engage this new always-on buyer and create loyalty throughout their lifecycle. We'll take you along the various stages of their behavior pathway, discussing the necessary messaging to keep them engaged within each stage and across every channel.

David Azulay, SVP, Business Strategy & Client Services, **KERN — an Omnicom Agency**  
Dan Ferguson, Senior Director Marketing, **DIRECTV**  
Ivy Rankin, Senior Marketing Manager, **DIRECTV**  
Lisa Pue Chinery, Director, Marketing, **DIRECTV**





» **The Integrated Certificate session** is in the **CRM & Loyalty** track in room 5A, go to page 29 for more details.

**DATA, ANALYTICS & ACTIONABLE INSIGHTS**



**Marketing Attribution & Predicting Outcomes at USAA**

1A

If done well, using analytics produces insights, but insights on their own produce nothing. Learn how USAA has developed approaches to accurately gain the insights and predict the outcomes that propel the business forward. Hear how they've addressed the need for attribution while emphasizing foresight and what if scenarios over historical review. Understand how part of the key is structuring your organization to generate insights and to interpret and apply them for continuous improvement.

Robert Welborn, AVP, Enterprise Data & Analytics Office, **USAA**

**DATA, ANALYTICS & ACTIONABLE INSIGHTS**



**Moneyball: Three Ways to Use Analytics & Insight to Drive Marketing Strategy**

1B

All marketers — especially CMOs — need ways to measure success. They need proof. Having clear objectives and ways to measure the success of marketing programs should be a given, but unfortunately it's not. In this session learn how to create a Performance Framework that will make your analytics proactive instead of reactive. Hear how statistical modeling is used to guide marketing decisions and how you can be seen as a thought leader inside your organization.

Chuck Sharp, CEO, **Right Intel**  
Sumit Kumar, Global Director, Marketing Strategy & Analytics, **The Gap**

**FUNDAMENTALS OF MARKETING**



**Leverage Data & Analytics to Drive Multichannel Acquisition Programs**

7A

This session will present a unique approach to media buying for new customer acquisition that is highly analytical and data-driven. Three companies will present how they leveraged the ability to understand, influence and measure consumer behavior.

Mary Ann Buoncristiano, VP, List Brokerage & Acquisition Services, **Merkle, Inc.**  
Denis McSweeney, Director, Business Solutions & Analysis, **AARP**  
Willy Sennott, Senior Director, Business Analytics & Research, **People to People Student Ambassador Programs**  
Donald Wolf, Director, Senior Marketing Manager, Tuition Financing, **TIAA-CREF Financial Services**

**INTEGRATED MARKETING & BRAND STRATEGIES**



**Brand Experiences Fuel Customer Engagement: Live Nation**

10

Live Nation, the world's largest live entertainment company in the world, is in a unique position to bring together top brands – from Anheuser-Busch to Kellogg's to Starwood to Ford – with fans and artists to reach mutually relevant target audiences through custom experiences. In this presentation, hear how the company continues to push boundaries, use new technologies, and tap into proprietary and third-party data to fuel customer engagement before, during, and after the 20,000 events they produce annually.

Maureen Ford, President, National Sales, **Live Nation Media & Sponsorship**

**INTEGRATED MARKETING & BRAND STRATEGIES**



**Get Optimized: Using Digital Media to Attract and Retain Your Best Customers**

11A

In this session, MasterCard Advisors' Margot Vaughan will present examples of strategies and applications that showcase how an optimized plan leveraging digital media channels is helping marketers in the financial services world (as well as other industries) realize the following benefits: more "eyeballs" and a qualified consumer database; greater customer satisfaction; faster, easier consumer engagements; and better customer-management program effectiveness and efficiency.

Margaret Vaughan, SVP, MasterCard Advisors, **MasterCard**

**MARKETING TECHNOLOGY**



**Steal their Playbook: What Consumer Marketers Can Learn from B2B**

5B

B2B marketers have it easy. Most of the time, they get to talk to every potential customer directly. But how in the world can a single consumer marketer do that with millions of customers? Come to this session to learn the tactics you can steal from the B2B marketer that will let you guide each of your customers through every stage of their lifecycle. The result? You'll cement marketing's place as the key growth driver for your company.

Matt Zilli, Senior Product Marketing Manager, **Marketo**  
Jacob Stark, Director, Digital Strategy, **Curves International**

**MOBILE, SOCIAL & CONTENT**



**Mobile Social Campaign Management Showdown**

11B

This session will compare and contrast the Big 4 Campaign Management firms so you can find out which is best for you. You'll also learn the evaluation techniques you need to distinguish the Big 4.

Bernice Grossman, President, **DMRS Group Inc.**  
Mike Fazio, Senior Business Solutions Consultant, **SDL**  
Jann Harrison, Senior Client Solution Professional, **IBM Software Group**  
Mathieu Hannouz, Senior Product Marketing Manager, **Adobe Campaign**  
Vin DelGuercio, Senior Implementation Consultant, **RedPoint Global**

**B2B SYMPOSIUM**



**Delivering Immediate Results In A Long Sales Cycle**

6E

Effective marketing in the B2B space, especially when selling long sales cycles products and services, does not have to mean long delayed results. Learn how a leading company that sells to automotive, aerospace, and medical equipment parts manufacturers overcame competitive challenges and created record sales.

John Dobbs, SVP, Group Account Director, **gyro**  
Mark Rentschler, Marketing Manager, **Makino**



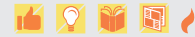
# CONCURRENT SESSIONS

MONDAY, OCTOBER 27 | 2:45 P.M. – 3:30 P.M.

**CATALOG NAVIGATION SYSTEM** USE THE ICONS BELOW TO HELP YOU NAVIGATE THROUGH THE SESSIONS.

- |                        |                                  |                                    |
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| AFFILIATE MARKETING    | E-COMMERCE                       | TELESERVICES                       |

## DMA2014 FAB FIVE



### The Devil's in the Detail: Looking for an Advantage in Your Creative

6F

Words and color are two immensely powerful tools we can use to convey messages. Yet most designers have little to no understanding of what colors hinder readership and response. And they lose business needlessly because they ignore the difference between words they regard as synonyms. Making the right decisions with your creative can give you that competitive edge.

Herschell Gordon Lewis, President, **Lewis Enterprises**  
Carol Worthington Levy, Owner & Creative Director, **Worthington-Levy Creative**

## ACQUISITION & LEAD GENERATION



### 13 Surprising New Ways to Make Your Acquisition Creative Deliver More

8

How do you get today's multi-device, multichannel, information-overloaded consumers to behave the way you want them to? Discover the latest techniques that successfully drive readership and response now, and surprising new ways to make your acquisition creative more effective. And smash your current controls.

Nancy Harhut, Chief Creative Officer, **Wilde Agency**

## BEHAVIOR & RESEARCH



### After Omnichannel: Preparing for Digital Context

7B

In this in-depth presentation of digital ethnographic research conducted for The Digital Consumer Collaborative, we will describe how consumers think when assisted by digital devices and its impact on their decision-making, their ability to act spontaneously when a thought arises, their ability to 'queue,' and their expectations from digital in the next three years. We will describe the movement away from omnichannel to digital context.

Martie Woods, Lead Strategist, Thought Leadership, **Stone Mantel**

Ken Kellogg, Senior Director, Digital Research, **Mariott International**

## CREATIVE & PRODUCTION



### Personalized Video: The Newest New Media for High Response

2

This session will outline the benefits, results, and process of building a personalized video campaign. Real campaigns will be shown as examples to explain variation in creative as well as in type of communication and extent of personalization. Different methods of video delivery will be discussed including email, PURL, and direct mail. Campaign metrics including tracking analytics will be shown to display their impact on follow up communications and your future relationships with these customers.

Larry Zusman, Worldwide Marketing Manager, **Xmpie**  
Ben Dyon, CEO, **DME Studios**

## ACQUISITION & LEAD GENERATION



### Optimizing Your PPC: How Much Should You Spend?

9

When it comes to paid search the hardest question to answer is: "How much should we spend?" This session will present the optimization analytics case study of Emma, and will show how granular analysis of their PPC Campaign performance enabled them to drill down on the John Wanamaker adage of: "Half the money I spend on advertising is wasted; the trouble is I don't know which half."

Scott Ellis, SVP, Client Solutions, **Adworthy**  
Clint Smith, Founder & CEO, **Emma**

## BEHAVIOR & RESEARCH



### Connecting the Physical and Digital Life of the Consumer

1B

In this panel we will explore the promise and potential of multi-platform targeting and how marketers who adopt a more holistic view — with full multi-device intelligence — fuel multi-platform delivery to engage the right consumers across platforms.

Paul Cushman, CRO, **Dstillery**  
Rudy Grahn, VP, Analytics, **Optimedia**  
Alex Linde, SVP, Monetization, **The Weather Company**

## CREATIVE & PRODUCTION



### Print is Alive: How Print Marketing Will Continue to Thrive in 2015 and Beyond

3

Representing many verticals, these elite marketers provide different perspectives on ROI experiences with direct mail, space advertising, or insert media.

Kirk Copeland, VP, Creative Strategist, **Wells Fargo Credit Card Marketing**  
Candice Steiger, Group Marketing & Insights, **Carnival Corporation**  
Larry LaHaye, Owner & President, **Advanced Marketing Concepts, Inc.**  
Jim Schaffer, VP, Strategy & Finance, **Precoa**  
Steve Rhodes, Senior Innovations Specialist, **Japs Olson**



» *The Integrated Certificate session is in the Data, Analytics & Actionable Insights track in room 1A, go to page 29 for more details.*

CRM & LOYALTY



**Loyalty Value Proposition Shakeout:  
How FedEx Wins Hearts & Minds**

4

B2B loyalty program strategy requires all of the strategic rigor of B2C, in addition to considerations of unique data, organizational, and technological requirements. During this session, FedEx and Epsilon will review proprietary research of the B2B loyalty market along with actions FedEx is implementing to enhance their loyalty members experience.

Rob Cosentino, VP, Strategy & Insights, **Epsilon**  
Chip Chatellier, Marketing Principal, Loyalty Strategy, **FedEx**

MARKETING TECHNOLOGY



**What Makes an Innovation Awards Winner?**

5B

The DMA Innovation Awards recognize leaps forward in marketing technology. In this session, the winners from 2014 will discuss their award-winning technologies and what it takes to innovate successfully.

Bruce Biegel, Managing Director, **Winterberry Group**  
Lawrence Wittle, CRO, **Persado**  
Anthony Iacovone, Founder & CEO, **AdTheorent**  
Nikao Yang, SVP, New Business Development & Marketing, **AdColony**  
Alison Parr, SVP, Consumer Durables & Electronics, **Registria**  
Eric Leiserson, Senior Research Analyst, **Fiserv**

MOBILE, SOCIAL & CONTENT



**The 9 Immutable Laws of Social Media**

11A

To be successful in social media marketing one must understand the rules. These 9 laws provide context for what to both expect via Social Marketing and how to engage, build an engaged fan base, and also drive sales. A case study will be presented as an example of how to successfully use the 9 laws. In this informative session Jim Gilbert, author and former direct marketing professor, will take you through a few case studies including how The Fresh Diet went from 94 fans to 60,000 likes, and their secrets for driving engagement, FANaticism and sales.

Jim Gilbert, CEO, **Gilbert Direct Marketing**

FUNDAMENTALS OF MARKETING



**Marketing Analytics, Business Communication, & the Art of Interpretability**

7A

This session will focus on three key areas: 1. Ability to communicate. 2. Understanding of the background of the client/employer/leader. 3. Ability to explain the findings of the analytics process in sufficient detail to ensure clear understanding. Our aim is to raise awareness to the importance of one's ability to communicate clearly when presenting analytical recommendations to different hierarchy levels of the marketing and business organization.

Suneel Grover, Senior Solutions Architect, **SAS**

MARKETING TECHNOLOGY



**The Trend of Local**

5A

Many national brands understand that gathering regional information about consumers is important, but they don't know what to do with it. One of the major problems with Big Data is that people are collecting it just for the sake of collecting. By taking the information you collect and applying it through your local representatives with relevant timing and messaging you create a memorable experience instead of just a transaction.

Ryan Farris, President, **EarthIntegrate**  
Arnand Devito, VP, Engagement, **Butler/Till**  
Heather Sears, VP, Marketing, **YP**

B2B SYMPOSIUM



**Winning with Big Data:  
Drive Marketing ROI across All Channels & Campaigns**

6E

Finally, the tools exist so that you really CAN prove (and improve) the ROI of your digital marketing programs. You CAN provide better information to sales, and you CAN tie marketing activity to revenue. In this session, we tell you HOW: how to choose the right model, how to get started, and how to succeed — to WIN.

Thad Kahlow, CEO, **BusinessOnline**

INTEGRATED MARKETING & BRAND STRATEGIES



**Integrating Social Marketing for Maximum Brand Engagement**

10

Engage your customers and strengthen your brand through a multichannel campaign featuring a social benefit. Create brand zealots and increase response rates by incorporating community outreach through a multi-faceted comprehensive campaign including traditional print, email, display remarketing, text, and point of purchase communications.

April Levin, Account Manager, **Minacs Marketing Solutions**  
Dan Kulik, Senior Manager Owner Marketing, **Hyundai Motor America**  
Lisa Dilling, Program Manager, **Minacs Marketing Solutions**

MOBILE, SOCIAL & CONTENT



**Marketing Automation + Apps = Increased Retention, Engagement, and Customer Lifetime Value**

11B

Apps connect us with the companies and brands that we love. But there are unique marketing challenges associated with apps – everything from encouraging users to download an app to driving additional engagement and revenue to allow for continued improvement of the app as well as future install acquisition. Companies that see the most returns from an app are those that have broken down silos and successfully connected acquisition and retention marketing and use marketing automation to improve their app usage to increase retention, engagement, and/or customer lifetime value (CLTV).

Mike Stocker, Senior Consumer Marketing Solution Strategist, **Marketo**



## NONPROFIT DAY

Bringing the successful New York and DC Nonprofit Conferences to DMA2014, Nonprofit Day hosts the stars of the nonprofit world in two great sessions covering nonprofit creative and data... and Downton Abbey!



11:00 A.M. – 11:45 A.M.

### Marketing Madness Debunked: 3 Challenges, 3 Solutions

14B

There's a lot of confusion in the market place. In this session, a panel of experts representing the agency and brand side will share top challenges they and their clients face in terms of social, CRM, and data as well as the solutions required to succeed in today's complex marketplace.

Rob Reger, SVP, **Epsilon Targeting**

JP Lin, Co-Founder & SVP, **Spotright**

Glen Beasley, VP, Marketing, **Arbor Day Foundation**

Nancy Eiring, Director of Membership, **Surfrider Foundation**

2:45 P.M. – 3:30 P.M.

### Big Data Helps Keep Downton Abbey Alive for Its Fans

14B

Big Data promises a new level of completeness to the 360 view, potentially boosting customer engagement. Hear how public media powerhouse WGBH Boston, producer of Downton Abbey and other PBS programming, has leveraged Big Data and traditional data to capture social and digital streams for an enhanced view of donors.

George Corugedo, CTO & Co-founder, **RedPoint Global Inc.**

Cate Twohill, Director, Technical Product Development, **WGBH Educational Foundation**

## B2B SYMPOSIUM

6:00 P.M. – 7:30 P.M.

### B2B Symposium Official Happy Hour

SPONSORED BY **BusinessOnline**

FLOAT AT THE HARD ROCK HOTEL

Join the B2B nation at FLOAT, the rooftop lounge at Hard Rock Hotel, San Diego – immediately after Monday's closing Keynote. Relax after a busy day around the cozy fire pits, sipping cocktails and mingling with like-minded B2B marketing leaders. Hosted cocktails and appetizers provided by BusinessOnline and B2Beacon.



## DMA EN ESPAÑOL

14A

Our Spanish language program continues with yet more on what's hot in Spanish and Latin American marketing.

11:00 A.M. – 12:30 P.M.

### La Construcción de un Canal de Captación Propio Mediante el Inbound Marketing

La mayoría de las empresas dependen

en gran parte de los canales publicitarios existentes para dar visibilidad a sus marcas y conseguir mantener o incrementar su negocio. Con la aparición del Inbound Marketing como metodología, se ha abierto una nueva vía de captación de clientes que consiste en construir un canal propio, de propiedad exclusiva de la empresa y con gran potencial de crecimiento. En esta ponencia se explicará cuál es la naturaleza de este nuevo canal de generación de negocio y que actividades son las que permiten construirlo.

Pau Valdés, CEO y Cofundador, **Inboundcycle** (Hubspot Certified Agency)

2:30 P.M. – 4:00 P.M.

### Gamification Model Canvas, cómo desarrollar estrategias de engagement basadas en el juego

Gamificación, es la utilización del pensamiento y mecánicas de juego en contextos no lúdicos para comprometer a los usuarios. En esta sesión aprenderás y pondrás en práctica la gamificación, encontrando soluciones basadas en el juego para desarrollar estrategias de engagement sostenibles en el tiempo en proyectos de marketing digital.

Sergio Jimenez, Creador del Gamification Model Canvas, **Fundador de Game On! Lab** y cofundador del Gamification World Congress



# MONDAY IN THE HALL

10:00 A.M. – 5:00 P.M. **HALL BC, GROUND LEVEL**

## LEARNING IN THE EXHIBIT HALL

### DMA2014 TOWN SQUARE

ON THE HOUR, EVERY HOUR

IN PARTNERSHIP WITH **DIRECT MARKETING**

Traditionally, town squares were open public spaces where a community met to discuss important matters in an open and collaborative environment. The DMA2014 Town Square is no different. Located in the DMA Village in the heart of the Exhibit Hall, it'll be the place you'll keep coming back to.



#### TODAY'S DISCUSSIONS ARE:

11:00 A.M. – 11:30 A.M.

**Solutions Showdown**

12:00 P.M. – 12:25 P.M.

**Foretelling the Future:  
The Next Wave in Data-Driven Innovation**

2:00 P.M. – 2:30 P.M.

**Solutions Showdown**

3:00 P.M. – 3:25 P.M.

**Stories from the Front Line:  
Working at an Enterprise, Small Business  
and Start-Up**

4:00 P.M. – 4:25 P.M.

**Mythbusting: Think You Know All There  
Is to Know About Email? Think Again**

4:25 P.M. – 4:30 P.M.

**Scavenger Hunt Draw**

### ASK-THE-EXPERTS ROUNDTABLES

12:30 P.M. – 1:30 P.M.

Come and sit in on one or several of 30+ roundtables and gain valuable insights and perspectives from marketing experts on a range of marketing topics, niche to broad.

► For more information, see page 36.



### DMA2014 SCAVENGER HUNT

SPONSORED BY  **chief ingredient**  
marketing ideas. realized.

Prizes will be drawn at 4:25 P.M. in the DMA Village (Note: You must be present to win).

► See Page E3 in Exhibition side of the Guide for more information

## EXHIBIT HALL EVENTS

### NETWORKING LUNCH

12:30 P.M. – 1:30 P.M.

Lunch will be available from 12:15 P.M. Visit with the exhibitors on your list, see the latest product demonstrations and mingle with colleagues to find new ways to tackle today's marketing challenges. Be sure to pick up a box lunch at the rear of the Exhibit Hall while you stroll around – lunch tickets are located behind your badge.

### NEWCOMER ORIENTATION WITH DMA AMBASSADORS

12:30 P.M. – 1:30 P.M.

Is this your first time at the DMA Annual Conference? The DMA Ambassadors are here for you. Stop by the DMA Village, and let them guide you down a path that suites your list of DMA2014 goals and objectives.

### EXHIBIT HALL 'BEACH PARTY'

4:00 P.M. – 5:00 P.M.



The first day of the main event ends with a bang. The Exhibit Hall DMA2014 Beach Party is a chance to continue your tour of the DMA2014 Exhibit Hall while connecting with new friends and old before you head off to enjoy the sights and sounds of San Diego. You won't find another assembly of such a diverse collection of marketing companies under one roof at the same time!

### DMA INNOVATION AWARDS PAVILION

PAVILION CO-SPONSORED BY 

Be sure to stop by the Innovation Awards Pavilion in the DMA Village during the course of the show to see first-hand Innovation Award winners' products and solutions.

### FESTHAUS/BEER GARDEN

The Festhaus returns to DMA2014! The beer garden in the Hall is the perfect place to take a break during the day. It's a great meet-up place, offers refreshment all day long, and it's right at the heart of all the DMA2014 action.

# ASK THE EXPERTS ROUNDTABLES

12:30 P.M. – 1:30 P.M. **EXHIBIT HALL**

The DMA2014 Experts are waiting for you to get into the weeds of one of over 25 topics. Visit the Ask the Experts area in the Exhibit Hall, choose your topic of choice, find the table, and get more from your lunch as you share experiences and get personal advice.

**1 Building a Culture of Innovation in a Mid-Sized Business: Blind Luck or a Deliberate Process? Led From the Bottom Up or the Top Down?**  
Christopher Foster, VP Marketing, **Modern Postcard**

**2 What's Missing from Your Omnichannel Marketing Strategy?**  
Sheri Jammallo, Corporate Enterprise Segment Marketing Manager, **Canon**  
Elizabeth Gooding, President, **Insight Forums and Gooding Communications Group**

**3 Everything is Social. Social is Everything**  
Steve Winkler, VP Digital Marketing, **Lynup**

**4 4 Ways to Uncover Hidden ROI in Your Data**  
Chuck McLeester, Owner, **Measured Marketing LLC**

**5 The 5 Steps to Successful B2B Data-Driven Marketing & Sales**  
John Coe, Co-Founder & Principal, **B2Bmarketing.com**

**6 Direct Mail Makeover**  
Alan Rosenspan, President, **Alan Rosenspan & Associates**

**7 Using Your Brand Voice to Create Winning Campaigns**  
Lois Brayfield, President & Chief Creative Officer, **J. Schmid & Assoc.**

**8 How Many Technology Solutions Does a Marketer Really Need?**  
Edwin Lee, VP, Strategic Accounts, **Media Math**

**9 Global Lead and Targeting Enhancement: Optimize Your Marketing Database**  
Scott Cone, SVP, CRM Strategy, High Tech/B2B Practice, **Merkle**  
Nicolas Facon, Senior Director, SMB Lifecycle Marketing, **Microsoft**

**10 3 Mobile Quick Hits: Responsive Design, Time-of-Day, "Read Me Later"**  
Sean Shoffstall, VP Innovation & Strategy, **Teradata**

**11 Relationship Selling via Integrated Multichannel Marketing Campaigns**  
Tony Coretto, Managing Director, **Novantas Inc.**

**12 Best Practices in Multichannel Marketing for the SMB: Facebook & Axiom Tell All**  
Pankaj Mathur, Senior Director, Digital Partnerships, **Axiom**  
Andrew Briggs, Marketing Manager, **Facebook**

**13 Multichannel Nurturing: How to Nurture Prospects Beyond Email**  
Vivek Venugopal, Marketing Automation Specialist, **Bizo**

**14 Reaching the Mobile Consumer: Right Time, Right Message, Right Context**  
Ray Pun, Strategic Marketing Manager for Mobile Solutions, **Adobe**

**15 Capture, Convince, + Close: Email Creative that Works for You**  
Bill Haskitt, Partner & Head of Marketing, **Whereaware**

**16 The New Engagement Agency: A Real-time Revolution**  
Jeff Nicholson, VP of Marketing, **Provenir**

**17 7 Secrets Every CMO Must Know about Multichannel Attribution**  
Carrie Woolman, Executive Director, Analytics & Targeting, **HackerAgency**

**18 The Full Monty of Mobile Media Measurement: Exposing the Tricks of the Trade for Measuring the FULL Impact of Mobile Media**  
Scott Fasser, Director, Digital Innovation, **HackerAgency**

**19 Geo-Mapping Strategies for Marketers**  
Jill Williams, President, **American Name Services**

**20 Format Secrets to Energize your DM Campaign**  
Josh Blair, Account Executive, **Japs-Olson Company**

**21 How Can You Optimize Your Points Based Programs To Build True Loyalty?**  
Jeremy Ages, Director, Strategy, **The Marketing Store**

**22 Building Highly Engaged Email Audiences from a Traditional Offline Database Hearst Case Study**  
Ari Saposch, Director of Media Operations, **Bridge Marketing**

**23 Competitive Advantage: Identifying, Developing and Implementing a Value Proposition that Sets Your Products Apart**  
Austin McCraw, Senior Director, Content Production, **MarketingSherpa**

**24 Crafting Email Messages that Convert: Copywriting Lessons Gleaned from 15 Years of Testing**  
Jon Powell, Senior Manager, Research & Strategy, **MarketingSherpa**

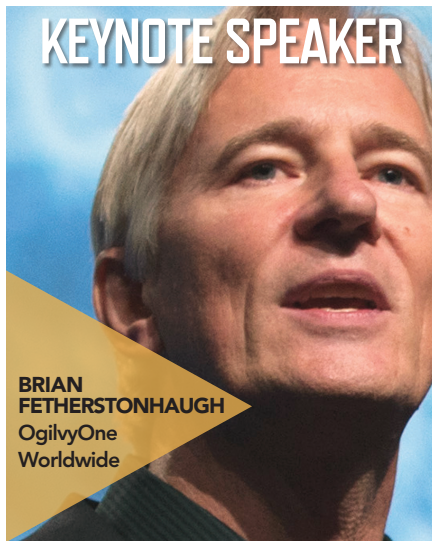
**25 What Customers Want: How to Learn from Data and Testing to Improve Your Marketing Messages**  
Dave Green, Director of Partner Relationships, **MarketingSherpa**

**26 Put the WOW in Print: Finishing Touches That Differentiate!**  
Charlie Mullin, Account Executive, **Japs-Olson Company**

**27 6 Must-Haves for an Effective Variable Video Strategy**  
Justin Oberbauer, VP, General Manager, Nimblefish, **RR Donnelley**

**28 Optimization Tips & Tools for Paid Search Campaign Growth**  
Kenisha Wiggs, Paid Search Manager, **The Search Agency**

# TUESDAY HIGHLIGHTS



9:30 A.M. – 10:30 A.M.

## eCommerce: The Crucible of Customer Engagement

HALL A



## ECHO GALA

6:00 P.M. – LATE

HALL A

Hosted by TV star, Chris Hardwick, the 2014 DMA International ECHO Awards Gala is a not to be missed event for those who are interested in brilliant marketing strategy, compelling creative, and outstanding results. And who isn't?! Celebrate the winners with us tonight, and if you don't have a ticket yet, it's not too late – make your way to DMA Registration so you don't miss out!

### DMA REWARDS PROGRAM

## NEW DMA REWARDS

For those that opted in to our brand new DMA Rewards program, don't forget to use your DMA Cash at the concession stands in the Hall or the Starbucks at the Convention Center to grab a coffee or snack on us!



## CONFERENCE HIGHLIGHTS

- Watch out for two sets of **THOUGHT LEADERSHIP SERIES** sessions today – one in the morning, one in the afternoon. All the details can be found on pages 40 and 41.
- DMA2014 features two hot topics this year in our **SPOTLIGHT SESSIONS**. Choose between a look at mobile's journey or how data enhances the creative process at Google. See page 43 for more details.
- Don't miss the **INTEGRATED CERTIFICATE** (page 29). Add the two, specially-programmed Integrated Certificate sessions from today to your Monday sessions and you'll be almost there. Look out for the final session tomorrow and get your certificate when you return to your desk.



TELL US WHAT YOU THINK OF OUR SESSIONS: [bit.ly/dma14feedback](http://bit.ly/dma14feedback)

## EXHIBIT HALL HIGHLIGHTS

10:00 P.M. – 5:00 P.M.

- There's a new topic for discussion in the **DMA TOWN SQUARE**, on the hour, every hour today! You can see all the details of the topics up for discussion on page 52.
- For those that booked a personal 15-minute consultation, don't forget your appointment with your **1:1 GURU!** The Gurus are waiting to meet you at the back of the Exhibit Hall.
- The **SCAVENGER HUNT** is running again today, so check out the participating exhibitors in the Hall, enter your badge number at any participating booth and you'll be entered into the 3:25 P.M. drawing in the DMA Village.

### TUESDAY AT-A-GLANCE

7:30-8:30	Going Global Breakfast (Invite Only)
8:00-4:00	Registration Open
8:30-9:15	Thought Leadership Series
9:30-10:30	Marketer of the Year & Keynote
10:00-5:00	Exhibit Hall Open
11:00-11:45	Concurrent Sessions/B2B Symposium
11:00-4:25	Town Square Debate
11:00-4:00	1:1 Gurus
11:30-4:00	DMA en Español
11:50-12:35	Spotlight Sessions
12:35-1:50	Hall of Fame Luncheon
2:00-3:15	Market Intelligence Modules
3:15-4:00	Concurrent Sessions/B2B Symposium
3:00-4:00	DMA2014 Halloween Happy Hour
3:25	Scavenger Hunt Drawing
4:15-5:00	Thought Leadership Series
6:00-7:00	ECHO Gala Reception
7:00-9:30	ECHO Gala & Ceremony
9:45-12:00	ECHO After Party

### WATCH OUT FOR

- Tuesday is Awards Day, and in between this morning's Marketer of the Year presentation and this evening's ECHO Gala is the **DMA HALL OF FAME LUNCHEON**, where we will induct a marketing icon into the DMA Hall of Fame.
- The Exhibit Hall closes today, so it's your last chance to find the solution you need to boost your marketing. And, to smooth those difficult introductions, the **DMA HALLOWEEN HAPPY HOUR** is no trick and all treat and starts at 3 P.M.



# IMW



east/west

Powered by

## Thousands of connections. Now, two dedicated events.

For the past two years, the only place that top brands and agencies could gather to celebrate new trends, new technology, and new strategies for integrated marketing was at IMW, in New York City.

**But, not anymore.**

In 2015, IMW is expanding to host all-new shows on both coasts: New York City and San Francisco.

IMW sets the roadmap marketers need to follow to start, reboot, or fine-tune their integrated marketing. Not just theory – but proven routes to success.

**IMW/west in San Francisco brings you the thought leaders and the brands who understand the unique challenges today's integrated marketers face.**



**Ben Lerer**  
Co-Founder & CEO



**Matt Annerino**  
SVP, Marketing Social & Mobile



**Andrew Sherrard**  
SVP, Marketing



## PLUS – SAVE \$1,100

### DMA2014 ATTENDEES ONLY

Register for the Platinum package for either IMW/east or IMW/west, at [IMWeek.org](http://IMWeek.org) by November 15 and save 55% on rates for one show. *Hurry – time is limited.*



## IMW / east

INTEGRATED MARKETING WEEK  
June 9 – 10, 2015/nyc

## IMW / west

INTEGRATED MARKETING WEEK  
March 31 – April 1, 2015/sf

Register for IMW/east or IMW/west at [IMWeek.org](http://IMWeek.org)



# TUESDAY KEYNOTE

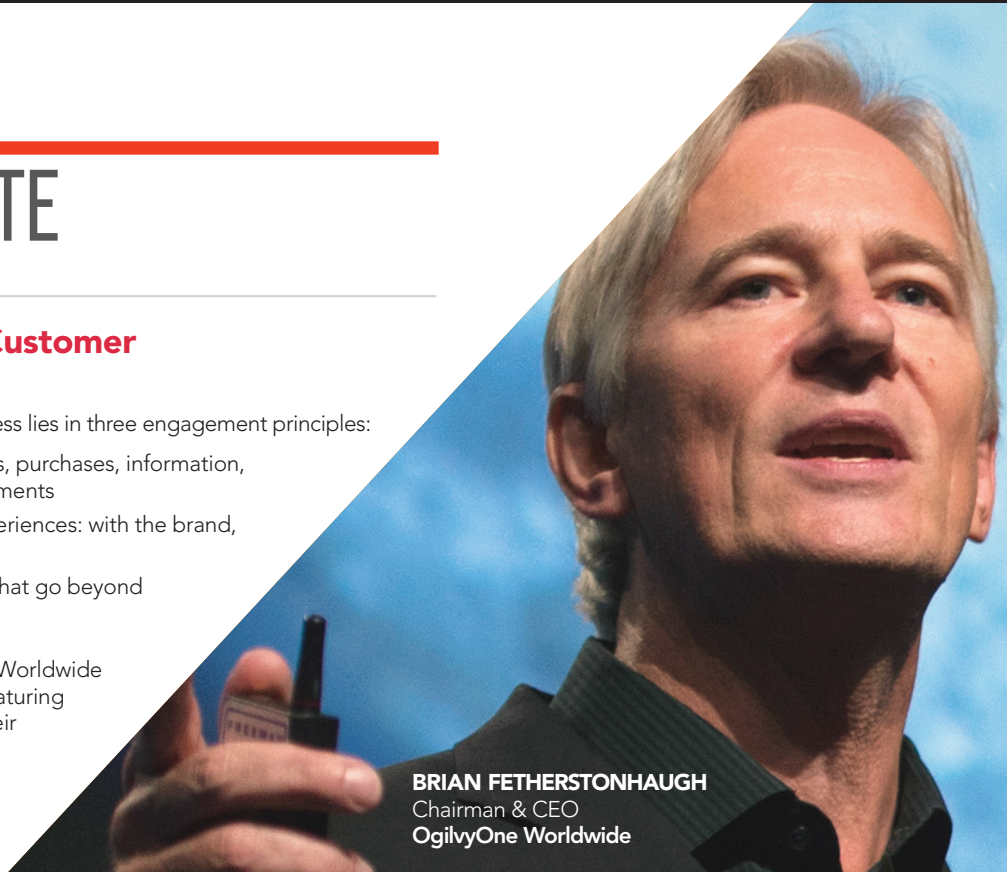
9:30 A.M. – 10:30 A.M. **HALL A**

## eCommerce: The Crucible of Customer Engagement

Leaders in eCommerce agree that the key to success lies in three engagement principles:

- Provide anytime, everywhere access to products, purchases, information, and services across digital and physical environments
- Ensure seamless, consistent, individualized experiences: with the brand, across and within all touchpoints
- Build trusted, mutually beneficial relationships that go beyond one-time transactions

Our keynote panel discussion, led by OgilvyOne Worldwide Chairman & CEO, Brian Fetherstonhaugh, and featuring John McDonald from British Airways will share their experiences along the eCommerce journey. eCommerce is a huge prize but it's not an easy game for marketers to play and win.



**BRIAN FETHERSTONHAUGH**  
Chairman & CEO  
OgilvyOne Worldwide



**JOHN MCDONALD**  
VP Marketing  
British Airways



## NEW FOR DMA2014

**VINCENT PIETRAFESA**  
Master of Ceremonies

You may have noticed the booming voice at our General Sessions this year and wondered who it belongs to. DMA2014 welcomes Vincent Pietrafesa. Vincent not only has experience in the direct marketing industry that spans 13 years, but also doubles as the rising-star, comedian "Vincent James" – so he's perfect for the role of Master of Ceremonies at DMA2014. By day, Vincent works at BusinessWatch Network (BWN), while at night he can be found performing Stand-Up Comedy, Improv, and Theatre, where he has become a regular at some of the best comedy clubs in NYC.

# THOUGHT LEADERSHIP SERIES

TUESDAY, OCTOBER 28 | 8:30 A.M. – 9:15 A.M.

CO-SPONSORED BY **selligent** AND **hackeragency**  
LEADS TO LOYALTY

## Customers Choose their Own Journeys: How Omnichannel Audience Engagement Allows You to Nurture Them Anywhere They Lead

6A

Every new relationship starts with a first click and all marketers are chasing conversion: that's a given. However, between that click and the eventual conversion, how do you manage true orchestration of communication across all channels? How do you simultaneously target identified contacts and anonymous site visitors with highly personalized communication leveraging one integrated marketing automation solution?



Nicholas Worth  
Chief Marketing Officer  
**Selligent**



Ramses Bossuyt  
Customer Experience Manager  
**Audi Belgium**



Michel Demoor  
Digital Strategist & Strategic Lead  
**Emakina**

## Igniting Customer Connections: How Modern Brands Create Engagement in Our Distracted Digital Era

6B

The rules, tools, and measurement standards of yesterday are no longer sufficient. Meet the powerful combination of engagement and experience – ROE2 or Return on Experience + Engagement – a refreshingly effective approach that helps you drive more profitable customer connections and measure the impact of your marketing. In this session, hear how major brands—representing different industry verticals—are engaging customers and driving brand and business equity through ROE2.



Andy Frawley  
President  
**Epsilon**



Patrick Brady  
President, Marketplace & Ecommerce  
**Angie's List**



Dave Zychinski  
Senior Loyalty Manager  
**Walgreens**



Elmer Smith  
VP, Customer Strategy & Loyalty  
**JCPenney**

## Mastering the Online Video Space

6C

Emotional stories come to life via the great creative that the consumer sees and shares. But that is only half the story. In this session we will dive into the untold tale of the strategic underpinnings, where customer insight, best practice content strategy and integrated owned/earned/paid distribution were crafted together to create a foundation upon which the creative lives and breathes.



Robert Davis  
Executive Director, Content  
**OgilvyOne Worldwide**



Erich Parker  
Global Brand & Creative Director  
**DuPont**

## The Last Mile: Harnessing Decision Science to Make Your Audiences Act

6D

This panel discussion will provide information both on behavioral principles and concepts, as well as how leading marketers are currently using and testing these concepts in the real-world, to effect the decision making results of their audiences – and deliver improved business results.



Neal Boornazian  
Chief Client Officer  
**Cramer**



On Amir  
Associate Professor, Marketing  
**UC San Diego**



Anne-Marie Farrell  
Strategy & Analytics Manager  
SMB Marketing  
**Google**



Candace Brenner  
Director, Global Brand Marketing  
**Sony Online Entertainment**



# THOUGHT LEADERSHIP SERIES

TUESDAY, OCTOBER 28 | 4:15 P.M. – 5:00 P.M.

CO-SPONSORED BY **selligent** AND **hackeragency**  
LEADS TO LOYALTY

## The Rise of the Activist Consumer

6A

Welcome to the world of the activist consumer. These customers are digital natives, perpetually connected and often demanding immediate action. What does this mean for the new marketer? Today, the new marketer has a much expanded role, encompassing customer experience, service, sales, commerce, loyalty and more. They must essentially anticipate the perpetually connected customer's needs as they evolve in their interactions with the brand. It's more than a brand ambassador; it's being an advocate for the customer's journey with the brand.



Suresh Vittal  
VP, Marketing Strategy,  
Digital Marketing  
**Adobe**

## Mastering the Complexities of Multichannel Digital Marketing

6B

Customers don't think about channels, so why are marketers still clinging to our silos? This panel of practitioners will cut through the hype and share what is really working to connect with customers and prospects in a true, multichannel way. Topics covered during this discussion include: lifecycle marketing and automation strategies; customer acquisitions, myths and realities; top producing strategies for customer engagement; breaking down internal "truths" in order to try new ideas; testing that really works; device engagement and tracking.



Stephanie Miller  
SVP, Communications & Member  
Engagement  
**DMA**



Andrew Bailey  
Marketing Principal  
**FedEx**



Sal Tripi  
AVP, Digital Operations & Compliance  
**Publishers Clearing House**



Ryan Bonifacio  
VP, Digital Strategy  
**Alex & Ani, LLC**



Asha Sharma  
CMO  
**Porch.com**

## Brand Direct: Marketing's Grudge Match

6C

Brand and direct response marketing have long been cornerstones of successful advertising. Lately the lines between the two have blurred. And now add to the mix content marketing! The pace of change demands an integrated approach. This session brings three big brands together to discuss how bridging the gap between these disciplines can result in more loyal and profitable customers.



Lindsay Resnick  
CMO  
**KBM Group: Health Services**



Christy Amador  
Global Digital Brand Strategist  
**Coca-Cola**



Leslie Smithers  
Director, Targeted Marketing  
**United Airlines**



Patrick Blair  
CMO  
**WellPoint**

## Creating Experiences that Matter in a Customer Engagement Era

6D

AMD partnered with RAPP to develop the most recent "If it can game campaign," allowing AMD to connect with the mainstream consumer audience. The results were impressive—demonstrating increased brand awareness and customer engagement in new key areas. Join Colette LaForce, SVP and CMO at AMD, for a closer look at this initiative, which delivered strong impacts to bottom-line sales and revenue and changed how AMD engages with customers.



Tracey Brown  
Managing Director  
**RAPP Dallas**



Colette LaForce  
SVP & CMO  
**Advanced Micro Devices**



# MARKET INTELLIGENCE MODULES

2:00 P.M. – 3:15 P.M.

Meet the marketing intelligentsia – customer intelligence trailblazers who will share their own consumer behavior research and market analysis to show you how your data can be made to work for you to produce exactly the kinds of results you always hoped to achieve. Each presentation will be immediately followed by a networking reception.

## Breaking Down Marketing Silos: The Key to Consistently Achieving Customer Satisfaction and Improving Your Bottom Line

6B

SPONSORED BY **TERADATA**

With their many different work teams, from public relations to demand generation to events and online, marketing departments are particularly susceptible to fracturing into silos, which not only erodes office morale but also eats away at sales numbers, general productivity and the bottom line— not to mention leading to cascading effects on the customer. Teradata found in its 2013 global “Data-Driven Marketing Survey” that silos persist in many corners of the marketing world, both within marketing departments and between marketing and other core functions. The challenge for CMOs lies in both identifying the problem and coming up with solutions. So how can CMOs create a cohesive, creative and streamlined marketing department that delivers a better product and experience to their customers?



Brenna Sniderman  
Senior Director of Research,  
Forbes Insights  
Forbes Media

## Here’s Lookin’ at You, Kid: How to Transform a Tired Brand and Amp your Demand Engine

6C

SPONSORED BY **ORACLE  
MARKETING  
CLOUD**

What if you were tasked with rejuvenating a 10-year old brand with a modern look and feel, as its entire business transitioned to an innovative cloud-based model? And what if you were given just six months and no additional budget to do it? That’s the challenge Megan Lueders, Vice President of Global Marketing faced as she spearheaded the global rebranding of LifeSize and set out to double the lead gen numbers in the process. Join as Megan shares how she transitioned her Marketing team to be customer centric and built a community of evangelists and engaged channel partners to further demand efforts. Learn how LifeSize successfully overhauled its image, drove new business and how these efforts can apply to you.



Megan Lueders  
VP of Global Marketing  
LifeSize

# THE BIG PICTURE

2:00 P.M. – 2:45 P.M.

DMA2014’s “Big Picture” presentation is a content-rich, visionary module that looks beyond the minutiae to broader research and learning. Filled with marketing insights and unique perspectives, this 45 minute, global talk will arm you with the knowledge and strategies you need to strengthen customer relationships and stay at the top of your marketing game.

## Microsegmenting the Mega Market: What We Can Learn From the Biggest, Fastest, Hungriest Market in the Universe

6A

Car ownership used to be an exciting rite of passage. But a shrinking economy made Millennials cautious and even cynical – and automakers have struggled to move them along the path to purchase. How do we best nurture this new, more skeptical generation to bring them to the moment of decision – and ultimately get them to become loyal and enthusiastic customers? Volkswagen has done this in China and has even become one of China’s most beloved brands, in part by capitalizing on layers of data from a variety of ever-evolving sources. In this session, we’ll look in detail at how this strategic approach was developed and executed, the metrics of success, and what this could mean for the U.S. market.



Stephan Horvath  
Global CMO  
HackerAgency



Oliver Wolter  
Digital Marketing  
VWGC

# SPOTLIGHT SESSIONS

11:50 A.M. – 12:35 P.M.

The DMA2014 Spotlight Sessions bring a laser focus to hot button issues of the day. This year, the focus is on the ubiquity of mobile and the growing importance of data to creative thinking.

## Mobile Darwinism: From Mobile to Mobility

6C

We are currently witness to the evolution of mobile devices – and the emergence of connected and wearable devices. Cisco predicts that by 2020 there will be 50 billion connected devices generating 13 quadrillion connections to the internet (that's 15 zeros!) and these devices and connections will generate \$19 trillion of economic benefit to society over the next 10 years. This session will address the evolution from mobile to mobility, and recognize that the competitive advantage is there for those who can leverage the data connected to this evolution. Moreover, we will discuss cases and frameworks that you can leverage so you can not only survive but thrive in this ever-changing and rapidly evolving marketplace.



Michael Becker  
Managing Partner & CEO  
North America  
mCordis



Lou Matria  
Managing Director  
Digital Advertising Alliance



Matt Annerino  
SVP, Marketing - Social & Mobile  
Live Nation



Chuck Moxley  
CMO  
4INFO



Josh Herman  
VP, Partner & Product Strategy  
Acxiom Corporation



Eric Bader  
CMO  
Radiumone

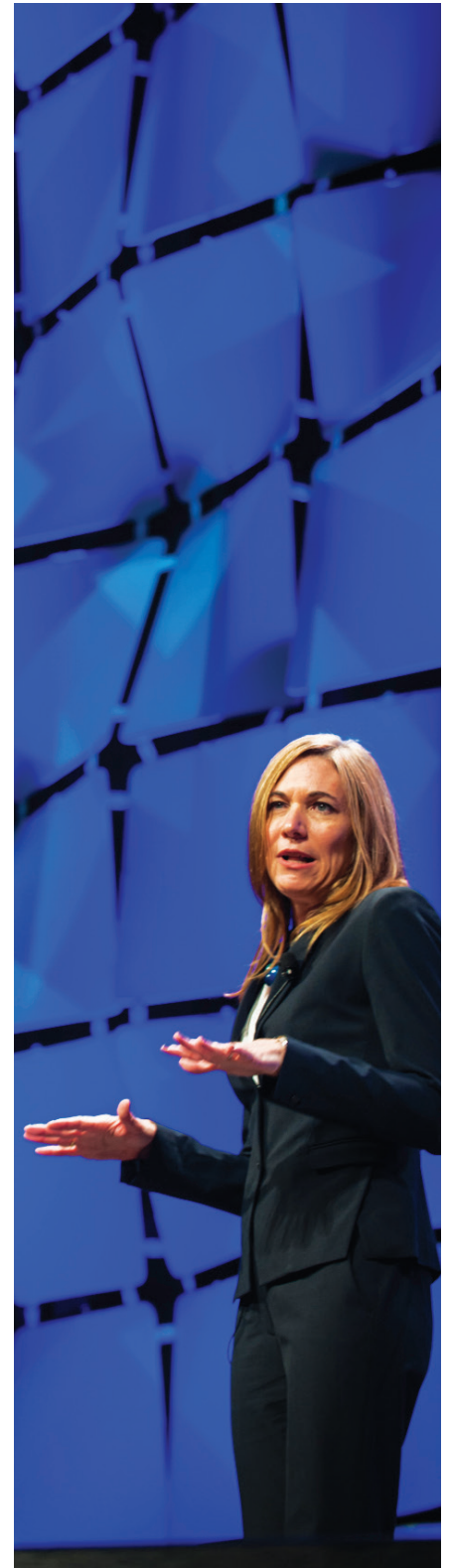
## Data is Waiting for its Scorsese

6D

We're awash in data, but we use it mostly for pushing messages in front of people. How can we combine technology and storytelling in new ways that truly build brands? Google's Ben Jones will explore the new stories we should be telling, who is doing it right, and what innovations we're all waiting for at the limits of our imagination.



Ben Jones  
Creative Director  
Google



TELL US WHAT YOU THINK OF OUR SESSIONS: [bit.ly/dma14feedback](http://bit.ly/dma14feedback)





# Reboot



# Recharge



# Reconnect

Groundbreaking marketing is born from a fresh, exciting, daring interpretation of data – *that only marketing analysts can provide.*

Join us at the  
**2015 Marketing Analytics Conference**  
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**SAVE \$300**

Register by  
December 31, 2014  
[MAC.theDMA.org](http://MAC.theDMA.org)



THE 2015

# Marketing Analytics Conference

Chicago | Palmer House Hilton | March 9–11, 2015

TUESDAY,  
OCTOBER 28, 2014

WEDNESDAY,  
OCTOBER 29, 2014

THURSDAY,  
OCTOBER 30, 2014

# DMA INTERNATIONAL ECHO™ AWARDS CEREMONY & GALA

6:00 P.M. – 9:30 P.M. **HALL A**



## MARKETING'S MOST INSPIRING NIGHT!

The DMA International ECHO Awards Ceremony & Gala will recognize and honor winning 1:1 marketing campaigns that have excelled for their combination of **brilliant marketing strategy, compelling creative, and breakthrough results**. Don't miss this exciting evening where DMA2014 attendees and the marketing community toast and applaud the winners with Master of Ceremony – Chris Hardwick (@Nerdist). Then, join us and continue the celebration with scenic coastal surroundings at the ECHO After-Party taking place at the San Diego Marriott Marquis – Marina Kitchen.

## ECHO AWARDS RECEPTION

6:00 P.M. – 7:00 P.M.

**LOBBY A, GROUND LEVEL**

Join us at the pre-gala reception where you'll get to mix & mingle with the best of the best 1:1 marketers from all over the world before the ULTIMATE celebration that will honor the world's best marketing campaigns. Remember you must be a gala ticket holder to attend this reception.

## ECHO CEREMONY & GALA

7:00 P.M. – 9:30 P.M.

**HALL A**

Visionary strategy...compelling creative... breakthrough results...and one great celebration will take place during DMA2014. Join us as we honor the world's best direct response and data-driven marketing campaigns. Along with the ECHO gold, silver and bronze winners, four special awards will be presented:

- The Diamond ECHO Award
- Personal Connections ECHO Award  
SPONSORED BY PitneyBowes
- The USPS Gold Mailbox Award  
SPONSORED BY UNITED STATES POSTAL SERVICE
- The Henry Hoke Award  
SPONSORED BY HOKE

## ECHO GALA TICKETS

A separate ticket is required to attend the ECHO Awards Ceremony & Gala. To purchase tickets, stop by the Registration counter. Pre-purchased tickets will be given with your registration materials at check-in. Tickets are available at DMA Registration.

## ECHO AFTER-PARTY

9:45 P.M. – 12:00 A.M.

**MARINA KITCHEN, SAN DIEGO  
MARRIOTT MARQUIS HOTEL**

Continue the celebration and close out this exceptional night at the ECHO Awards Ceremony & Gala After-Party taking place at the San Diego Marriott Marquis – Marina Kitchen. Its scenic coastal surroundings and the quintessential Southern California lifestyle, make it a destination in and of itself. (ECHO Awards Ceremony & Gala ticket holders will be granted complimentary access).

► For more information about the ECHO Awards, visit [dma-echo.org](http://dma-echo.org)  
 #ECHOAwards



## INTERNATIONAL ECHO GALLERY & LOUNGE

**LOBBY A, GROUND LEVEL**

The ECHO Awards Gallery & Lounge is a place where you'll be able to network with ECHO leadership, judges, finalists and winners.



**CHRIS HARDWICK  
MASTER OF CEREMONY**

Chris Hardwick is a stand-up comedian, chart-topping podcaster, television personality, contributor for *Wired* magazine, and creative head of the multi-platform media behemoth known as nerdist Industries. Chris is the CEO of nerdist Industries, which has grown to include the nerdist.com website; a premium YouTube channel (youtube.com/nerdist) with over 900K subscribers; 2.3M Twitter fans; and a podcast network including the flagship nerdist Podcast that averages 5M monthly downloads.

[dma14.org](http://dma14.org)



# MARKETER OF THE YEAR

9:30 A.M. – 10:30 A.M. **HALL A**

## HONORING MARKETING EXCELLENCE!

Each year, DMA celebrates the premiere achievements, creativity, and innovations across all forms of marketing. Our awards not only champion the best work but also honor the brightest ideas that are changing the way brands and consumers interact and point the way forward in the 1:1 marketing future.



### Through Corporate and Social Responsibility...

The DMA Marketer of the Year Award recognizes the achievement, innovation and inspiring leadership of an individual or company whose work represents the best corporate and social responsibility through the implementation of new products, services, processes, and growth.

We invite you to join us for the celebration that will honor the winners' achievements, innovations, and inspiring leadership of the individual or company whose work represents the very best in 1:1 marketing industry.

▶ To learn more visit [thedma.org/marketer-of-the-year](http://thedma.org/marketer-of-the-year)

# HALL OF FAME

12:35 P.M. – 1:50 P.M. **HALL A**

### Through Significant and Exceptional Contributions...

Join us as we honor the visionaries who have so richly endowed our profession — leaders and icons in the direct, digital, interactive community who have inspired future generations and encouraged marketers to strive for excellence. We invite you to join us for the celebration that will honor the spirit of data-driven marketing innovation, collaboration, creativity, and service of these exceptional individuals. This year's inductee is Alexis Maybank.

▶ To learn more visit [thedma.org/hall-of-fame](http://thedma.org/hall-of-fame)



## 2014 HALL OF FAME INDUCTEE

**ALEXIS MAYBANK**  
Founder & Strategic Advisor  
Gilt

**GILT**

# THE MIKE HUGHES CREATIVITY AWARD

7:00 P.M. **HALL A**

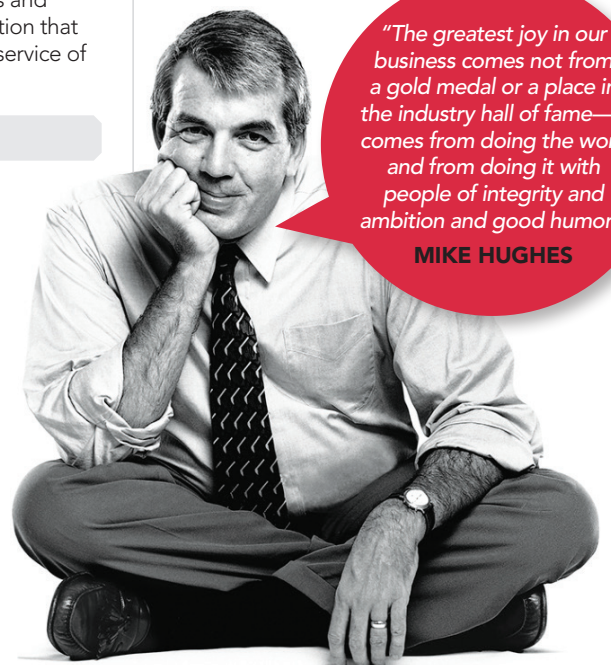
### Through Creativity...

This new award will be presented by Joe Alexander, CCO of The Martin Agency at the ECHO Gala and Ceremony tonight.

True to its namesake, this award recognizes the agency that best embodies tenacity, passion, joy, and, of course, creativity in everything they do. Following Mike Hughes' example, the award also honors and represents an agency whose creative work has built an emotional connection between the brand and customer.

If you don't have a ticket to the ECHO Gala, it's not too late - just stop by DMA Registration so you don't miss out!

▶ To learn more visit [thedma.org/mike-hughes-creativity-award/](http://thedma.org/mike-hughes-creativity-award/)



*"The greatest joy in our business comes not from a gold medal or a place in the industry hall of fame—it comes from doing the work and from doing it with people of integrity and ambition and good humor."*

**MIKE HUGHES**





# GOING GLOBAL BREAKFAST

7:30 A.M. – 8:30 A.M.

INVITATION  
ONLY

## The Global Review: Data-Driven Marketing Around the World

33C

Announcing the results of their groundbreaking global research effort, Jonathan Margulies and Jodie Sangster will share findings from the new Global Review of Data-Driven Marketing, an in-depth analysis of conditions in the data-driven marketing economy across more than 20 nations around the world. They'll present conclusions from an unprecedented six-month research effort.

Jonathan Margulies, Managing Director, Winterberry Group

Jodie Sangster, Chief Executive Officer, ADMA

Chris Combemale, Executive Director, UK-DMA

Martin Jones, Multibrand Digital Manager, L'Oreal Argentina



# DMA EN ESPAÑOL

14A

Our Spanish language program continues with yet more on what's hot in Spanish and Latin American marketing – all conducted in Spanish.

11:45 A.M. – 12:30 P.M.

## Mesa Redonda Con Profesores del Curso

Mary Teahan, Presidente honorífica, AMDIA

2:00 P.M. – 3:30 P.M.

## Factores de Clave para el Comercio Electrónico en Latino América

Con rápido crecimiento de internet y la acelerada adopción de teléfonos móviles y tabletas en la región, el comercio

electrónico en Latino América representa una gran oportunidad tanto para empresas establecidas como para nuevos negocios. Pero, ¿cuáles son las claves para triunfar en este mercado?, ¿Qué consideraciones se deben tener para generar una base sólida de usuarios?, ¿Qué rol juegan los diferentes canales de comunicación en la adquisición de usuarios? En ésta plática hablaremos de cuáles son los factores clave a considerar en comercio electrónico en Latino América.

Fernando Trueba Gris, Head of Marketing Latino America, eBay.com

3:30 P.M. – 3:40 P.M.

## Graduación y Entrega de Certificados

# 1:1 GURUS

11:00 A.M. – 12:30 P.M.  
& 2:00 P.M. – 4:00 P.M.

APPOINTMENT  
ONLY

## BACK OF THE EXHIBIT HALL

Get exactly the advice you need from DMA2014's 1:1 Gurus. Our Gurus are experts in their fields and would normally charge thousands for the advice you can get for free – only at DMA2014. Don't miss your appointment in one of the following topics:

### Acquisition

Jon Powell, Senior Manager, Research & Strategy, MarketingSherpa

### B2B

Jackie Lamping O'Connell, Senior Director, Marketing, AdRoll

### Brand

Kevin Lofgren, Founder & CEO, Farstar

### Content

David Waterman, Account Director, The Search Agency

### Cross-channel Marketing

Susan McIntyre, Founder & Chief Strategist, McIntyre Direct

### Creative

Austin McCraw, Senior Director, Content Production, MarketingSherpa

### Data

Mathieu Hannouz, Product Marketing Manager, Adobe

### Data Compliance and Privacy

Sal Tripi, AVP Digital Operations & Compliance, Publishers Clearing House/pch.com

### Email

Michael Iarrobino, Product Manager, FreshAddress, Inc.

### Lead Gen

Karen Talavera, President, Synchronicity Marketing

### Loyalty

Fred Thompson, Retail Practice Lead, LoyaltyOne Consulting, & Contributing Editor, LoyaltyOne

### Mobile

Matt Silk, SVP, Waterfall Mobile

### Real-Time & Trigger

Alex Lustberg, CMO, Lyris

### Search

Ray Comstock, Director of SEO, BusinessOnline

### Social Media

Mark Ogne, CMO, NewzSocial



# CONCURRENT SESSIONS

TUESDAY, OCTOBER 28 | 11:00 A.M. – 11:45 A.M.

**CATALOG NAVIGATION SYSTEM** USE THE ICONS BELOW TO HELP YOU NAVIGATE THROUGH THE SESSIONS.

- |                        |                                  |                                    |
|------------------------|----------------------------------|------------------------------------|
| FUNDAMENTAL            | AGENCIES                         | EMAIL                              |
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| ADVANCED               | CRM & LOYALTY                    | ONLINE ADVERTISING                 |
| INTEGRATED CERTIFICATE | DATA MANAGEMENT                  | REAL-TIME & AUTOMATED TECHNOLOGIES |
| BACK BY POPULAR DEMAND | DIRECT MAIL & PRINT SERVICES     | SEARCH                             |
| CASE STUDY             | DR BROADCAST & VIDEO ADVERTISING | SOCIAL                             |
| AFFILIATE MARKETING    | E-COMMERCE                       | TELESERVICES                       |

## DMA2014 FAB FIVE



### The Next Generation Direct Marketing Creativity

6F

To some, the new channels direct marketers have to cope with are a problem to be tackled as best they can; to others, they are an opportunity to create new and exciting ways of engaging consumers! Meet some of the most innovative and original new talent in creative direct marketing, and get to see some of the work that sets them apart from their peers. You're guaranteed to leave inspired and return to your desk with a new passion for what is possible in your marketing strategy.

Eric Edge, Brand Strategy, **Instagram**

## ACQUISITION & LEAD GENERATION



### A Proven 5-Step Strategic Planning Approach for Acquisition and CRM Success

8

Discover how to make your strategic planning actually deliver performance increases while driving costs out of your direct acquisition and CRM programs. Learn why and how to use strategic planning to improve program outcomes and create new innovations.

Russell Kern, President & Founder, **KERN - an Omnicom Agency**

Rebecca Graham, Marketing Group Manager, **Automobile Club of Southern California**

## BEHAVIOR & RESEARCH



### Industry Update: Retail Marketing in 2015

7B

Retailers are always looking for something new to grab the attention of consumers. From finding ways to connect the dots between in-store and online customers, and embracing showrooming to produce competitive advantages to augmented reality and social platforms like Pinterest and Instagram, retailers are always looking for an edge. So, where is retail now, and where is it heading? This panel of top retailers will examine the current landscape and look over the horizon to the future.

Asha Sharma, CMO, **Porch.com**

Matt Eichner, Director, Sales, **DoubleClick at Google**

## CREATIVE & PRODUCTION



### Responsive, Adaptive, Mobile or Native? The Wonderful World of Web Design

3

Examine the difference between responsive, adaptive, mobile and native design, and when you should choose one over the other in this revealing session. Walk through the pros and cons of each before establishing a strategy that works for you. Finally, you will learn how to use more than one at once and how to make them work together to provide you with the results you want.

Matt Powell, Chief Information Officer, **kbs+**

Jeff Gray, Associate Director of Technology, **Spies & Assassins**

## ACQUISITION & LEAD GENERATION



### Affiliate Marketing Grows Up: Reebok and Other Top Brands Re-Ignite Their Affiliate Channels

9

This session will be delivered in case study format. It will outline past obstacles facing brands that invest in affiliate marketing, details of the industry's evolution, and the specific steps that top brands such as Reebok have taken to ensure their performance marketing programs are profitable and deliver incremental revenue.

Robert Glazer, Founder & Managing Director, **Acceleration Partners**

Dan Marques, Senior Online Marketing Manager, **Reebok**

## CREATIVE & PRODUCTION



### Creative Slamdown: How Great Creatives Successfully Sell Mundane, Inane or Boring Products!

2

This session will give you a chance to hear stories from three of the smartest creatives and then vote on the one you think was the best solution!

Carol Worthington Levy, Owner & Creative Director, **Worthington-Levy Creative**

Otis Maxwell, Freelance Writer

Kathleen Lemmon, Copywriter & Creative Director, **Lemmonhead Consulting**

Michelle LaPointe, President & Creative Director, **C3 Advertising, Inc.**

## CRM & LOYALTY



### Omnichannel Audience Engagement: Lead Generation for the Audi A3 Sportback Launch

4

The Audi A3 Sportback Launch Campaign demonstrates how omnichannel marketing programs can help increase audience engagement and build trust. This highly successful multi-stage program walked prospects through a relationship-building exercise that generated potential customers for Audi dealers.

Nicholas Worth, CMO, **Selligent**

Ramses Bossuyt, Customer Experience Manager, **Audi Belgium**

Michel Demoor, Digital Strategist & Strategic Lead, **Emakina**

» *The Integrated Certificate session is in the Data, Analytics & Actionable Insights track in room 1A, go to page 29 for more details*

CRM & LOYALTY



**Dynamic CRM: The Huggies Consumer Experience**

5A

In the increasingly competitive and crowded diaper space, Huggies needed to win more, earlier—and then keep those wins coming. This session will outline key strategies brands can take in campaign mechanics, data and content strategy, and creative implementation for a successful CRM initiative.

Jeremy Pettet, Management Supervisor, **OgilvyOne**  
Emily Harger, Commercial Platform Manager, Huggies Brand, **Kimberly-Clark North America**

INTEGRATED MARKETING & BRAND STRATEGIES



**Using Data to Deliver an Optimized Customer Experience**

10

The most proactive organizations choose to transform themselves before their competitors and customers force change upon them. The challenges are vast, but so are the opportunities. Today's digital environment means that customers are in control of their brand experience...and that's good news for marketers.

Wesley Moore, VP, Marketing, **Teradata**

MOBILE, SOCIAL & CONTENT



**Revolutionize with Mobile and Social: 10 Strategies and 20 Case Studies**

11B

Join us for a step by step approach to help you spice up your existing marketing programs, better engage customers, and increase revenue through the latest and greatest digital, mobile, and social techniques. Many new cases for 2014! You'll walk away with: a simple framework of 10 core strategies to help you develop a formal plan, 20 current and real life corporate success stories from the U.S. and overseas you can take back and apply to your own business, and a data backed approach to allow for measurement and accountability.

Yosi Heber, Founder & President, **Oxford Hill Partners, LLC**

DATA, ANALYTICS & ACTIONABLE INSIGHTS



**Attribution: Who Gets Credit for Online Purchases?**

1B

Experts in the field of search retargeting will discuss a variety of concepts around the different attribution models applied today, how measurement varies from branding to direct response campaigns, viewable ad impressions, and ways to make attribution actionable.

James Green, CEO, **Magnetic**  
Jeff Greenfield, COO & Co-Founder, **C3 Metrics**  
Paul Pellman, CEO, **Adometry**  
John Bates, Product Manager for Predictive Marketing Solutions, **Adobe**

INTEGRATED MARKETING & BRAND STRATEGIES



**Beyond Gamification: A Holistic Solution to 1:1 Incentive Marketing**

11A

Gamification and Big-Data-Analytics do little to overcome the problems facing those organizations with many stakeholders competing for share-of-voice in multiple channels. In this session, we'll describe how a contrarian approach to the more traditional aspects of consumer marketing (such as segmentation, targeting, offer construct, presentation, and digital experience) improves promotional insights and performance.

Jim Sprigg, Director, Database Marketing & CRM Solutions, **InterContinental Hotels Group**  
Adam Hood, Solutions Principal, Advanced Analytics, **Slalom Consulting**

B2B SYMPOSIUM



**How Cisco Uses Behavioral Data to Predict Sales**

6E

Learn how Cisco is using behavioral data to capture net-new sales, improve its marketing effectiveness, and accurately forecast revenues. Leveraging the power of predictive analytics. Cisco has been able to identify new prospects that are highly likely to buy, know when they will buy, how far along they are in the purchase cycle, which products they prefer, and how best to reach them.

Amanda Kahlow, CEO & Founder, **6Sense**  
Joseph Puthussery, VP, Marketing, Demand Generation, **Cisco**

FUNDAMENTALS OF MARKETING



**Direct Mail Crash Course**

7A

Direct Mail Marketing is one of the most effective and profitable types of marketing you can do. It is targeted, measurable, scalable, and affordable. This session makes it easy. Whether you are new to direct mail or looking for a refresher on fundamentals, this is the course for you.

Keith Goodman, VP, Corporate Solutions, **Modern Postcard**

MARKETING TECHNOLOGY



**Engaging Customers From Day 1: A Case Study with Bank of America**

5B

Bank of America / Merrill Lynch needed to develop a solution to engage their current customers in a new service and chose to mail out personalized communications as Welcome Kits. However, with many sources of data and content, they needed a system that would house the most current data. Through the use of innovative tools and collaboration on design, a system that achieves all those objectives was delivered.

John Sisson, President, **Universal Wilde & Wilde Agency**  
Michelle Madrid, SVP, Employee Communication & Education Programs, **Bank of America**



# CONCURRENT SESSIONS

TUESDAY, OCTOBER 28 | 3:15 P.M. – 4:00 P.M.

**CATALOG NAVIGATION SYSTEM** USE THE ICONS BELOW TO HELP YOU NAVIGATE THROUGH THE SESSIONS.

- |                        |                                  |                                    |
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| AFFILIATE MARKETING    | E-COMMERCE                       | TELESERVICES                       |

## ACQUISITION & LEAD GENERATION



### How Top Brands Use Social for Lead Generation

8

This panel presentation explores three very different case study examples of “socializing” marketing and lead generation from three large companies, two consumer and one B2B. Each company embraced different paths that led to the development of very diverse programs. There’s still a learning curve to social media for business development, but it is clearly good for business – it’s all about figuring out the right fit.

Liz Brohan, President & Co-CEO, **Colman Brohan Davis**  
Paula Scheller, Director, Marketing Communications, **Firestone Building Products**  
Bridget Kulla, Digital Marketing Manager, **James Hardie**

## ACQUISITION & LEAD GENERATION



### A New Era of Performance in Youth Marketing: Programmatic Meets Targeting

9

How do you reach the decision makers of tomorrow when they are constantly being bombarded by messaging across multiple devices? This session will provide deep, clear insight into how marketers are combining the precision of direct marketing with the power of programmatic digital advertising.

Bill Lederer, Founder, Chairman & CEO, **MediaCrossing**  
Andrew Belth, President, **ASL Marketing**

## BEHAVIOR & RESEARCH



### Industry Update: Financial Marketing in 2015

7B

Financial marketing is big news in 2014, and it’s set to get bigger in 2015. This session provides a fascinating snapshot of where we are in financial marketing, and, perhaps, a glimpse ahead to where all of us are going in the near future – a must-see for the forward-thinking marketer in any vertical.

Scott Lascelles, CMO, **Springleaf Financial**  
David Minsker, Head of Marketing Information Management, **CitiCards**  
Jill Enabnit, VP Market Analytics & Performance Solutions, **US Bancorp**  
Erin Winters, VP, Marketing Strategy, **Acxiom**

## BEHAVIOR & RESEARCH



### The Economics of Data: What’s in it for the Customer?

1B

We know the importance of data for marketers, but what’s in it for the customers generating all that data? How do consumers benefit in the Data-Driven Marketing Economy? Join us for a sneak-peek at upcoming DDMI research on how consumers value the data that drives marketing, threats to the value of data – and what it all means for the future of data-driven marketing.

Rachel Nyswander Thomas, Executive Director, Data-Driven Marketing Institute (DDMI), & VP, Government Affairs, **Direct Marketing Association**

## DMA2014 FAB FIVE



### Triggering the Unconscious Mind for Unthinkable ROI

6F

If 90% of your customers’ thoughts are unconscious, why do you keep marketing to the other 10%? This session will teach you how to achieve unthinkable ROI by appealing to the triggers of the unconscious mind which influence purchasing behavior and loyalty. Discover the big impact that color, words, persona, even fonts have on capturing attention and response; and just how far apart our conscious and unconscious minds really are.

Jeanette McMurtry, Principal, **e4 Marketing**

## CREATIVE & PRODUCTION



### Ultimate Email Marketing: Big Brands Square Off

2

This fun and engaging session brings together marketing executives from Extra Space Storage, Guess? and Redfin, who will present successful email strategies from Welcome to Winback programs, providing insight into its development and detailing the results generated. At the end, the audience will vote to determine who should be crowned the “Ultimate Email Champion.”

Katrina Conn, VP, Marketing Services, **StrongView**  
Lisa Taylor, Marketing Manager, **Redfin**  
Haley Deakers, Email Marketing Strategist, **Guess?**

## CREATIVE & PRODUCTION



### The Changing Role of Catalogs

3

Successful catalogs have the ability to drive customers and prospects to your website and your store. But it’s important to understand how catalog design and messaging must change in order to achieve these goals. In this example-packed session, you’ll hear how brands have evolved their catalog to drive sales; no matter the channel in which customers choose to buy.

Lois Brayfield, President & Chief Creative Officer, **J. Schmid & Associates**  
David Kravetz, Catalog & Web Team Leader/Co-Founder, **Fairytales Brownies**

» *The Integrated Certificate session is in the Integrated Marketing & Brand Strategies track in room 10, go to page 29 for more details.*

CRM & LOYALTY



**Avoid "The Break-Up": Data-Driven Approach to Increase Engagement & Decrease Churn**

4

Relationships play an important role in our success, both in business and in our personal lives. Though some break-ups may hit us by surprise, businesses today can not only predict when a customer break-up is likely, but may also be able to prevent it from happening at all. This session will discuss the best data, tools, and techniques to help reduce customer break-ups and drive customer engagement and retention.

James Foreman, Director, Circulation & Analytics, **Staples**

DATA, ANALYTICS & ACTIONABLE INSIGHTS



**Extracting ROI from Your Customer Portfolio: A Portfolio Management Approach to CRM**

1A

This session will demonstrate that the analytic, measurement, and tactical paradigms used to manage loan portfolios can be applied, with demonstrably great effectiveness, to the traditional CRM problems of increasing customer loyalty and lifetime value.

Keith Shields, Chief Analytics Officer, Magnify Analytic Solutions, **Magnifyas**

Jen Boyer, Marketing Strategy Manager, **Ford Motor Company**

DATA, ANALYTICS & ACTIONABLE INSIGHTS



**Data Integration: The Fuel for High Performance Digital Marketing**

6D

The new success model leverages technology, offline consumer attributes and online behaviors in order to dramatically enhance prospect and customer intelligence and segmentation techniques. Whether you are serving digital ads or mounting a full-scale multichannel campaign including digital, postal, email and more, this session will show you how to utilize the right data combined with the best new technology solutions to maximize impact and optimize ROI.

Fran Green, President, **ALC 3D Data Solutions**

Steve Sachs, Chief Executive Officer, **OneSpot**

Paul Cimino, Principal, **Deep Data Solutions**

Gregg Galletta, Senior Vice President, **Footprint D3**

FUNDAMENTALS OF MARKETING



**5 Ways to Prove the Value of Your In-house Creative Team**

7A

Creative teams everywhere are pressured to do more with less — less time, less budget, fewer resources, or all of the above. And no matter how hard you work, you still feel like you're at risk of being outsourced. Bill Gattinger from ATB Financial is intimately familiar with this scenario. By implementing 5 key changes, he was able to lower management costs by 60% and increase creativity.

Bill Gattinger, Traffic & Direct Marketing Manager, Reputation & Brand, **ATB Financial**

MARKETING TECHNOLOGY



**Engaging a New Speed of Life: Moments Matter**

5B

The very best marketers, merchandisers, commerce and customer experience professionals are embracing a continuous engagement approach, infusing intelligence into every interaction to deliver — and even predict — where, when and what to serve up based on customer behavior in the moment. Find out how you can transform your engagement practices to make the most of every moment.

Ulrich Leuthner, IBM ExperienceOne Marketing, **IBM**

Laurence Leong, Senior Director, **SugarCRM**

MARKETING TECHNOLOGY



**The Operations Side of Social Media Marketing**

5A

Technology has had a dramatic effect on marketing and is reshaping roles and responsibilities across companies. What does a proper investment in social media look like? During our session, we'll take a look at 2 areas: Business Processes, the 'guts' of a social media marketing program, and Infrastructure, the 'bones'. Business processes provide governance and structure that enables a team to execute. Technology provides the means. There are tons of social media technologies. We'll discuss what you need.

Sandra Henriques, Global Social Media Manager – Operations, **Starwood Hotels & Resorts Worldwide, Inc.**

MOBILE, SOCIAL & CONTENT



**Mastering Data-Driven Marketing Using Social, Mobile, Big Data and Attribution Modeling**

11B

Data-driven marketing is all about combining the data you have with the data available to drive highly targeted, relevant marketing campaigns. Whether you're using social media data and signals or big data and predictive CRM alignment, you'll see that nearly any size company can greatly increase their conversion rates and sales by using the right techniques and tools under one integrated approach. Add good web analytics and attribution modeling to understand which marketing efforts are driving revenue, and you've mastered what we now call Data-Driven Marketing.

Aaron Kahlow, CEO & Founder, **Online Marketing Institute**

MOBILE, SOCIAL & CONTENT



**Revitalizing your Brand with Content Marketing**

11A

Content marketing continues to change the way companies captivate their target audiences. Join this session to learn how to develop a results-driven content marketing strategy that crosses all channels—email, social media, web—and achieves greater engagement and loyalty between your brand and your audience.

Berta Aldrich, Head of Advisor Channel Marketing Strategy, **Vanguard**

B2B SYMPOSIUM



**Out with the Sales Funnel, In with the Cocktail Shaker**

6E

For many years, marketers have used the framework of the "sales funnel". But, customer journeys are increasingly complex for marketers to understand and vary dramatically by industry, by company, by function and by individual. The traditional funnel is actually more like a cocktail shaker. The customer gets dumped in, swirls around in information for a period of time and then gets poured out. For marketers, this creates both challenges and opportunities that will be discussed during this session.

Jeff Perkins, VP, Global Online Marketing, **Pgi**



# TUESDAY IN THE HALL

10:00 A.M. – 5:00 P.M. **HALL BC, GROUND LEVEL**

## LEARNING IN THE EXHIBIT HALL

IN PARTNERSHIP WITH **DIRECT MARKETING**

### DMA2014 TOWN SQUARE

ON THE HOUR, EVERY HOUR

#### TODAY'S COMMUNITY ISSUES ARE:

11:00 A.M. – 11:25 A.M.

**DMA's Road to the Supreme Court**

12:00 P.M. – 12:25 P.M.

**Say What? The Elevator Pitch Competition**

2:00 P.M. – 2:25 P.M.

**Campaign of the Year**

3:00 P.M. – 3:25 P.M.

**How Will Apple's Wallet Affect the Ecommerce of the Future?**

3:25 P.M. – 3:30 P.M.

**Scavenger Hunt Draw**

4:00 P.M. – 4:25 P.M.

**Together Smarter**



### 1:1 GURU SESSIONS

Get exactly the advice you need from DMA2014's 1:1 Gurus. Our gurus are at the top of their fields and would charge thousands for the consultation you can get for free during DMA2014.

» For more details on DMA2014's Gurus, see page 47.

## EXHIBIT HALL EVENTS

### HALLOWEEN HAPPY HOUR IN THE EXHIBIT HALL

3:00 P.M. – 4:00 P.M.

Take an afternoon break to learn from our exhibiting companies how to implement some of the strategies discussed in our educational sessions during our Halloween themed Happy Hour. Beverages will be available.

### DMA INNOVATION AWARDS PAVILION

PAVILION CO-SPONSORED BY **Google**

Be sure to stop by the Innovation Awards Pavilion during the course of the show to see first-hand Innovation Award winners' products and solutions.

### FESTHAUS/BEER GARDEN

The Festhaus is the perfect place to take a break during the day. It's a great meet-up place, offers refreshment all day long, and its right at the heart of all the DMA2014 action.



### DMA2014 SCAVENGER HUNT

SPONSORED BY  **chief ingredient**  
marketing ideas, realized.

Prizes will be drawn at 3:25 P.M. in the DMA Village (Note: You must be present to win).

» See Page E3 in Exhibition side of the Guide for more information



# WEDNESDAY HIGHLIGHTS

## EARLY KEYNOTE



BRUCE BIEGEL,  
Winterberry  
Group

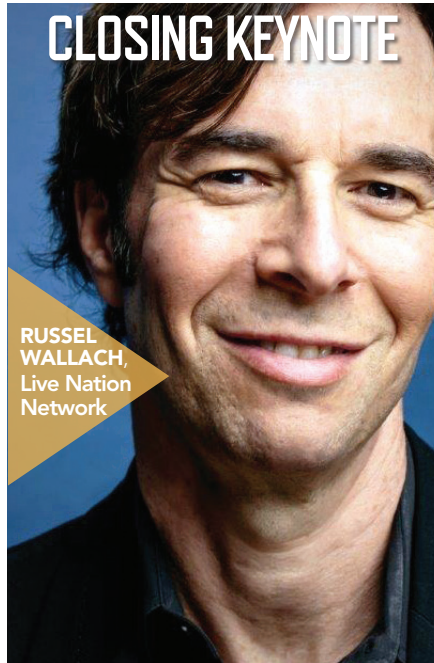
9:00 A.M. – 9:45 A.M.

### The Future of Omnichannel Campaign Management

CO-SPONSORED BY **TERADATA**

HALL A

## CLOSING KEYNOTE



RUSSEL WALLACH,  
Live Nation  
Network

11:00 A.M. – 12:00 P.M.

### What's NeXt: A Look into the Lens at 2015 and Beyond

HALL A

### WEDNESDAY ATA-GLANCE

8:30-12:30	Registration Open
9:00-9:45	Keynote Panel
9:00-10:45	Miniworkshops
10:00-10:45	Concurrent Sessions/B2B Symposium
11:00-12:00	Keynote Panel

### POST CONFERENCE ATA-GLANCE

#### WEDNESDAY

12:15-1:00	Box Lunch for Attendees
12:30-3:30	Registration Open
1:00-5:00	Post-Conference Certifications – Part 1

#### THURSDAY

7:30-8:15	Breakfast
8:00-12:00	Registration Open
8:00-11:30	Post-Conference Certifications – Part 2
11:30-12:30	Working Boxed Lunch
12:30-1:45	Post-Conference Certifications – Part 3

### WATCH OUT FOR



- Make sure you don't miss the early start of the three **MINIWORKSHOPS** that start at 9:00 A.M. in the morning. Get a full two hours to immerse yourself in B2B database management, improving your call to action or metrics and testing. Check out all the details on page 58. Attend one of the sessions and get a DMA Certificate delivered to your desk when you return.
- The main Conference may be closing, but stay a while longer for the **POST-CONFERENCE CERTIFICATIONS**. It's not too late to sign up – registration is available at the The Westin, San Diego.

## POST-CONFERENCE



As soon as the Closing Keynote Panel finishes, we move things across to The Westin, San Diego for the **POST-CONFERENCE CERTIFICATIONS**. There are six topics to choose from: Content Marketing, Creative, Database Marketing, Email, Search, or Social Strategy. Once you have attended all three parts of the workshops, over the course of Wednesday and Thursday, you will need to sit an online exam after you return to your desk to collect your **DMA CERTIFICATION**. There's still time to sign up, Registration is open at the hotel until 3:30 this afternoon.



Thank you for joining us in San Diego! We'll be back next year on the East coast. Join us in Boston, October 3-8, 2015. We look forward to seeing you all again.

TELL US WHAT YOU THINK OF OUR SESSIONS: [bit.ly/dma14feedback](http://bit.ly/dma14feedback)

**SAVE the DATE!**  
February 26 - 27, 2015



# MONUMENTAL FUNDRAISING

Strategies \* Solutions \* Results

**Mark your calendar for a conference of  
MONUMENTAL PROPORTIONS!**

Join the best and brightest in fundraising for the strategies and solutions that get results! Whether it's enduring fundraising principles or innovative ideas, it's all here in the nation's capital. Be sure to book early to capitalize on savings!

Get more information at  
**DC.DMANF.ORG**



2015 Washington Nonprofit Conference  
February 26-27  
Renaissance Washington, DC Downtown Hotel





**NEW FOR  
DMA2014**

**VINCENT PIETRAFESA**  
Master of Ceremonies



# WEDNESDAY KEYNOTES

HALL A

9:00 A.M. – 9:45 A.M.

## The Future of Omnichannel Campaign Management

CO-SPONSORED BY **TERADATA**

The process for executing marketing campaigns has undergone a revolution in what is possible for marketers and their service provider partners. From single channel solutions in mail, display, email, social and search to an integrated set of platforms designed to provide a unified solution that draws in data and creative to activate acquisition and CRM campaigns across all touch-points. This panel will seek to understand what is possible today and what is on the road map for tomorrow.



**MODERATOR:**

**BRUCE BIEGEL**  
Managing Director  
Winterberry Group



**PANELISTS:**

**ADAM BROWN**  
Executive Strategist  
Salesforce Exact Target  
Marketing Cloud



**WESLEY MOORE**  
VP, Marketing  
Teradata



**CHRIS WONG**  
VP, Strategy & Product  
Development  
IBM



**CORY TREFFILETTI**  
VP, Strategy  
Oracle Marketing Cloud

11:00 A.M. – 12:00 P.M.

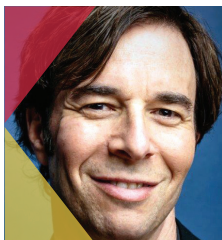
## What's NeXt: A Look into the Lens @ 2015 and Beyond

Brands, Solution Providers, Agencies, Analysts, and Marketing Executives are all consumed with marketing's next wave. Join today's leading business figures with a stake in this mix and hear first-hand their perspectives and analysis on upcoming trends and its impact on business and the data-driven marketing landscape.



**MODERATOR:**

**PETE KRAINIK**  
Founder  
The CMO Club



**PANELISTS:**

**RUSSELL WALLACH**  
President  
Live Nation Network



**JOAN HOGAN  
GILLMAN**  
EVP/COO  
Media Services  
Time Warner Cable



**ANNE GHERINI**  
Head of Marketing  
Stumble Upon, 5by



**KEIRA KRAUSZ**  
EVP & CMO  
Nutrisystem



**WENDI STURGIS**  
EVP, Sales & Services  
Yext



**NADA ARNOT**  
VP, Marketing & Growth  
Hearst Digital Studios



# CONCURRENT SESSIONS

WEDNESDAY, OCTOBER 29 | 10:00 A.M. – 10:45 A.M.

**CATALOG NAVIGATION SYSTEM** USE THE ICONS BELOW TO HELP YOU NAVIGATE THROUGH THE SESSIONS.

- |                        |                                  |                                    |
|------------------------|----------------------------------|------------------------------------|
| FUNDAMENTAL            | AGENCIES                         | EMAIL                              |
| INTERMEDIATE           | CONTENT                          | MOBILE                             |
| ADVANCED               | CRM & LOYALTY                    | ONLINE ADVERTISING                 |
| INTEGRATED CERTIFICATE | DATA MANAGEMENT                  | REAL-TIME & AUTOMATED TECHNOLOGIES |
| BACK BY POPULAR DEMAND | DIRECT MAIL & PRINT SERVICES     | SEARCH                             |
| CASE STUDY             | DR BROADCAST & VIDEO ADVERTISING | SOCIAL                             |
| AFFILIATE MARKETING    | E-COMMERCE                       | TELESERVICES                       |

## ACQUISITION & LEAD GENERATION



SESSION BEGINS AT 9:00 A.M.

### Overcoming the 3 Most Common Mistakes Marketers Make in Their Calls-to-Action

8

What are you asking your customers in your final call-to-action? Does it give them enough of a reason to respond? Are you asking too soon – or too late? Most CTAs cause sales funnels to leak revenue. They fail. In this interactive miniworkshop, we will help you identify quick, easy changes with transferable principles you can apply to CTAs on your webpages and beyond, supported by more than a decade of testing.

Austin McCraw, Senior Director, Content Production, **MarketingSherpa**

Jon Powell, Senior Manager, Research & Strategy, **MarketingSherpa**

## ACQUISITION & LEAD GENERATION



### Create A Google Toolbox To Market, Acquire & Win!

9

The Google Display Network (GDN) opens a wide array of opportunities for marketers to identify and get in front of the right, targeted audience while they are reading and browsing online. This top-of-funnel presence helps build brand awareness, trust, and credibility without a keyword search taking place. With so many available Google Advertising tactics to choose from, the only way to feel confident in spending money with Google is to know your results and ROI. As a Google Analytics Certified Partner, MoreVisibility is well-versed on the data mining and tracking capabilities and will share some tips during this session.

Danielle Leitch, EVP, **MoreVisibility**

## BEHAVIOR & RESEARCH



SESSION BEGINS AT 9:00 A.M.

### Creating Value with Data Metrics and Testing

7B

In this dynamic workshop, we will focus on how people create value with data in today's marketing world. Why data metrics are the building blocks people use to create value; what metrics have been most important to the people who provide strategic understanding; how to create value using rules and allowing data to inform marketing decisions; and, when data metrics are most effective.

Geoff Wolf, EVP, Marketing, **J.Schmid & Associates**  
Jude Hoffner, Senior Director, Marketing Strategy & Analytics, **J.Schmid & Associates**

## CREATIVE & PRODUCTION



### Marketing with Fulfillment: Closing the Loop

2

Often a promotion stumbles because one or more aspects of the promotion is forgotten or misunderstood. The more information you have about the potential outcome, the more likely you will be to succeed. A great place to get information is from your operations team, the people who pick, pack, ship, return, and inventory your products. Assembling a team of varied individuals will often reveal a wealth of information that may have otherwise been missed, information that can turn your promotion from good to spectacular.

Cathy Hayward-Hughes, Owner, General Manager, **Crystal Creek Logistics**

## DMA2014 FAB FIVE



### How P&G's CRM Approach Remains Ahead of the Game by Leveraging Big Data

6F

We will show how P&G has continuously relied on data and insights throughout time to improve the program in all CRM aspects: targeting, segmentation, offer management, communication approach, content, channels, ROI!

Kathleen Peeters, Marketing & Communication Director, **Bisnode**

Claudia Priller, Brand Manager Base Business, Relationship Marketing & Digital, Pampers Europe, **P&G**

## CREATIVE & PRODUCTION



### Fearless Accountability: Turning the Fear of Results into Positive Reinforcement and Empowerment

3

The dynamic nature of the market makes problem diagnosis and, consequently problem solving, a backward facing exercise and doesn't leverage the power of data in today's marketing context. Instead, we need to redefine accountability to be focused on identifying the probability of possibilities for achieving repeatable success and deeper customer engagement in a world that is always in motion.

Lauren Tucker, SVP & Director, **Martin Decision Sciences**

## CRM & LOYALTY



### Loyalty Leaders Tell All: Using Data to Improve the Customer Experience

4

Back for a 10th year with a brand new panel of loyalty leaders, this popular session will help you turn customer loyalty from a tactic into a mission statement. Their real world experience and proven techniques will help you build customer relationships through multiple channels at every touch point.

Dennis Armbruster, Editor-At-Large, **COLLOQUY**

Michael J. Marino, VP, Customer Loyalty, **Caesars Entertainment Corporation**

Caroline Boren, Managing Director, Loyalty Marketing & Customer Care, **Alaska Airlines**

» *The Integrated Certificate session is in the Integrated Marketing & Brand Strategies track in room 10, go to page 29 for more details.*

CRM & LOYALTY



**The Revolution Will Be Marketed:  
T-Mobile and the Un-Carrier Movement**

5A

T-Mobile has revolutionized not only data-driven marketing, but the entire wireless industry through its “Un-carrier” initiative. T-Mobile Marketing SVP Andrew Sherrard and Kass Sells, President of Wunderman North America, will bring the Un-carrier story to life while exploring how to give consumers what they want—and decimate your competition in the process.

Kass Sells, President, North America, **Wunderman**  
Andrew Sherrard, SVP Marketing, **T-Mobile**

FUNDAMENTALS OF MARKETING



**16 Things You Wish You’d Known  
When You Started Selling Online**

7A

Remember the days when you first started selling online? Looking back, you probably would have avoided many a mistake if only someone had given you a heads up about the nuances and hurdles of e-commerce. Whether you’ve recently launched an online store or have been in the e-tailing business for years, these lessons learned are invaluable. After this session, attendees will walk away with insight on best practices for selling online, as well as tips and strategies for increasing performance across all online channels.

Evan Carroll, User Experience Strategist, **ChannelAdvisor**

MOBILE, SOCIAL & CONTENT



**How to Reach the Right Audience with  
Relevant Advertising Across Devices**

11B

Consumer research shows consumers are more confident in managing their online privacy preferences and feel better about interest-based ads when trust marks and the assurances they represent are present. Learn the “makes” and avoid the “breaks” that apply to multi-screen display ads and offers that appear based on consumer behavior and interest.

Lou Mastria, Executive Director, **Digital Advertising Alliance**  
Dave Deasy, VP, Marketing, **TRUSTe**  
Eleanor Trehanne-Jones, Director, Global Communications, **TRUSTe**

DATA, ANALYTICS & ACTIONABLE INSIGHTS



**The RAD Framework of Applied  
Marketing Analytics at Cisco**

1A

Marketing analytics gives the structure and discipline to decision-making that enables informed decisions and confident predictions. Cisco further structures their analytics processes in marketing by categorizing each model in terms of RAD — Retention, Acquisition or Development. The type of model determines different ways the models are planned and executed, but all have the common goal of demonstrating some impact on one of the 4 P’s of marketing — product, price, place and promotion.

Paulo Costa, Director of Advanced Analytics,  
**Cisco Systems, Inc.**

INTEGRATED MARKETING & BRAND STRATEGIES



**Leveraging Engaging Content to Drive  
Business Results: Building LEGO Brand  
Affinity**

11A

How are you using content to create engagement with your shoppers and build brand loyalty? Using real examples from LEGO-owned channels, Lisa Chiarella, Director of Marketing for LEGO Direct to Consumer, will share some tactics for driving tangible business results through creative content marketing.

Lisa Chiarella, Director, Marketing, Direct to Consumer,  
**LEGO**

B2B SYMPOSIUM



SESSION BEGINS AT 9:00 A.M.

**Tackling the Thorniest Problems in  
B2B Database Marketing**

6E

For this workshop, we invite B2B marketers to bring their issues and their experiences, and we will work together to find solutions for your challenges. In a hands-on working session, we will surface the issues that plague you most, and bring together a team of marketing minds to come up with creative and effective action-oriented fixes for your particular problem.

Ruth P. Stevens, President, **eMarketing Strategy**  
Bernice Grossman, President, **DMRS Group**

DATA, ANALYTICS & ACTIONABLE INSIGHTS



**DMA Analytics Challenge 2014:  
Utilization of Innovative Data Sources**

1B

There are a variety of data sources, types, and uses that may be considered non-typical for marketing analytics departments. The DMA Analytics Council challenges the industry this year to embrace and adapt some of these “typical” and “atypical” data sources with their corresponding strategies to help build a sector-specific blueprint for innovative data utilization. This session will kick off the yearlong Challenge by exploring what is working, why, and how new data sources/insights are enabling intense customer engagement.

John Young, Director, Analytics, **Epsilon**  
Brian Venuti, VP, CRM, **E\*Trade**  
Jim Liszewski, VP/GM, Shutterfly Business Solutions,  
**Shutterfly**

MARKETING TECHNOLOGY



**7 Email Marketing Programs to Automate  
to Increase Engagement and Revenue**

5B

Many marketers are struggling to provide the personal touch today’s buyers want. The solution lies in automation. But simply automating processes won’t cut it — you have to use automation to understand buyer intent, engage in your prospects’ interests and allow them to self-move through their journey. This session highlights the latest best practices, trends and client case study examples for 7 emails you can automate to help invigorate your marketing programs and drive more revenue.

Loren McDonald, VP, Industry Relations, **Silverpop**,  
an **IBM Company**



# WEDNESDAY & THURSDAY CERTIFICATE PROGRAMS

WEDNESDAY, OCTOBER 29 | THURSDAY, OCTOBER 30

Try one of the DMA2014 Certificate programs and take a DMA certificate back to your desk. Choose one of the Miniworkshops on Wednesday morning, or extend your stay until Thursday afternoon to take one of the intensive Post-Conference Certifications.

## MINIWORKSHOPS

9:00 A.M. – 10:45 A.M.

Crammed full of top tips and best practices, these two Miniworkshops take two hours on Wednesday morning, and offer you a certificate of completion in return.

### Creating Value with Data Metrics and Testing

7B

It is the combination of people and tools that create value of any kind. In the world of data metrics and testing, the data and processes themselves are meaningless without a person to make it all happen and interpret the results. Sure, computers and databases are necessary in order to churn out value, but people have to create data and rules first as well as provide strategic understanding afterward. In this dynamic sessions, we will focus on how people create value with data in today's marketing world.

Geoff Wolf, EVP Marketing, **J.Schmid & Associates**

Jude Hoffner, Senior Director, Marketing Strategy & Analytics, **J.Schmid & Associates**



### Tackling the Thorniest Problems in B2B Database Marketing

6E

The database is a B2B marketer's essential tool for effective customer segmentation, lead generation, marketing analytics and relationship marketing programs. But B2B marketers struggle with multiple challenges, from data hygiene, to sourcing important elements about customers and prospects, to organizing company and contact-level data for maximum value. For this workshop, we invite B2B marketers to bring their issues and their experiences, and we will work together to find solutions for your challenges.

Ruth P. Stevens, President, eMarketing Strategy  
Bernice Grossman, President, **DMRS Group**

### Overcoming the 3 Most Common Mistakes Marketers Make in Their Calls-to-Action

8

What are you asking your customers in your final call-to-action? Does it give them enough of a reason to respond? Are you asking too soon – or too late? Most CTAs cause sales funnels to leak revenue. They fail. In this interactive Miniworkshop, we will help you identify quick, easy changes with transferable principles you can apply to CTAs on your webpages and beyond, supported by more than a decade of testing.

Austin McCraw, Senior Director, Content Production,  
**MarketingSherpa**

Jon Powell, Senior Manager, Research & Strategy,  
**MarketingSherpa**

## POST- CONFERENCE CERTIFICATIONS

Earn yourself a DMA-recognized Certification in your choice of six core marketing functions – get full details of the topics on offer on the following page. To receive your certificate in the mail after DMA2014, just follow this simple three-step process:

### HOW IT WORKS

- **Step 1: Post-Conference Certification in San Diego**  
Attend all three parts of the two-day workshop at DMA2014
- **Step 2: Post-Conference Webinar (optional)**  
Review the workshop, go over topics that will be on the exam, and ask your instructor questions.
- **Step 3: Online Exam**  
Complete and pass the online exam in your own time to receive your certification.

Select one of the following workshops:

### Content

DIAMOND 1, THE WESTIN, SAN DIEGO

### Creative

TOPAZ, THE WESTIN, SAN DIEGO

### Database

CRYSTAL 2, THE WESTIN, SAN DIEGO

### Email

OPAL, THE WESTIN, SAN DIEGO

### Search Engine Marketing

DIAMOND 2, THE WESTIN, SAN DIEGO

### Social Media Strategic Excellence

CRYSTAL 1, THE WESTIN, SAN DIEGO

# POST-CONFERENCE INTENSIVES

WEDNESDAY, OCTOBER 29 – THURSDAY, OCTOBER 30

## PART 1

WEDNESDAY,  
OCTOBER 29

1:00 P.M. – 5:00 P.M.

## PART 2

THURSDAY,  
OCTOBER 30


8:00 A.M. – 11:30 A.M.

## PART 3

THURSDAY,  
OCTOBER 30

12:30 P.M. – 1:45 P.M.

## CONTENT

POWERED BY  The Content Council

### DIAMOND 1

The last decade has disrupted conventional strategies — primarily print vehicles — with digital and mobile solutions. But a healthy debate continues around which media strategy resonates best with which target audiences. Strategy shifts and quick decisions are slowing, and an emphasis on ROI, is allowing marketers to exhale and evaluate. This workshop will demonstrate the features and benefits of single and integrated solutions that work.

#### Part 1: Print's Power in a Digital World — The Challenges of a Digital-Only Strategy

#### Part 2: Sharing and Winning with Digital Media: Web, Video, Social, and Mobile Technology

#### Part 3: Content Marketing & Corporate Social Responsibility: Six Success Stories in Sixty Minutes

Paula Rosenberg Frey, SVP, Marketing & Client Services, GLC

Rene Ryan, Senior Director, Content Strategy, GLC's Content Studio

Janet Liao Korrias, Managing Editor & Digital Marketing Manager, GLC

## CREATIVE

### TOPAZ

This certificate program features three of the winningest creatives working today, all dedicated to showing you how they come up with great ideas that generate breakthroughs for their clients, through profitable, responsive work. The course features lively discussion, reams of examples, test results, and inspired ideas that can be put to action immediately to make your efforts more profitable.

#### Part 1: How to Evaluate Creative

#### Part 2: How to Get Great Print Work: Evaluating and Creating Mail, Space Ads, and More

#### Part 3: How to Get Great Digital Work: Evaluating Web, Email, and More

Carol Worthington-Levy, Principal, Worthington-Levy Creative

Nancy Harhut, Chief Creative Officer, Wilde Agency

Alan Rosenspan, President, Alan Rosenspan & Associates



## DATABASE

### CRYSTAL 2

This nine-hour seminar is designed for the database marketer who is looking to enhance or overhaul database business operations at their company. Over the course of two days, attendees will be exposed to current and future systems, trends, recommendations, and pitfalls that lie ahead in today's and tomorrow's database marketing landscape.

#### Part 1: Marketing ROI: How to Ensure Political, Technical, and Business Success for a Database Project

#### Part 2: Re-evaluating Your Marketing Database System: A How To

#### Part 3: A Primer on Database Systems—Deciphering Differences and Determining Directions

#### Part 4: Deadly Sins and the Ten Commandments: How to Achieve Best-Practices Database Content and Key Metrics Reporting

#### Part 5: Leveraging Your Database: Reporting, Templates & Strategic Applications

#### Part 6: Modeling and Analytics

#### Part 7: Navigating the Data Maze

#### Part 8: Integrating Digital Media Data with Your Marketing Database

#### Part 9: Program Wrap Up and Review

Pegg Nadler, President, Pegg Nadler Associates

Bernice Grossman, Founder, DMRS Group

Daniel Hall, SVP, Product & Integration Technology, Infogroup

Jim Wheaton, Principal & Co-Founder, Wheaton Group

Al Bessin, EVP, CohereOne

Peter Zajonc, Senior Director, Analytical & Modeling Services, Epsilon Targeting

Joanne Branscum, Director Management Information, Acxiom Global Services

Doug Christianson, Senior Principal, Acxiom Global Services

Randy Hlavac, Lecturer Professor, Northwestern University, Medill IMC (Integrated Marketing Communications)



# TOGETHER SMARTER

## WHERE ARE TOP BRANDS INVESTING TO DRIVE HIGHER RETURN?

In their greatest resources – their people.

Join us for a lively session that brings top brands together with their DMA instructors.

On Tuesday, October 28, at 4:00 P.M. IBM and RCI (a Wyndham company) will share their stories in the DMA Village Town Square.

What you will learn from IBM and RCI:

- Why it is more important now, than ever before, to **invest in your own team**
- The key steps they took along their **professional development** journey
- The **success** that they have experienced – and the **reasons** why

**IBM** **RCI**

*Driving Higher Return through Professional Development*

**WHEN**

Tuesday, October 28

**TIME**

4:00 P.M.

**WHERE**

DMA Village Town Square

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This certification program will bring together some of the brightest minds in email marketing to guide you through the dos and don'ts, the latest on new developments, and the best practices that can impact your bottom line now. From acquisition and getting your message seen to strategies and ESPs, this two-day workshop walks you through everything you ever wanted to know about email but were afraid to ask.

**Part 1: Email Acquisition: The Good, the Bad and the Illegal**

**Part 2: Get Your Message Seen! Tips and Trends to Help Brands Make it to the Inbox**

**Part 3: 10 Latest Trends in Email Marketing**

**Part 4: Content Marketing for Email: 5 Approaches for Every Program**

**Part 5: Agile Email Marketing Strategies and Best Practices**

**Part 6: Email Marketing's Surprising Future**

**Part 7: Marketing to the Power of ONE: How Smart Companies use Email Marketing to Energize Consumers, Fuel Sales and Create Brand Advocates!**

**Part 8: What's the Best ESP?**

Ryan Phelan, VP, Strategic Services, **Acxiom Digital Impact**

Dennis Dayman, Chief Privacy & Security Officer, **Return Path**

Craig Swerdloff, SVP, **LeadSpent**, a part of **Experian**

Skip Fidura, Global Client Services Director, **dotMailer**

George DiGuido, Head of Email Marketing, **About.com**

Karen Talavera, Principal, **Synchronicity Marketing**

Jordan Cohen, CMO, **Fluent**

Dave Hendricks, President, **LiveIntent**

Derek Harding, CEO, **Innovyx**

Joel Book, Principal, Marketing Insights, **ExactTarget**, a **salesforce.com** company

John Caldwell, Principal, **RedPillEmail**

## SEARCH ENGINE MARKETING

DIAMOND 2

This workshop will make sure your search strategies are finely tuned and ready to go, as we discuss Search Engine Marketing and the Race Track of Change. With the rules for search changing at an unrelenting pace, this two-day pit stop will make sure you are well equipped for your return to your desk by taking you through the basics, then moving quickly onto more advanced topics that will get your nose in front of your competition.

**Part 1: Building the Vehicle for the Race**

**Part 2: Looking for Your Race Car's Sponsors**

**Part 3: Understanding Changes on the Search Race Track**

John Thyfault, VP, Search Engine & Social Media Marketing, **Beasley Direct Marketing, Inc.**

Laurie Beasley, Co-Founder & President, **Beasley Direct Marketing, Inc.**

## SOCIAL MEDIA STRATEGIC EXCELLENCE

CRYSTAL 1

Strategy is at the heart of great Social Media Marketing. And to get your arms around a good strategy, you need to understand the 3 main drivers of Social Media: Content Marketing Planning, ROI Metrics and Attribution Analytics, and the Platforms of Facebook, Twitter, Youtube and LinkedIn.

**Part 1: How to Use the Data to Evaluate Where the Success is Happening on Social Media – Social Media Analytics & Attribution**

**Part 2: How to Drive Massive Reach, Awareness, and Amplification of Your Message**

**Part 3: How to Provide a Strong Strategic Framework for Social Media Roadmapping Using Content Marketing Planning**

Aaron Kahlow, CEO & Founder, **Online Marketing Institute**





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MONDAY, OCT. 27	11:00-11:45 A.M.	What's Working Now: Critical Email and Emerging Media Trends	Winning 50+ Marketing: The Do's and The Definitely Don'ts	Data Dominoes: How Targeting by Purchase Influence Drives Sales	The 95%: How Understanding Culture Can Affect Your Marketing Strategy	Creative Masterclass: How Tough It Is – Credibility and Salesmanship	Email in 2015: How Mobile & Google Have Changed the Game	8 Steps to A Better Customer Communication Strategy that Engages Customers, Builds Trust and Creates Brand Advocates	Integrate Your Customer Experience: Integrated Certificate
	2:45-3:30 P.M.	The Devil's in the Detail: Looking for an Advantage in Your Creative	13 Surprising New Ways to Make Your Acquisition Creative Deliver More	Optimizing Your PPC: How Much Should You Spend?	After Omnichannel: Preparing for Digital Context	Connecting the Physical and Digital Life of the Consumer	Personalized Video: The Newest New Media for High Response	Print is Alive: How Print Marketing Will Continue to Thrive in 2015 and Beyond	Loyalty Value Proposition Shakeout: How FedEx Wins Hearts & Minds
TUESDAY, OCT. 28	11:00-11:45 A.M.	The Next Generation Direct Marketing Creativity	A Proven 5-Step Strategic Planning Approach for Acquisition and CRM Success	Affiliate Marketing Grows Up: Reebok and Other Top Brands Re-Ignite Their Affiliate Channels	Industry Update: Retail Marketing in 2015	Creative Slamdown: How Great Creatives Successfully Sell Mundane, Inane or Boring Products!	Responsive, Adaptive, Mobile or Native? The Wonderful World of Web Design	Omnichannel Audience Engagement: Lead Generation for the Audi A3 Sportback Launch	Dynamic CRM: The Huggies Consumer Experience
	3:15-4:00 P.M.	Triggering the Unconscious Mind for Unthinkable ROI	How Top Brands Use Social for Lead Generation	A New Era of Performance in Youth Marketing: Programmatic meets Targeting	Industry Update: Financial Marketing in 2015	The Economics of Data: What's in it for the Customer?	Ultimate Email Marketing: Big Brands Square Off	The Changing Role of Catalogs	Avoid "The Break-Up": Data-Driven Approach to Increase Engagement & Decrease Churn
WEDNESDAY, OCT. 29	10:00-10:45 A.M.	How P&G's CRM Approach Remains Ahead of the Game by Leveraging Big Data	Overcoming the 3 Most Common Mistakes Marketers Make in Their Calls-to-Action*	Create A Google Toolbox To Market, Acquire & Win!	Creating Value with Data Metrics and Testing*	Marketing with Fulfillment: Closing the Loop	Fearless Accountability: Turning the Fear of Results into Positive Reinforcement and Empowerment	Loyalty Leaders Tell All: Using Data to Improve the Customer Experience	The Revolution Will Be Marketed: T-Mobile and the Un-Carrier Movement





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Marketing Attribution & Predicting Outcomes at USAA	Moneyball: Three Ways to Use Analytics & Insight to Drive Marketing Strategy	Leverage Data & Analytics to Drive Multichannel Acquisition Programs		Brand Experiences Fuel Customer Engagement: Live Nation	Get Optimized: Using Digital Media to Attract and Retain Your Best Customers	Steal their Playbook: What Consumer Marketers can Learn from B2B		Mobile Social Campaign Management Showdown		Delivering Immediate Results In A Long Sales Cycle
Integrate Your Attribution: Integrated Certificate		Marketing Analytics, Business Communication & the Art of Interpretability		Integrating Social Marketing for Maximum Brand Engagement		What Makes an Innovation Awards Winner?	The Trend of Local	Marketing Automation + Apps = Increased Retention, Engagement and Customer Lifetime Value	The 9 Immutable Laws of Social Media	Winning with Big Data: Drive Marketing ROI across All Channels & Campaigns
Integrate Your Data: Integrated Certificate	Attribution: Who Gets Credit for Online Purchases?	Direct Mail Crash Course	Using Data to Deliver an Optimized Customer Experience	Beyond Gamification: A Holistic Solution to 1:1 Incentive Marketing		Engaging Customers From Day 1: A Case Study with Bank of America		Revolutionize with Mobile and Social: 10 Strategies and 20 Case Studies		How Cisco Uses Behavioral Data to Predict Sales
Extracting ROI From Your Customer Portfolio: A Portfolio Management Approach to CRM	Data Integration: The Fuel for High Performance Digital Marketing	5 Ways to Prove the Value of Your In-House Creative Team	Integrate Your Channels: Integrated Certificate		Engaging at the Speed of Life: Moments Matter	The Operations Side of Social Media Marketing	Mastering Data-Driven Marketing Using Social, Mobile, Big Data and Attribution Modeling	Revitalizing Your Brand with Content Marketing	Out with the Sales Funnel, in with the Cocktail Shaker	
The RAD Framework of Applied Marketing Analytics at Cisco	DMA Analytics Challenge 2014: Utilization of Innovative Data Sources	16 Things You Wish You'd Known When You Started Selling Online	Integrate Roundtable: Integrated Certificate	Leveraging Engaging Content to Drive Business Results: Building LEGO Brand Affinity	7 Email Marketing Programs to Automate to Increase Engagement and Revenue		How to Reach the Right Audience with Relevant Advertising Across Devices		Tackling the Thorniest Problems in B2B Database Marketing*	

\* SESSION BEGINS AT 9:00 A.M.

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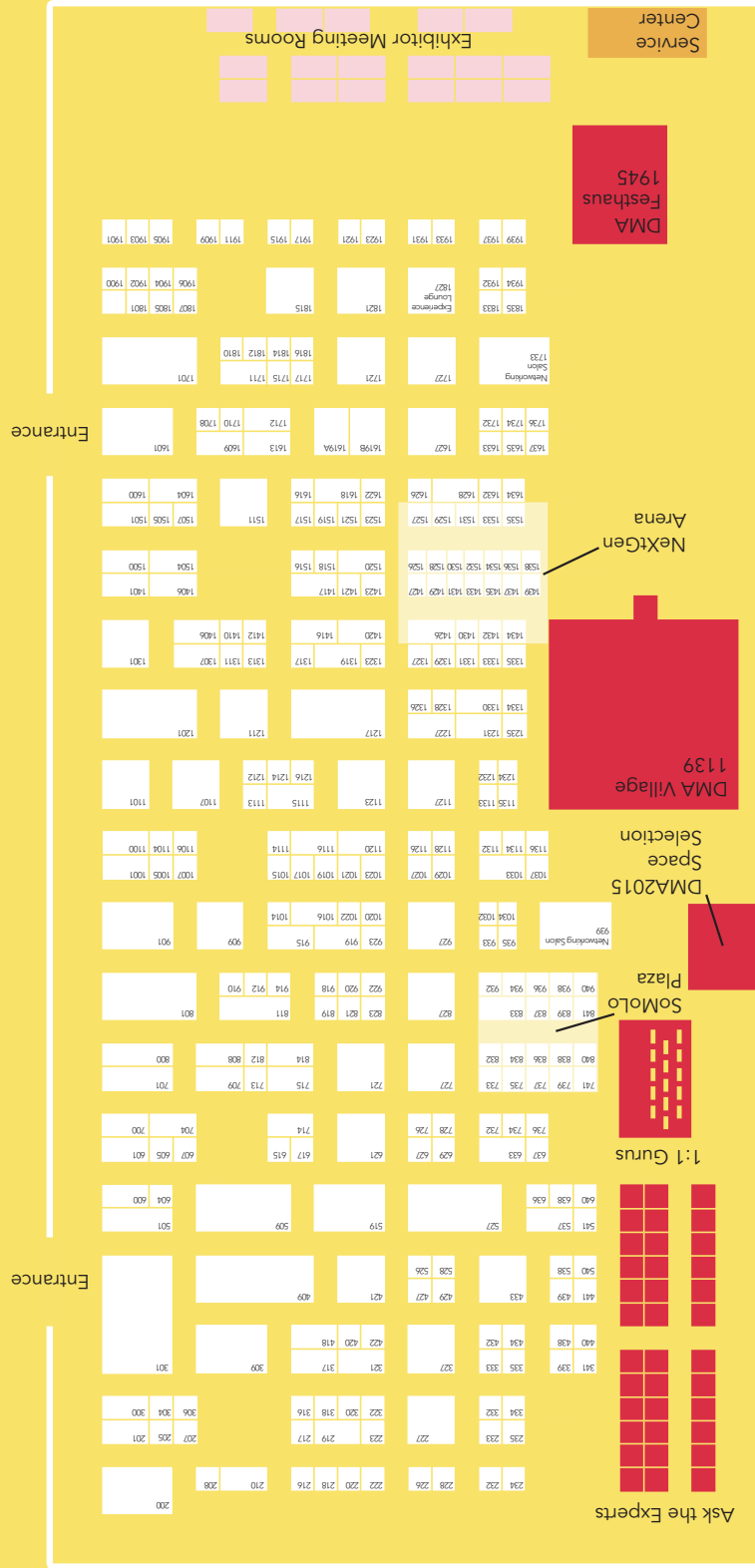
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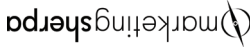
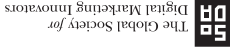
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Acxiom Corporation	909
AtTask, Inc.	429
Bizo	205
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Clipper Magazine	607
Cognizant Technology Solutions	933
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AccuData Integrated Marketing, Inc.	811
B&W Press	427
Complete Medical Lists	728
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The Office Gurus	922
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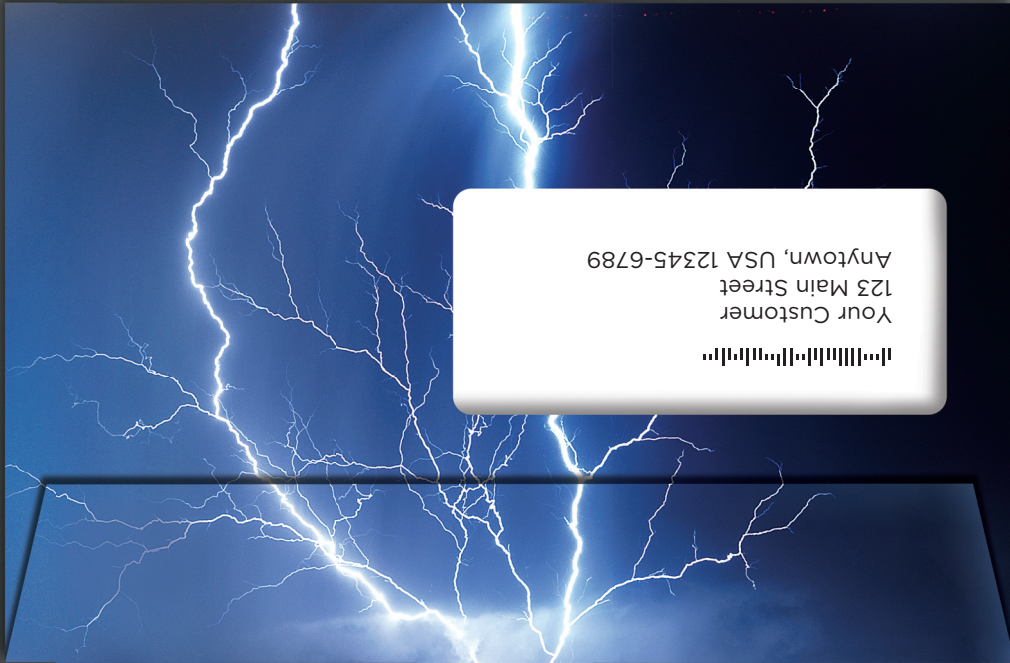


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Healthcare Data Solutions	1326
IgnitionOne	715
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919	Entertainment® Corporate Marketing Solutions
1007	Environics Analytics
714	Ethnic Technologies
1520	The Fidelis Group Inc.
801	Freedom Graphic Systems Inc.
814	GBBS an Intelligent Direct Inc. Company
627	Global-Z International
304	GrayHair Software Inc.
633	Impact Innovations Inc.
1231	inMotionNow
709	InfoCision Management Corporation
737	inRiver Inc.
1211	IWCO Direct
1227	Japs-Olson Company
223	Jiangsu Premiumax Artware Limited
601	Johnson & Quin Inc.
721	Key Marketing Advantage
1710	Latin-Pak
1126	LGF GEM LTD.
1432	Lob.com
1427	loer GmbH
1401	MacKay/Mitchell Envelope Company
1212	Magnets 4 media
1801	Mail America
1311	MailBlazer
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1329	Stephen Kimball DM Copywriting
306	Strategic Data Intelligence LLC
914	Strategic Marketing & Mailing
1619A	Summit Direct Mail
1701	Take 5 Solutions LLC
1201	Taylor
1501	Tension Corporation
537	Trend Offset Printing
526	U.S. Monitor
1416	United Business Mail
1609	United Envelope
1217	United States Postal Service
1022	Univerture Inc.
1519	US Data Corporation
821	US Farm Data
309	V12 Group
1023	Verso Paper Corp.
1900	Ward/Kraft Inc.
1711	Willand Direct
726	Willen New York
1307	Worcester Envelope Company
1334	Xpressdocs Holdings, Inc.
1429	ZUZA Marketing Asset Management

AS OF 9.11.14

# EXHIBITOR BY CATEGORY

## DR BROADCAST & VIDEO ADVERTISING

1100	Alliant
1021	DemoFlick
1601	Lake Group Media, Inc.
918	The Radio Agency
1439	ACI Gift Cards, Inc.
1604	Anchor Computer
1504	Asendia USA
1816	Criticalistics Inc.
607	Clipper Magazine
933	Cognizant Technology Solutions
1234	COMPITSS, Inc./ProspectClick.com
1335	Complete Merchant Solutions
219	Continuum Global
629	CounselorLibrary/Hudson Cook, LLP
1232	Creata Direct Pty Ltd.
1330	DAQRI
1821	Direct Marketing News
1437	dotmailer
834	Domo
1128	DS Graphics Inc.
1516	EmailDirect Inc.
1620	e-Miles Digital Media
1133	Esprite
1520	The Fidelis Group Inc.
627	Global-Z International
737	inRiver Inc.
1710	Latin-Pak
1214	Melissa Data
1721	MeritDirect
922	The Office Gurus
915	PacNet Services Ltd.
528	Private Label Nutraceuticals
1528	SALESmanago Marketing Automation
732	SAP
1201	Taylor
821	US Farm Data
713	Vantiv
735	Zeon Solutions Inc.



RR Donnelley	1301
SALESmanago Marketing Automation	1528
SAP	732
Selligent	409
Semcasting Inc.	808
SK&A Cegedim Company	1626
SMS Marketing Services Inc.	1627
SnailWorks	1319
SproutCloud	1017
Stirista LLC	704
Strategic Data Intelligence LLC	306
Strategic Marketing & Mailing	914
Summit Direct Mail	1619A
Targetbase	210
Taylor	1201
Teradata	421
Theorem	1014
US Data Corporation	1519
Vantiv	713
Willand Direct	1711
Willen New York	726
Yes Lifecycle Marketing	527

## DIRECT MAIL & PRINT SERVICES

Agile Education Technology	208
The Alesco Group of Companies	327
Alliant	1406
Amazonmail	923
American Name Services	1618
American Spirit Corporation	604
Anchor Computer	1604
Anderson Direct & Digital	1732
Applied Info Group	1616
Asendia USA	1504
ASL Marketing	927
AtTask, Inc.	429
Baasman Group, Inc.	320
BCC Software	1134
Bloomin' Promotions	1633
Boingnet	1029
Canadian Mail Network	920
Carney Direct Marketing	1405
CAS Inc.	833
CENVEO	600
Citilogsitics Inc.	1816
Clipper Magazine	607
CompetScan	1715
COMPITSS, Inc./ProspectClick.com	1234
Complete Medical Lists	728
Continental Envelope	910

DirectMail.com	1417
Domo	834
dotmailer	1437
DoveTail-The Marketing Database Company	1622
Dun & Bradstreet	827
Emma, Inc.	832
Environics Analytics	1007
Epsilon	1127
Esri	300
Experian Marketing Services	501
Freedom Graphic Systems Inc.	801
GBIS an Intelligent Direct Inc. Company	814
Global-Z International	627
GrayHair Software Inc.	304
Healthcare Data Solutions	1326
IgnitionOne	715
InfoVision Management Corporation	709
Infocore Inc.	1727
Infogroup Targeting Solutions	901
inMotionNow	1231
inRiver Inc.	737
IWCO Direct	1211
KBM Group	509
Key Marketing Advantage	721
Lake Group Media, Inc.	1601
List Services Corporation	1600
locr GmbH	1427
Lyris	1216
M2 Partners	1526
Marketing Card Technology	1421
Marketing Impact	1136
Mavenlink, Inc.	1807
Melissa Data	1214
MerritDirect	1721
Merkle	621
MessaggeGears	1433
MetaResponse Group	317
National Fen Company	1333
NetProspect	207
Nexus Direct LLC	1529
The Office Gurus	922
Optimizely	1531
Optimize	1708
Peachtree Data Inc.	1507
Penton SmartReach™	1518
PLI: Plasticard Locktech International	1634
Power Direct Marketing	1116
Prognosys Analytics Inc.	1431
Provenir	733
Quad/Graphics	519
ReachForce	1032
RedPoint Global	1123
Relevate	700

Provenir	733
RR Donnelley	1301
RVP Publications	1005
SALESmanago Marketing Automation	1528
SAP	732
Selligent	409
Specialty Print Communications	1033
Strategic Data Intelligence LLC	306
Targetbase	210
Taylor	1201
Teradata	421
V12 Group	309
Willen New York	726
Xpressdocs Holdings, Inc.	1334
Yes Lifecycle Marketing	527
1 to 1 Media	318
Action Corporation	909
Agile Education Technology	208
AgilOne	912
The Alesco Group of Companies	327
Alliant	1100
Alliant	1406
American Name Services	1618
American Spirit Corporation	604
Anchor Computer	1604
Anderson Direct & Digital	1732
Applied Info Group	1616
B&W Press	427
Baasman Group, Inc.	320
BCC Software	1134
BMI Elite	1505
Bridge Marketing	1120
Canadian Mail Network	920
CAS Inc.	833
Citilogsitics Inc.	1816
Client Tell by Analyze Corporation	736
COMPITSS, Inc./ProspectClick.com	1234
Complete Medical Lists	728
Continuum Global	219
Corelogic	1027
CounselorLibrary/Hudson Cook, LLP	629
Creata Direct Pty Ltd	1232
DAORI	1330
Darwill	200
Data Services, Inc.	1327
Database USA	1106
DataFinder	1535
DataLab USA	727
Direct Mail Solutions	615
Direct Marketing International	1016

## DATA MANAGEMENT

# EXHIBITOR BY CATEGORY

AS OF 9.11.14

## CRM & LOYALTY

1 to 1 Media	318
ACI Gift Cards, Inc.	1439
Alliant	1100
Alliant	1406
Amazingmail	923
Anchor Computer	1604
Baesman Group, Inc.	320
Bloomlr Promotions	1633
Boingnet	1029
Careington International Corp.	932
Cognizant Technology Solutions	933
Continental Envelope	910
Creata Direct Pty Ltd.	1232
Data Services, Inc.	1327
DirectMail.com	1417
Direct Marketing International	1016
dotmailer	1437
DoveTail-The Marketing Database Company	1622
Dun & Bradstreet	827
e-Miles Digital Media	1620
Entertainment® Corporate Marketing Solutions	919
Epsilon	1127
Esquire Technologies, Inc.	1133
Exchange Solutions Inc.	1434
Experian Marketing Services	501
Global-Z International	627
GrayHair Software Inc.	304
Impact Innovations Inc.	633
Infocision Management Corporation	709
Infocore Inc.	1727
Infogroup Targeting Solutions	901
inRiver Inc.	737
IWCO Direct	1211
KBM Group	509
Key Marketing Advantage	721
LGP GEM LTD.	1126
Lob.com	1432
locr GmbH	1427
M2 Partners	1526
MailBlazer	1311
Marketing Card Technology	1421
Marketing Impact	1136
MessageGears	1433
MetaResponse Group	317
National Pen Company	1333
The Office Gurus	922
Optimize	1708
PLI: Plastcard Locktech International	1634
Private Label Nutraceuticals	528
Prognosys Analytics Inc.	1431

## CONTENT

Latin-Pak	1710
List Services Corporation	1600
locr GmbH	1427
Lynup - The Social Agency	1426
Lyris	1216
M2 Partners	1526
Mail America	1801
MailBlazer	1311
Merkle	621
MetaResponse Group	317
Private Label Nutraceuticals	528
Prognosys Analytics Inc.	1431
Provenir	733
The Radio Agency	918
The Search Agency	217
Stephen Kimball DM Copywriting	1329
Strategic Marketing & Mailing	914
Willen New York	726
Yes Lifecycle Marketing	527
Zeon Solutions Inc.	735

1 to 1 Media	318
AdLift, Inc.	934
AdTask, Inc.	429
BMI Elite	1505
Chief Marketer	1613
DAQRI	1330
DemoFlick	1021
DoubleDutch	321
Entertainment® Corporate Marketing Solutions	919
Esri	300
inMotionNow	1231
LGP GEM LTD.	1126
locr GmbH	1427
Marketo	201
National Pen Company	1333
Netline	1037
Quad/Graphics	519
Reputation Maxx	1527
RR Donnelley	1301
Stephen Kimball DM Copywriting	1329
Target Marketing Group	416

## AFFILIATE MARKETING

Anchor Computer	1604
Augco	422
BMI Elite	1505
Canada Post	1815
Careington International Corp	932
Carmey Direct Marketing	1405
Continental Envelope	910
DataLab USA	727
Entertainment® Corporate Marketing Solutions	919
GrayHair Software Inc.	304
Infocore Inc.	1727
Jiangsu Premiumax Artware Limited	223
Marketo	201
The Office Gurus	922
Private Label Nutraceuticals	528
ShipShapes	1317
Stephen Kimball DM Copywriting	1329
Taylor	1201

## AGENCIES

AdLift, Inc.	934
The Alesco Group of Companies	327
Alliant	1100
Anderson Direct & Digital	1732
ArtTask, Inc.	429
Baesman Group, Inc.	320
BMI Elite	1505
Bridge Marketing	1120
Carmey Direct Marketing	1405
CAS Inc	833
Clipper Magazine	607
Cognizant Technology Solutions	933
Continental Envelope	910
DAQRI	1330
DataLab USA	727
DemoFlick	1021
DirectMail.com	1417
Emma, Inc.	832
Epsilon	1127
Infocore Inc.	1727
Infogroup Targeting Solutions	901
IWCO Direct	1211
KBM Group	509
Key Marketing Advantage	721
Lake Group Media, Inc.	1601

# EXHIBITOR DESCRIPTIONS

AS OF 9.11.14

## Wiland Direct

**BOOTH 1711**

Wiland is a leading marketing intelligence company, providing marketing solutions to thousands of the nation's top companies and organizations in a wide variety of markets and industries. Leveraging our vast transactional database, innovative analytical methodologies, and advanced technology, Wiland delivers responsive audiences and actionable intelligence that enable clients to increase sales and profit, both online and offline.

[www.wilanddirect.com](http://www.wilanddirect.com)

## Wilen New York

**BOOTH 726**

Wilen New York is a full-service direct marketing agency specializing in one-to-one communications across all media channels. We offer a broad range of services, including data strategies, planning, award winning creative and measurement tools. In addition, we are one of the top manufacturers of variable direct mail in the US. All these services come together to deliver innovative direct marketing solutions for the non-profit, retail, communication and financial industries.

[www.WilenNewYork.com](http://www.WilenNewYork.com)

## Worcester Envelope Company

**BOOTH 1307**

Worcester Envelope Company specializes in the production of high volume/high color envelope and continuous form for the Direct Mail Industry. Our proprietary Flex8 process provides our client with high end Lithographic print quality and competitive Flexographic pricing. Check out our printing at Booth 1042. If your printer is not printing Flex8, you are not seeing the whole picture.

[www.worcesterenvelope.com](http://www.worcesterenvelope.com)

## Xpressdocs Holdings, Inc.

**BOOTH 1334**

The Xpressdocs Marketing Platform delivers a robust marketing solution to manage print, DM, email, social media, promotional products and more across a distributed base of employees, agents, dealers or franchisees. Control your brand, improve quality, reduce overhead and expand your marketing services and support team. Learn how at [www.XDplatform.com](http://www.XDplatform.com)

## Yes Lifecycle Marketing

**BOOTH 527**

Yes Lifecycle Marketing is a solution provider that brings together multichannel marketing platforms and data, with creative and strategy services honed on the optimization of delivering relevant marketing messages. This gives marketers the ability to source best-of-breed technology and creative and strategy services from a single vendor at a cost-effective price point.

[www.yeslifecyclemarketing.com](http://www.yeslifecyclemarketing.com)

## Zeon Solutions Inc.

**BOOTH 735**

Zeon Solutions creates eBusiness experiences. Since 2003, we've partnered with some of the top technology platforms to deliver innovative eCommerce, content management, product information management, mobile and digital marketing solutions. Fueled by collaboration and strategy, our results maximize our clients' knowledge, performance and profitability to compete in today's digital arena.

[www.zeonsolutions.com](http://www.zeonsolutions.com)

## ZUZA Marketing Asset Management

**BOOTH 1429**

ZUZA supports marketers to be Champions with a web-based platform that automates collateral management, making it easy to create, produce and fulfill customized marketing materials while ensuring a consistent brand. ZUZAs all-in-one marketing solution includes full-service printing, comprehensive mailing support, inventory and fulfillment services.

[zuzamam.com](http://zuzamam.com)



# Contextual Marketing 2014: The Power of Location Intelligence Data



**Monday, October 27**  
**11:45 AM to 12:30 PM**

Join Bill Borrelle, SVP Brand Strategy and Integrated Marketing Communications from Pitney Bowes as he discusses new technology enabling hyper-targeted messages and offers through the power of location intelligence data.

Attend the session for a chance to win a GO PRO Camera.

Track: Fast Forward | Location: 6B

**Follow Bill** @BillBorrelle | #dma14



**Theorem****BOOTH 1014**

A global leader since 2002 in creative design and production services, online media operations and

reporting/analytics with over 1,200 employees, Theorem helps Publishers, Networks, Technology Providers, Agencies and Brands scale their digital

operations cost effectively. Using a combination of scale, expertise and operational maturity, Theorem

works with some of the most sophisticated digital marketers in the world. Learn more at [www.theoreminc.net](http://www.theoreminc.net) and [www.theoremcreations.com](http://www.theoremcreations.com).

[www.theoreminc.net](http://www.theoreminc.net)**Total Apps****BOOTH 1104**[www.total-apps.com](http://www.total-apps.com)**Trend Offset Printing****BOOTH 537**

Trend is the largest privately-held commercial printer in the U.S. with facilities in the West,

Southwest and Southeast. From our national facilities we perform web-offset printing,

in-line finishing, mailing services and cross-media solutions for direct mail, catalogs, retail

advertisements and publication clients. [www.trendoffset.com](http://www.trendoffset.com)

**U.S. Monitor****BOOTH 526**

Since 1973, US Monitor has provided real-time solutions for mail delivery problems. We've

developed a highly experienced network of professional agents who combine with the

Intelligent Mail Barcode to give you the power of Mailstream Intelligence. In addition to

investigating delivery inconsistencies, we develop a game plan for your future mailings. [www.usmonitor.com](http://www.usmonitor.com)

**United Business Mail****BOOTH 1416**

United Business Mail provides First Class & Standard Commingling services in various cities

across the United States. Commingling mail rather than submitting each mailing individually

allows you to reduce your labor hours in preparing mailings and save your customer's postage dollars.

United Business Mail is the perfect compliment to your business. For more information visit our

website at [www.unitedbusinessmail.com](http://www.unitedbusinessmail.com).

**BOOTH 1609****United Envelope**[www.unitedbusinessmail.com](http://www.unitedbusinessmail.com)

United Envelope has served the direct mail industry for over 80 years. We are a unique

company that has tremendous firepower (over 6 billion envelopes produced annually) yet offers a

very personal level of customer service. Big runs or small, black ink or 10 colors, we can handle

it all. Please stop by Booth 1609 and learn what differentiates us from our competitors.

[www.unitedenvelope.com](http://www.unitedenvelope.com)**United States Postal Service****BOOTH 1217**

A self-supporting government enterprise, the U.S. Postal Service is the only delivery service that

reaches every address in the nation, 151 million residences, businesses and P O 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.

[www.usps.gov](http://www.usps.gov)**Univenture Inc.****BOOTH 1022**

Univenture is a Univenture brand that offers industry customers a wide range of clear envelopes,

custom polypolypropylene mailing options, and direct-response marketing, traditional mailers

and envelopes act only as a vehicle to carry the message. They hide the contents and don't stand

out, becoming lost in a sea of junk mail and never getting opened. With EnvyPak, the envelope

becomes a part of the marketing piece itself, interacting with the contents through transparency

and full-color printing. The result is an attention-grabbing polypolypropylene mailer that is tailor-made

to the customer's brand or campaign message, resulting in increased response and ROI. [univenture.com](http://univenture.com)

**US Data Corporation****BOOTH 1519**

US Data Corporation is one of America's leading providers of mailing lists, email marketing

campaigns, and direct marketing services. We maintain databases of information on consumers

and businesses nationwide that set industry standards for currency, reliability and accuracy. Our

commitment to quality and our vast amount of industry knowledge and experience make us the

first call for informed marketers and brokers. [www.usdatavest.com](http://www.usdatavest.com)

**US Farm Data****BOOTH 821**

US Farm Data has the most comprehensive and in-depth database of Farmers in Ranchers in the

U.S. Complete with over 2.1 million Producers, our information includes Producer's Name, Address, Crop Type, Number of Acres, Livestock, Number

of Farms Owned and much more. The database is ideal for direct mail, telemarketing and email

marketing, market research and much more. If you're looking to connect with farmers and

ranchers, then call US Farm Data at 800-960-6267 or stop by Booth #821 at the show to speak with a representative. [www.usfarmdata.com](http://www.usfarmdata.com)

**V12 Group****BOOTH 309**

V12 Group, a leading marketing technology firm, is a provider of data and cross-channel

digital marketing that empowers organizations of all sizes to communicate with prospects and customers through email, mobile, social media,

and digital display ads. V12 Group's marketing automation platform, Launchpad, hosts a suite of

integrated applications that enable marketers to plan, automate, deliver and optimize data driven

marketing and real-time communications to drive new and existing customer engagement, increase

sales and improve return on marketing investment. [www.v12groupinc.com](http://www.v12groupinc.com)

**Vantiv****BOOTH 713**

Little & Co., A Vantiv Company, powers payment processing for companies that sell direct to

consumers through internet retail, online services, direct response marketing, and multichannel

retail. As the leading authority in card-not-present (CNP) commerce, we offer intelligent processing

solutions that help contain costs, generate revenue, and manage risk. Learn more at [www.vantiv.com](http://www.vantiv.com).

[www.vantiv.com](http://www.vantiv.com)**Verso Paper Corp.****BOOTH 1023**

Verso Paper Corp. is a leading North American producer of coated papers, including coated

groundwood and coated freesheet, and specialty products. Verso's paper products are used

primarily in media and marketing applications, including magazines, catalogs and commercial

printing applications such as high-end advertising brochures, annual reports and direct mail

advertising. [versopaper.com](http://versopaper.com)

**Ward/Kraft Inc.****BOOTH 1900**

Ward/Kraft, Inc. is a national leader in the design and production of labels, forms, form/

label combinations, pressure seal, integrated design and production of labels, forms, form/

products, pattern adhesive and pattern silicone Laserband hospital wristbands, Buyers Guides,

DuplexPackSlip, laser/inkjet printable cards, plastic cards (PVC and Composite), mailers,

TableTalkers, asset tags, and virtually any combination thereof. [www.wardkraft.com](http://www.wardkraft.com)

TELL US WHAT YOU THINK OF OUR SESSIONS: [bit.ly/dma14feedback](http://bit.ly/dma14feedback)

# EXHIBITOR DESCRIPTIONS

AS OF 9.11.14

## SnowCap Data LLC

BOOTH 823

[www.snowcap-data.com](http://www.snowcap-data.com)

## Southwest Publishing & Mailing Corp.

BOOTH 1717

Full Service Printer and Lettershop. We also manufacture envelopes. Personalization, folding, inserting, postal logistics. Conveniently located in the Midwest.

[www.swpks.com](http://www.swpks.com)

## Specialty Print Communications

BOOTH 1033

SPC is an expert in data-driven print communications. From acquisition to Loyalty

communications, SPC is a single-source provider of some of the most innovative solutions in the industry. Visit us to see how we can help unleash the power of your data.

[www.specialtyprintcomm.com](http://www.specialtyprintcomm.com)

## SproutLoud

BOOTH 1017

Headquartered in Sunrise, FL, SproutLoud helps the world's leading brands manage and execute marketing programs through the local businesses that sell their products and services. Their web-based distributed marketing platform provides marketers to access the materials they need in the media of their choice, customize them, and reach their target audience with brand-controlled messaging.

[www.sproutloud.com](http://www.sproutloud.com)

## Stephen Kimball DM Copywriting

BOOTH 1329

Hard-Selling Direct Response Copy for Mail, Web or Space Ad... For Direct Marketers Whose Profits Hinge on it! I have ONLY written DM copy for over 19 years. Astounding track record for hundreds of clients worldwide. I'm ready to make money for you too. Health... Biz Opp... Sweeps ... Financial ... Non-Profit... Consumer Goods & Services... B to B.

[www.skcopywriting.com](http://www.skcopywriting.com)

## Strista LLC

BOOTH 704

Strista is an original compiler of business and consumer e-mail data enhanced with a stated goal of mapping every business and consumer with an e-mail address. Their technology combines publicly accessible social media data with traditional direct marketing resources to provide one of the most comprehensive data platforms in the world.

[www.strista.com](http://www.strista.com)

## Strategic Marketing & Mailing

BOOTH 914

We love sinking our teeth into projects to develop dynamic, affordable solutions. With our can-do attitude and passion for direct marketing, it's no surprise clients trust us with every detail. From initial production through final mailing, we handle every aspect of your direct mail program—no matter how tough the challenge.

[www.StrategicMail.com](http://www.StrategicMail.com)

## Summit Direct Mail

BOOTH 1619A

Summit Direct Mail produces high volume mail campaigns for clients located throughout the US. Our services range from web to high volume digital printing and mailing services. We help our clients utilize Personalized URL technology to drive mail responders online and improve ROI.

[www.summitdm.com](http://www.summitdm.com)

## Take 5 Solutions LLC

BOOTH 1701

Take 5 Solutions is the leading national compiler of consumer contact information. Backed by a matching offline database of 260MM+ consumer postal records, 200MM+ permission-based emails, 216MM+ telephone numbers including cell phone numbers and landlines. Take 5 offers innovative solutions for its clients' customer retention and acquisition needs in today's highly competitive market.

[www.take5s.com](http://www.take5s.com)

## Target Marketing Group

BOOTH 416

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.

[www.targetmarketingmag.com](http://www.targetmarketingmag.com)

## Targetbase

BOOTH 210

Targetbase is a full-service integrated consumer engagement agency that helps our clients realize the maximum value of their consumers. Targetbase has proven expertise in database management, analytics business intelligence, insight-driven communications, and complete campaign design and deployment. Visit our Booth 210 to see the next generation of integrated marketing platforms.

[www.targetbase.com](http://www.targetbase.com)

## Taylor

BOOTH 1201

Taylor is one of the largest privately held companies in the United States providing technologies and services to businesses in most sectors. We have over 9,000 employees in 5 countries and 22 U.S. states. Taylor is behind the interactive, printing and marketing solutions that help build the world's most popular brands. Our products are already embraced by 275 of the Fortune 500 companies across a range of industries, in addition to many of the country's leading retailers. The common focus of Taylor and its companies is to help our B2B and B2C clients acquire new businesses, retain existing business and grow relationships with their customers through personalized communication including direct mail. This can take many forms from corporate communication materials to ad specialty items to in-store marketing programs and much more.

[www.taylorcorp.com](http://www.taylorcorp.com)

## Tension Corporation

BOOTH 1501

Tension is a leading manufacturer of custom envelopes, selling directly to marketers and mailers nationwide. Tension products range from direct mail specialists to transactional envelopes and business communication products. Founded in 1886 and privately-owned and operated, Tension produces billions of envelopes a year from production facilities across the country.

[www.tension.com](http://www.tension.com)

## Teradata

BOOTH 421

Teradata is a global leader in analytic data platforms, marketing and analytic applications, and consulting services. Teradata helps organizations collect, integrate, and analyze all of their data so they can know more about their customers and business and do more of what's really important. Visit [teradata.com](http://teradata.com) for details.

[www.teradata.com](http://www.teradata.com)

## Shipshapes

BOOTH 1317

NO ENVELOPES REQUIRED! Shipshapes provides innovative direct mail with X-treme impact capable of capturing the attention of your target market and resulting in a dramatic lift in response rates. Shipshapes' mailers can be any shape. Shipshapes also offers ClearCard/GreenVue substrates that offer unique transparent areas and peel-out redemption card features. Call for FREE samples!

[www.shipshapes.net](http://www.shipshapes.net)

## Sitecore

BOOTH 1420

[www.sitecore.net](http://www.sitecore.net)

## SK&A Cegedim Company

BOOTH 1626

When you're looking for solutions to sales and marketing challenges, turn to SK&A. For 30 years, we've provided necessary information resources for success. Our capabilities will help target the right decision makers, identify new product or market opportunities, lower costs and, best of all, improve your sales. As part of Cegedim's Onkey solution, SK&A researches contact and profiling data for over 2 million physicians and other healthcare professionals, including 800,000+ prescribers. SK&A's comprehensive database is continuously telephone-verified and BPA audited. Success depends on the accuracy of your lists. SK&A is your #1 source for healthcare leads, data, and marketing success.

[www.skainfo.com](http://www.skainfo.com)

## SMS Marketing Services Inc.

BOOTH 1627

SMS Marketing Services, Inc. is a data-driven, multi-channel marketing company providing world class services across all verticals in the marketing industry. SMS drives a wide range of services including Big Data, Email, Mobile, Display, LeadGen, B2B. SMS also boasts the largest SMS's traditional list management, brokerage, list fulfillment divisions manage more than 700 list proprietors and broker for over 200 mailers.

[www.sms-inc.com](http://www.sms-inc.com)

## SnailWorks

BOOTH 1319

The SnailWorks Coordinated Direct Marketing Platform transforms mailings into powerful campaigns which anchor, inform, and triggers additional online marketing channels. The platform provides seamless, perfectly-timed messages that reach audiences at strategic points and times. Prospects gain greater awareness of offers, more opportunities to respond, and a greater purchasing experience.

[www.snailworks.com](http://www.snailworks.com)

## RST Marketing Associates, Inc.

BOOTH 1410

We are a full production direct mail company who specializes in handwork, real pen, and a number of specialties. We take pride in giving excellent service and quality work!

[www.rstmtkt.com](http://www.rstmtkt.com)

## RSVP Publications

BOOTH 1005

RSVP's affluent, owner-occupied homes have a higher propensity to spend than a general audience. They like to remodel, redecorate, shop, travel, and dine out. We've made it easier, more personal, and more affordable to reach millions of these upscale households with our luxury card packs — for pennies per home.

[www.rsvppublications.com](http://www.rsvppublications.com)

## SALESmanago

BOOTH 1528

SALESmanago is a cloud based marketing automation platform used by over 1000 companies in 20 countries. According to Datazyme, it is one of the world's top 10 marketing automation platforms. SALESmanago offers a complete suite of products for marketers including website visitor identification and tracking, e-mail marketing with personalized dynamic e-mails and product offers, dynamic website content, and personalization for ad networks and direct sales channels.

[www.salesmanago.com](http://www.salesmanago.com)

## SAP

BOOTH 732

SAP is at the center of today's customer engagement revolution, developing innovations that help organizations by simplifying marketing. Customer engagement solutions from SAP are part of a market-leading portfolio designed to help marketers to capitalize on data driven insights, deliver engaging customer experiences, and to run marketing with speed and agility.

[www.sap.com](http://www.sap.com)

## SDL

BOOTH 1132

SDL (S:SDL) allows companies to optimize their journey. Through its web content management, analytics, social intelligence, campaign management and translation services, SDL helps organizations leverage data-driven insights to understand what their customers want, orchestrate relevant content and communications, and deliver engaging and contextual experiences across languages, cultures, channels and devices. SDL has over 1,500 enterprise customers, over 400 partners and a global infrastructure of 70 offices in 38 countries. SDL works with 72 of the top 100 global brands.

[www.sdl.com](http://www.sdl.com)

## The Search Agency

BOOTH 217

The Search Agency is an online marketing firm with the mission is to help marketers make better decisions through the use of data. From the company's inception in 2002, the core focus has been in Paid Search, Search Engine Optimization (SEO), and post-click optimization (landing page optimization, conversion path optimization). The company also offers services in Display Media, Social Media, and Comparison Shopping Management to maximize the effectiveness of integrated online marketing campaigns.

[www.thesearchagency.com](http://www.thesearchagency.com)

## Selligent

BOOTH 409

Selligent is a fast-growing international marketing automation provider. More than 400 brands in Europe use our solution to power their customer engagement programs. Europe's leading retailers, financial services companies and publishers use the Selligent platform to orchestrate their customer communications across multiple channels, including email, site optimization, social, mobile and call center. As an omnichannel audience engagement platform, Selligent can reach beyond customers to drive personalization for anonymous site visitors and bring a true audience approach to relationships marketing by layering behavioral data on top of traditional CRM databases. In the face of considerable demand from marketers, our European-born platform offers a comprehensive feature set, customer centricity, fast data onboarding, agility and predictable value pricing.

[www.selligent.com](http://www.selligent.com)

## Semcasting Inc.

BOOTH 808

Semcasting, Inc. is an innovator in data and audience targeting solutions for B2B and B2C marketers seeking to reach qualified prospects when, and where, they are ready to transact. With nearly 100 percent reach to any audience in the U.S. and Canada, Semcasting's big data methodologies and patented genetic modeling platform is your number one data and audience targeting solution for any direct mail, email, phone, display, mobile and video advertising campaign.

[semcasting.com](http://semcasting.com)

## SG360 (Lehigh Direct)

BOOTH 701

SG360™ a Segerdahl company, provides comprehensive marketing and production solutions to help today's direct marketers effectively implement a targeted multi-channel communications strategy. In combination with our proprietary EMPIRICAL insights, we focus on delivering optimized performance to positively impact our clients business results.

[www.sg360.com](http://www.sg360.com)

# EXHIBITOR DESCRIPTIONS

AS OF 9.11.14

## PLI: Plastcard Locktech International

**BOOTH 1634**

PLI is the World's largest keycard manufacturer and leading specialty printer. PLI has been perfecting the art of keycard manufacturing and specialty printing for over 25 years. PLI prides itself on becoming an extension of YOUR brand. As active members of your "Brand Police", PLI ensures customers are only procuring the correct standard products of the highest print quality and functionality. While PLI is the leader in keycard manufacturing, PLI offers an array of other products. PLI works for the "customers first" providing top of the line service with the largest customer care team in the industry. With 24 hour around the clock care, customers receive attentive customer service for any question that may arise.

[www.plicards.com](http://www.plicards.com)

## Power Direct Marketing

**BOOTH 1116**

Power Direct is the leader in front-door marketing, by delivering advertising, coupons, catalogs, product samples and promotional messages directly to the front-door. With creative flexibility and insight-driven solutions, Power Direct connects with consumers in an uncluttered environment to drive accountable results. Fortune 500 clientele includes Comcast, AT&T, Clorox, McDonald's and Google. Visit [www.powerdirect.net](http://www.powerdirect.net) to learn about available turnkey services.

[www.powerdirect.net](http://www.powerdirect.net)

## PrintingForLess.com

**BOOTH 1331**

Commercial printer offering high-quality full color printing of business cards, brochures, postcards, stationery, folders and more. We pride ourselves on delivering superior customer service with 100% satisfaction guarantee.

[www.printingforless.com](http://www.printingforless.com)

## Private Label Nutraceuticals

**BOOTH 528**

Private Label Nutraceuticals is a leader in supplement manufacturing, assisting our clients in each step of brand development. We offer 400+ stock products or custom formulations, available as our house brand or labeled with your brand. Our comprehensive services include graphic design services, quality control, marketing support, and international fulfillment.

[www.privatelabelnutra.com](http://www.privatelabelnutra.com)

## Prognosys Analytics Inc.

**BOOTH 1431**

Prognosys is a CRM Analytics & Database Marketing company in Boston, focused on CRM driven business to automate the marketing data lifecycle across Marketing Database, Processing, CRM Analytics, Loyalty & Marketing Technology, founded and run by visionary marketers & technologist from MIT & Harvard, with leadership experience from companies like SAP, GE, Oracle.

[www.prognosys.com](http://www.prognosys.com)

## ProffHQ

**BOOTH 734**

[www.proffhq.com](http://www.proffhq.com)

## Provenir

**BOOTH 733**

Since its inception in 1992, Provenir has been developing and marketing a single enterprise software platform that enables the implementation of innovative solutions across the multiple phases of businesses' customer lifecycle. Our customers include industry-leading providers of financial services.

[engage.provenir.com](http://engage.provenir.com)

## Quad/Graphics

**BOOTH 519**

Results driven! As a printer and media channel integrator, Quad/Graphics helps our clients use print in combination with other media channels to acquire and retain customers, increase response rates and promote brand consistency. Our clients not only benefit from our ideas, technology and capabilities, but also our single-source simplicity.

[www.qg.com](http://www.qg.com)

## The Radio Agency

**BOOTH 918**

The Radio Agency creates, places and optimizes radio advertising campaigns for direct response marketers and national brands. AM/FM, SiriusXM Satellite, Pandora, Mobile, Podcasts. For more than 20 years, our 100% focus on Sound Advertising has enabled countless marketers to add RADIO to their marketing mix of profitable channels.

[TheRadioAgency.com](http://TheRadioAgency.com)

## ReachForce

**BOOTH 1032**

Thought-leading B2B marketers fuel data-driven marketing with ReachForce's landing page optimization, data quality management, and marketing insight software solutions. Data is the fuel of all marketing, and by making your data better, we make all of your marketing better. Data quality management is strategic – not tactical. Talk to us to find out why.

[www.reachforce.com](http://www.reachforce.com)

## RedPoint Global

**BOOTH 1123**

RedPoint Global empowers marketers to bring together whatever data they need to create precise one-to-one interactions with customers across any marketing channel. Our Convergent Marketing Platform can extract customer data from wherever it is, analyze customer behaviors and preferences, and create precisely the right communications — whenever and through whatever channel required — all from a single platform. contact.us@redpoint.net

[www.redpoint.net](http://www.redpoint.net)

## Relevate

**BOOTH 700**

No one has as many on-site data resources as Relevate. Our unique and specialty data results in robust, responsive data solutions that perform across all channels. Relevate has been the trusted source for marketing data solutions since 1978. Let us help you maximize the power of the data you already have, and provide new resources for customer acquisition, retention and engagement.

[www.relevategroup.com](http://www.relevategroup.com)

## Reputation Maxx

**BOOTH 1527**

Reputation Maxx is a leader in online content and reputation management. Our goal is to help our clients project their desired image online. Managed by JMW Maxx Solutions, the parent company, which also provides content management solutions in Latin America. Enterate Ahora, Frensa Ahora, Reputation Maxx Services S.A. de C.V. are all in the umbrella of companies managed by JMW Maxx Solutions out of our Phoenix AZ based headquarters.

[www.reputationmaxx.com](http://www.reputationmaxx.com)

## Reputation.com

**BOOTH 637**

[www.reputation.com](http://www.reputation.com)

## RR Donnelley

**BOOTH 1301**

RR Donnelley creates, manages, and produces world class direct marketing programs for America's most successful companies. Our ability to increase response comes from decades of experience executing thousands of innovative and financially productive campaigns. We deliver outstanding financial results! Your direct marketing needs maximum impact – We get it!

[www.rrm.com](http://www.rrm.com)

## Premium Response Services powered by National Pen Company

**BOOTH 1333**

National Pen is launching an exciting new service that will individually personalize a promotional item, match it by contact name to a personalized, printed mail piece, and mail the two items together. This service has been known to increase direct mail open rates by 2 to 3 times and double response rates.

[www.nationalpen.com/premiumservices](http://www.nationalpen.com/premiumservices)

## NetLine

**BOOTH 1037**

NetLine is the premier, online, B2B multi-channel lead generation through content syndication service aimed at driving buyer engagement, customer lead acquisition and sales pipeline performance. Its multi-channel network of more than 15,000 website properties enable B2B marketers to reach a diverse audience of more than 75 million business professionals across more than 350 industry sectors.

[www.netline.com](http://www.netline.com)

## NetProspect

**BOOTH 207**

NetProspect is the smarter B2B data partner, helping marketing and sales organizations optimize their revenue impact through a suite of innovative data services. Thousands of B2B organizations rely on NetProspect to acquire targeted prospects, maintain and enhance their marketing data, and fuel high-performing sales prospecting efforts.

[www.netprospect.com](http://www.netprospect.com)

## Nexus Direct LLC

**BOOTH 1529**

We're Direct Response junkies and globally recognized experts for creating evaluating customer bonds. We've managed international brands and regional brands, \$75,000,000 programs and \$100,000 programs. Our clients are individual customers are one of a kind!

[www.nexusdirect.com](http://www.nexusdirect.com)

## NPI

**BOOTH 1328**

NPI is a prominent figure in the mail automation industry since 1977. Each year NPI continues to expand its visibility in the market with progressive, efficiently designed sorters for mail and parcels. NPI has information on our complete line of sorters on our website, [www.npisorters.com](http://www.npisorters.com).

[www.npisorters.com](http://www.npisorters.com)

## Off the Wall Magnetics

**BOOTH 420**

Magnets work! Direct mail magnets as postcards, inserts, or tip ons – also traditional promotional magnets (both indoor and car/vehicle magnets). Magnets are seen on the average 25 times a day – and our magnets STICK AROUND. We never charge for custom shapes – please request a sample kit to see how they can work for you and/or your customers!

[www.4thbridge.com](http://www.4thbridge.com)

## The Office Gurus

**BOOTH 922**

The Office Gurus® is a premium provider of cost effective bilingual contact center and office solutions. Through the recruitment and employment of highly qualified English speaking agents, The Office Gurus® provide their customers with a total office solution and a versatile call and contact center environment.

[www.theofficegurus.com](http://www.theofficegurus.com)

## Optigraphics

**BOOTH 1015**

For over 4 years, simply the BEST in specialty printing. Featuring our new REVEAL SERIES as well as Lenticular, Plastic and all your specialty printing needs. Come see our new WATER REVEAL.

[www.optigraphics.com](http://www.optigraphics.com)

## Optimizely

**BOOTH 1331**

Optimizely is the world's leading optimization platform, providing A/B testing, multivariate testing, and personalization for websites and mobile applications. The platform's ease of use empowers organizations to conceive of and run experiments that help them make better data-driven decisions. With targeting and segmentation using powerful real-time data, Optimizely meets the diverse needs of any business looking to deliver unique experiences to their visitors.

[www.optimizely.com](http://www.optimizely.com)

## Optimove

**BOOTH 1708**

Optimove is a retention automation platform powered by predictive micro-segmentation technology. Marketers use Optimove to manage and automate their entire multi-channel customer marketing plan. By automatically personalizing, executing and evaluating a complete framework of customer-data-driven campaigns, the software enables marketers to maximize revenues and customer lifetime value.

[www.optimove.com](http://www.optimove.com)

## Pacific Naturals

**BOOTH 1113**

[www.pacificnaturals.com](http://www.pacificnaturals.com)

## PacNet Services Ltd.

**BOOTH 915**

With over 20 years' experience, PacNet Services is the leading payment processor for the international direct marketing industry. Clients rely on PacNet to facilitate a wide range of inbound and outbound payment types to support B2C and B2B sales in multiple channels. With PacNet, you can deposit checks payable to your trading name in virtually any currency; accept e-checks and electronic transfers; directly debit customers' bank accounts; set up multi-currency merchant accounts for online or batch credit card processing; or send refunds by check or electronic credit in your beneficiaries' home currency. Visit PacNet Services to find out how we can streamline your worldwide payments for direct mail, ecommerce and DRTV and improve your bottom line.

[www.pacnetservices.com](http://www.pacnetservices.com)

## Peachtree Data Inc.

**BOOTH 1507**

Since 1994, Peachtree Data has grown to become a leader in the data processing sector of the direct marketing industry. We specialize in mailing list cleaning and appending. Our services include: NCOALINK™, PCOA, LACS, DSF2™, AEC, Decreasd Coding, Merge/Furge, Postal Resort, Telephone Appending, Demographic Appending, and much more.

[www.peachtreedata.com](http://www.peachtreedata.com)

## Penton SmartReach™

**BOOTH 1518**

Penton SmartReach™ is your next generation connection to the RIGHT people, in the RIGHT companies, making REAL business decisions. Leveraging our comprehensive database which captures over 1,000 data points and behavioral characteristics, you'll be able to target active, qualified business decision makers that engage with Penton's award-winning editorial content, events, whitepapers, webinars, and work flow tools. This level of reach can help you develop on-point cross-channel marketing campaigns that can boost the performance and increase the ROI of your marketing campaigns.

[www.pentonSMARTreach.com](http://www.pentonSMARTreach.com)

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## Marketo

BOOTH 201

About Marketo: Marketing Software. Easy, Powerful, Complete.

Marketo uniquely provides an easy-to-use, powerful and complete marketing software platform that propels fast-growing small companies and global enterprises alike. Marketo marketing automation and sales effectiveness software streamlines marketing processes, delivers more campaigns, generates more win-ready leads, and improves sales performance. With proven technology, comprehensive services and expert guidance, Marketo helps thousands of companies around the world turn marketing from a cost center into a revenue driver.

[www.marketo.com](http://www.marketo.com)

## Mavenlink, Inc.

BOOTH 1807

Mavenlink provides powerful software and services to help organizations conduct business online. We make it easier to get things done, keep clients happy, and grow profitably. Mavenlink's software combines advanced project management, resource planning, collaboration, and financial tools. We empower businesses to better understand their productivity and take strategic action to improve profitability -- all in one place.

[www.mavenlink.com](http://www.mavenlink.com)

## Melissa Data

BOOTH 1214

A global address auto-completion cloud service and contact verification plugin for Magento, Salesforce, and other leading CRM and e-commerce platforms to clean and validate address, phone and email info. Choose from APIs, cloud or service bureau for list hygiene, merge/purge.

[www.melissadata.com](http://www.melissadata.com)

## Membership Cards Only LLC

BOOTH 1521

BCC Software has been providing extensive data marketing services and creating innovative postal software solutions for over 30 years. Our offerings focus on helping our customers deliver the right message, at the right time, to the right audience through data management including cleansing, enrichment, and profiling.

[www.membershipcards.com](http://www.membershipcards.com)

## MeritDirect

BOOTH 1721

MeritDirect is the leading provider of global multi-channel solutions, offering integrated marketing through a wide array of products and services. Multi-channel marketers achieve and maximize superior return through MeritDirect's Customer Acquisition and Retention, Data and Media Services, Marketing Databases, Strategic Services Group and International Services.

[www.meritdirect.com](http://www.meritdirect.com)

## Merkle

BOOTH 621

Merkle, a leading customer relationship marketing (CRM) firm, is the nation's largest privately-held agency.

[www.merklein.com](http://www.merklein.com)

## MessageGears

BOOTH 1433

MessageGears is an innovative, enterprise hybrid email marketing solution. We combine the power, integration and security of an on-premise email solution with the scalability and convenience of a cloud based email solution. Our technology eliminates the need to replicate and synch data used in marketing and transactional email programs.

[www.messagegears.com](http://www.messagegears.com)

## MetaResponse Group

BOOTH 317

MetaResponse Group is a list media company helping marketers generate leads & sales via Direct Mail and Email marketing programs. Services include List Management & Brokerage, Media Plan Development, Postal & Email List Acquisition, Data Asset Monetization, Data Hygiene, NCOA, Email/Postal Data Append, Merge/Purge & complete End-to-End Direct Marketing Solutions.

[www.metaresponse.com/a](http://www.metaresponse.com/a)

## Mindfire Inc.

BOOTH 1619B

Mindfire Inc's innovative cloud-based marketing automation software, Mindfire Studio, is an easy-to-use drag-and-drop application that allows marketers to create highly personalized marketing workflows, orchestrate direct mail, email, mobile and social media, automate drip-and-nurture sequences, and track performance with comprehensive analytics. Studio provides highly flexible multi-channel capability, including the ability to seamlessly integrate personalized direct mail into any marketing campaign workflow. Try it free at: [mindfirestudio.com](http://mindfirestudio.com)

[mindfirestudio.com](http://mindfirestudio.com)

## Mintel Comperemedia

BOOTH 1313

Mintel provides strategic solutions for businesses looking to advance their marketing strategy. Mintel Comperemedia monitors direct mail, email, print, mobile and online advertising targeted at consumers, small businesses and insurance agents across nine industries: credit cards, insurance, telecommunications, retail, banking, investments, mortgage & loan, automotive and travel and leisure. Led by in-house industry experts, our unique analysis and insight includes primary consumer data in five countries, and provides critical information to help businesses stay ahead of the competition. For over 40 years, Mintel has given companies worldwide the best data, the most useful analysis and the smartest business recommendations.

[www.comperemedia.com](http://www.comperemedia.com)

## Modern Postcard

BOOTH 1511

Modern Postcard helps companies acquire new customers and retain existing ones by providing complete direct marketing solutions, including full state-of-the-art, 75,000 square foot facility focused on postcard and self-mailer direct mail programs.

[www.modernpostcard.com](http://www.modernpostcard.com)

## MSI Worldwide Mail

BOOTH 1812

MSI is the North American mail hub for post international, one of the largest postal operators in Europe. We provide international mail and packet solutions for businesses in the US and Canada. Our extensive and proprietary worldwide delivery network enables us to reach customers in over 200 countries with direct entry points to more countries than any other service provider in the market. We share this network with our customers, creating customized solutions with a high level of service -- all at competitive prices.

[www.msiworldwidemail.com](http://www.msiworldwidemail.com)

## Nahan Printing Inc.

BOOTH 800

Nahan Printing is an award-winning Minnesota-based commercial printer specializing in catalogs, inserted mail and self-mailers for industries including retail, financial services, travel, hospitality and more. Nahan offers a full array of lettershop services including data processing, personalization, insertion and on-site USPS.

[www.nahan.com](http://www.nahan.com)

**List Services Corporation**

**BOOTH 1600**  
 List Services Corporation is a direct and digital marketing agency providing email marketing, online advertising, marketing automation, list management and brokerage, and database services to our clients.

**www.listservices.com**

**BOOTH 1432**  
 Lob is creating a suite of APIs for Enterprises and Developers to turn bits into atoms. The Lob Print & Mail API allows you to build scalable and powerful printing & mailing workflows directly into your applications. With the Lob Print Delivery Network, you can now achieve true Cloud Printing.

**www.lob.com**

**BOOTH 1427**  
 Maps have a unique way of creating connections between people and places. Locr's solutions enable marketers to leverage that connection and produce communications that link the recipient with a destination. This results in higher response rates and greater engagement with the marketer's products and services. Locr's maps are used to enhance the communications of customers around the world in a variety of market segments, including print and marketing service providers, travel, tourism, retail, finance, conferences and events, and loyalty programs. Locr supplies their global geo-information and maps in high-quality output and generates these maps with highly scalable server solutions. The maps can include individual points of interest, logos, and routing information.

**www.locr.com**

**LSSData**

**BOOTH 636**  
**www.lssdata.com**

**LucidView**

**BOOTH 1323**  
 LucidView = Testing. Experts in the science and best practices of multivariable in-market testing for retail, loyalty, direct, internet, advertising, and omnichannel programs. At the intersection of big data analytics and the front lines of the marketplace, LucidView helps you quickly, clearly, and quantifiably cut through the noise and pinpoint small changes that add up to a big lift.

**www.lucidview.com**

**Lynup - The Social Agency**

**BOOTH 1426**  
 Lynup, The Social Agency offers full-service creative, digital, social and direct marketing solutions. We provide complete marketing and advertising solutions from concept, through strategy to detailed execution. Lynup specializes in the innovative application of digital, mobile and social media technologies to increase the response rate and interactivity of direct marketing.

**www.lynup.com**

**Lyrts**

**BOOTH 1216**  
 Lyrts, Inc. is a leading global provider of digital marketing solutions that help companies engage with customers in more meaningful ways. Lyrts products and services empower marketers to design, automate, and optimize data-driven interactive marketing campaigns that facilitate superior engagement, increase conversions and deliver measurable business value.

**www.lyrts.com**

**M<sub>2</sub> Partners**

**BOOTH 1526**  
 M<sub>2</sub> is a CRM management consulting firm providing strategic advisory, RFP, project management and implementation services. Our success has been the rapid solution identification, delivering the ROI, and increasing customer profits for clients in Retail, FS, Telecom and Energy industries. We specialize in understanding the business challenges, pinpointing the opportunities, and then designing and executing pragmatic and effective solutions through process redesign, tech solution selection and implementation.

**www.m2partners.ca**

**Envelope Company**

**BOOTH 1401**  
 While printing and manufacturing envelopes, MackayMitchell provides ideas and solutions to our customers! For over 50 years our customers have told us that through working with MackayMitchell they are able to focus on response and ROI as we manage and deliver "more than we promise!" We produce over 25,000,000 envelopes per day in three strategically located facilities!

**www.mackaymitchell.com**

**Magnets 4 Media**

**BOOTH 1212**  
 Magnets4Media is the largest advertising magnet manufacturer in the country. With 20+ years experience, we deliver top-quality magnetic products that increase the life of your customer's message. Our turn times and price points are best in the country. Our service, competitive prices and amazing quality make us the market leader.

**www.magnets4media.com**

**Mail America**

**BOOTH 1801**  
 We're a full service direct marketing company with cutting edge concepts and technology. We marry traditional advertising with new media for a comprehensive multi-touch approach, including email, PURLS, scan technology and customer facing kiosk solutions, all with real-time reporting modules that give you insight into the performance of the components as a whole.

**www.mailamerica.com**

**Mailblazer**

**BOOTH 1311**  
 Mailblazer is committed to turning innovative ideas into useful products. We transform ordinary direct mail into a powerful promotional tool. Digital, Laser, or Impact print capable user friendly, paper based all manufactured by 5Day Business Forms. All our products are designed to help achieve higher ROI. Visit Booth #1311

**www.mailblazer.com**

**MAR Graphics**

**BOOTH 1517**  
**www.margraphics.com**

**BOOTH 1421**  
 Marketing Card Technology (MCT) offers complete turnkey solution to your marketing needs. Companies hire MCT to come up with a better List selection, optimize their data processing, achieve top notch print quality, personalize their marketing piece, Mail via U.S. mail to maximize postage savings and follow up via Email or Social media.

**www.mctechology.com**

**Marketing Impact**

**BOOTH 1136**  
 Marketing Impact is a full-service marketing, print and integrated digital solutions firm with extensive experience across multiple industries in both the U.S. and Canada. By leveraging its data mining capabilities, Marketing Impact delivers relevant, measurable marketing solutions—including direct mail, email, event marketing and microsites—to enhance response rates and return on investment.

**www.marketingimpactinc.com**

**MarketingProfs Professional Development Solutions**

**BOOTH 1810**  
 MarketingProfs has been helping create smarter, better marketers since 2000. We offer marketing training and professional development for individuals, small teams, and large organizations. Get access to practical marketing know-how through our courses, live interactive sessions, custom content and library of 6500+ resources featuring industry experts.

**www.marketingprofs.com**



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## Infragistics Targeting Solutions

BOOTH 901

We help companies increase sales and customer loyalty through our high-value data, market intelligence and innovative digital solutions. Our comprehensive services include: multichannel marketing, predictive analytics, database marketing, email marketing and deployment, list management, list brokerage, insert media, nonprofit services, data verification, data and email append, fulfillment and merge/purge, telemarketing, consulting and much more.

[www.infragistics.com](http://www.infragistics.com)

## InMotionNow

BOOTH 1231

InMotionNow is a marketing and creative department workflow solutions, facilitating efficiency and productivity from project kickoff to final approval. InMotion's Workflow Automation enables companies to manage and track their projects online. Reviewers can markup content online and deliver approval back in minutes, from any internet-enabled device or through the InMotion app.

[www.inmotionnow.com](http://www.inmotionnow.com)

## IRiver Inc.

BOOTH 737

IRiver is the market leader for simplifying Product Information Management (PIM) enabling businesses to visually manage and enrich product information. We focus on empowering the business users responsible for Marketing and Merchandising products, helping them to take control of their product assortment and apply it to multiple sales channels.

[www.riiver.com](http://www.riiver.com)

## IWCO Direct

BOOTH 1211

IWCO Direct (iwco.com) is one of the nation's largest providers of direct marketing solutions. We use our Proprietary Intelligence model to tie together data, strategy, creative, execution and analysis to drive ROI for clients. Power Your Marketing™ with our collaborative approach, responsive service and full range of direct marketing services.

[www.iwco.com](http://www.iwco.com)

## Japs-Olson Company

BOOTH 1227

For over 105 years Japs-Olson has been providing fresh ideas for cross-media, print and direct mail solutions and putting it all together for you. Come visit us and learn about our versatility, flexibility and ways to enhance getting your product to market faster than every before. It's all here at Japs-Olson – we make production easy for you!

[www.japsolson.com](http://www.japsolson.com)

## Jiangsu Premiumax

BOOTH 223

We are a complete full package supplier for direct mailing and fundraising company, to offer premium production, printing and inserting service. One stop service with lowest price and accurate data processing.

[www.premiumax.com](http://www.premiumax.com)

## Johnson & Quin Inc.

BOOTH 601

Johnson & Quin is a full-service provider of direct mail production services and integrated marketing solutions. From drops of several million pieces to small on-going direct mail programs, we specialize in personalized and variable data printing including color inkjet production, as well as postal optimization and integrated direct mail with QR codes, FURLs, and microsites.

[www.j-quin.com](http://www.j-quin.com)

## KBM Group

BOOTH 509

KBM Group helps companies create meaningful and mutually beneficial engagements with their customers through data-driven insights. We combine data, sophisticated analytics, actionable insights, and marketing technology to optimize multi-channel engagement throughout the customer lifecycle. KBM Group's world-class marketing services include strategic marketing consulting, data integration and database management, analytics, digital services, outsourcing, creative services, and response services. Our parent company, Wunderman, is part of the Young & Rubicam Group and a member of WPP (NASDAQ: WPPGY). [www.kbmg.com](http://www.kbmg.com)

[www.kbmg.com](http://www.kbmg.com)

## Lake Group Media, Inc.

BOOTH 1601

Lake Group Media, Inc. is a leading media buying and media sales agency specializing in direct mail, email, social programs and online channels. LGM has the experience and knowledge it takes to plan, build and analyze a profitable marketing program and the innovation and determination to generate the revenue that funds one.

[www.lakegroupmedia.com](http://www.lakegroupmedia.com)

## Latin-Pak

BOOTH 1710

Latin-Pak Hispanic Direct marketing has been assisting Fortune 500 firms for two decades. Media services and products offered by Latin-Pak include Spanish Email, SMS, and Postal Data. In addition Latin-Pak offers alternative direct marketing products that target Hispanic households via direct to door, insert programs, and targeted FSJ companies Asian-Pak, Black-Pak, Boomer-Pak and Rainbow-Pak offer other ethnic targets and lifestyle marketing solutions utilizing the same services Latin-Pak offers.

[www.latinpak.com](http://www.latinpak.com)

## LGP GEM LTD.

BOOTH 1126

LGP designs and manufactures Precious Gem Stone Fashion Jewelry/Watches as promotions and premiums for direct to the consumer marketers as well as corporate and nonprofit organizations. LGF products, offered by companies in 45 countries, are priced from US\$0.50 – \$50.00 retailing from 10,000-\$500,000. Their high value is instantly recognizable.

[www.lgpfid.com](http://www.lgpfid.com)

## List Service Direct Inc.

BOOTH 1001

[www.listservicedirect.com](http://www.listservicedirect.com)

## Key Marketing Advantage

BOOTH 721

Celebrating its 10th anniversary, KMA provides services in List Brokerage and Management, Database Development and Multimedia Services and Products. KMA designs & implements B2C and vertical target market prospecting solutions for their clients. KMA delivers Marketing Services with a different approach: as an entrepreneurial company, we build marketing partnerships by providing customized marketing strategies and solutions that are tailored for each partner and their brand.

[www.keymarketingadvantage.com](http://www.keymarketingadvantage.com)

## Lake Group Media, Inc.

BOOTH 1601

Lake Group Media, Inc. is a leading media buying and media sales agency specializing in direct mail, email, social programs and online channels. LGM has the experience and knowledge it takes to plan, build and analyze a profitable marketing program and the innovation and determination to generate the revenue that funds one.

[www.lakegroupmedia.com](http://www.lakegroupmedia.com)

## Latin-Pak

BOOTH 1710

Latin-Pak Hispanic Direct marketing has been assisting Fortune 500 firms for two decades. Media services and products offered by Latin-Pak include Spanish Email, SMS, and Postal Data. In addition Latin-Pak offers alternative direct marketing products that target Hispanic households via direct to door, insert programs, and targeted FSJ companies Asian-Pak, Black-Pak, Boomer-Pak and Rainbow-Pak offer other ethnic targets and lifestyle marketing solutions utilizing the same services Latin-Pak offers.

[www.latinpak.com](http://www.latinpak.com)

## LGP GEM LTD.

BOOTH 1126

LGP designs and manufactures Precious Gem Stone Fashion Jewelry/Watches as promotions and premiums for direct to the consumer marketers as well as corporate and nonprofit organizations. LGF products, offered by companies in 45 countries, are priced from US\$0.50 – \$50.00 retailing from 10,000-\$500,000. Their high value is instantly recognizable.

[www.lgpfid.com](http://www.lgpfid.com)

## List Service Direct Inc.

BOOTH 1001

[www.listservicedirect.com](http://www.listservicedirect.com)



**Experian Marketing Services****BOOTH 501**

Experian Marketing Services is a global provider

of integrated consumer insights, targeting, data quality and cross-channel marketing programs.

We help organizations intelligently interact with today's dynamic, empowered and hyper-

connected consumers. By coordinating seamless and intelligent interactions across all channels,

marketers are able to precisely plan and execute superior brand experiences that deepen

customer loyalty, strengthen brand advocacy and maximize profits.

**BOOTH 1520****The Fidelis Group Inc.**[www.experian.com/markingservices](http://www.experian.com/markingservices)

Integrated Marketing Solutions Company

providing Web, Mobile &amp; Tablet Apps, Design, &amp; Creative for email blasts, landing pages, events.

Database Development &amp; Management/Data Processing/Digital &amp; Social Media Advertising,

Creative, Placement, and campaign analysis.

Provide Alternate Revenue Streams, Full Service Direct Mail Processing, Literature &amp; Product

fulfillment, Comprehensive Multi-Channel Campaign Management Services.

[www.thefidelisgroup.net](http://www.thefidelisgroup.net)**Freedom Graphic Systems Inc.****BOOTH 801**[www.fgs.com](http://www.fgs.com)**FreshAddress Inc.****BOOTH 819**

FreshAddress, Inc. is an email marketing

intelligence company that helps businesses clean, correct, grow, and leverage their email lists for

maximum return on investment and relationships. Offerings include our industry-leading, patented

Email Change of Address (ECA) service, B2C and B2B Email Appending, and SafeToSend™ Email

Validation. We also offer customer acquisition, retention, and recovery programs.

[www.freshaddress.com](http://www.freshaddress.com)**GBIS an Intelligent Direct Inc.****BOOTH 814**

GBIS provides web applications, maps and

data, improving direct mail and marketing performance. Comprehensive, quality data

sourcing, enhancement and visualization deliver results. Geo-data, demographics and spatial

analytics are integrated into our databases and dynamic systems, delivering actionable insights

for direct market decision-making. GBIS's tools enable retailers, developers, brokers and real

estate professionals to optimize solutions with the most accurate geographic and demographic

[www.gbisis.com](http://www.gbisis.com)**Global-Z International****BOOTH 627**

Global-Z International is a data quality solutions

company celebrating its 25th year in business. Our international (i.e., non-US expertise) data

processing services are the benchmark in address hygiene, address verification, address

standardization, address correction, database management, merge/purge as well as email &amp;

phone standardization/validation.

[www.globalz.com](http://www.globalz.com)**Gratzie Card****BOOTH 1412**

GratzieCard is the premier online custom

greeting card service, designed to help people make a better connection. From a desktop,

tablet or iPhone, gratziecard.com allows users to conveniently write and send professional,

mailed cards to their contacts. Founded in 2013, GratzieCard was built as an effective tool to

maintain and grow professional and personal connections.

[www.gratziecard.com](http://www.gratziecard.com)**GrayHair Software Inc.****BOOTH 304**

GrayHair is an industry leader in solutions that

improve response and return on investment for a wide range of marketers. The company's

solutions concentrate on investment services, banking, insurance, retail, credit card services

and government agencies. GrayHair's experience helps provide the right marketing lens to identify

campaign needs in essential areas such as vendor management, industry-specific compliance, cost

management, postal delivery and omni-channel management, postal delivery and omni-channel

through its managed platform, SelectSolutions@, which provides postal services, omni-channel

reporting and consulting services.

[www.grayhairsoftware.com](http://www.grayhairsoftware.com)**Hauser Group****BOOTH 1114**[www.hausernet.com](http://www.hausernet.com)**Healthcare Data Solutions****BOOTH 1326**

Healthcare Data Solutions (HDS) provides

healthcare provider and organization databases and the linkages between them, as well as email

services, data services, and compliance solutions for healthcare marketing firms. HDS is the fastest

growing healthcare data services company in the US on both the Inc. 5000 and Deloitte Fast 500 lists.

[www.healthcaredatasolutions.com](http://www.healthcaredatasolutions.com)**IgnitionOne****BOOTH 715**

IgnitionOne® is a global leader in cloud-based

digital marketing technology designed to improve and simplify marketing performance. IgnitionOne's

integrated Digital Marketing Suite centers around the customer, empowering marketers

to personalize content and optimize campaigns across Search, Display, Websites, Social and

Mobile, with robust Data Management and Cross Channel Attribution.

[www.ignitionone.com](http://www.ignitionone.com)**IMEX Global Solutions****BOOTH 1523**[www.imexgs.com](http://www.imexgs.com)**Impact Innovations Inc.****BOOTH 633**

Impact Innovations is your single source for

plastic card production &amp; personalization, UV printing and in-store merchandising products.

Whether you need a standard CR80 card, a custom card/keyfob/mailer, or a unique

merchandising display, our products will help you drive sales and hit your marketing targets. Add

our kitting/fulfillment &amp; warehousing options to our exemplary quality control program and you

have the formula for marketing success.

[www.impactinnovationsinc.com](http://www.impactinnovationsinc.com)**Infocision Management Corporation****BOOTH 709**

Our clients are the household names Americans

know and depend on. For 30+ years Infocision has been providing full service contact center solutions

for verticals including telecommunications, cable/wireless, consumer services, direct response,

fundraising, education. Our customized solutions include IB/OB, B2C/B2B acquisition, up-sell/cross-

sell and retention programs. We help you find, serve and keep high-valued customers for life.

[www.infocision.com](http://www.infocision.com)**Infocore Inc.****BOOTH 1727**

Infocore sources strategic marketing data from

more than 80 countries for Fortune 500 marketers and their agency partners. In business for over 20

years, Infocore is an acknowledged global expert in acquiring high quality data for US based multi-

national. Infocore manages its own international Data Repository, which tracks extensive details on

all the direct marketing data outside the USA that we can source for our clients and partners. Our

system is currently tracking more than 10 billion records in over 80 countries, originating from more

than 1800 separate datasets owned by more than 1400 data partners around the world.

[www.infocore.com](http://www.infocore.com)

# EXHIBITOR DESCRIPTIONS

AS OF 9.11.14

## Dun & Bradstreet

BOOTH 827

D&B (NYSE:DNB) is the world's leading source of commercial information and insight on businesses, enabling companies to Decide with Confidence® for more than 172 years. Today, D&B's global commercial database contains more than 225 million business records.

[www.dnb.com](http://www.dnb.com)

## Dunhill International List Co.

BOOTH 1814

America's largest specialized mailing list compiler. Over 30,000 categories of consumer and business lists. Provides 200 million consumer names by age, income, marital status, occupation, etc. The business database contains over 16 million businesses selectable by employee size, SIC code, executive job function and telephone numbers. Telephone & e-mail addresses available for unlimited use.

[www.dunhills.com](http://www.dunhills.com)

## Easypurl and Experture

BOOTH 1107

Easypurl is the industry-leading provider of integrated multichannel marketing software and solutions for marketers and agencies the world over. We use personalized URLs (PURLs), dynamic landing pages, multichannel messaging and marketing automation to facilitate data-driven, personalized, relevant cross-channel customer conversations and state-of-the-art customer engagement analytics to fuel sales and marketing success.

[www.easypurl.com](http://www.easypurl.com)

## EmailDirect Inc

BOOTH 1516

EmailDirect.com provides powerful email marketing software for online retailers to send and track email campaigns. Specifically for online retailers, EmailDirect makes it easy to target email subscribers and customers based on their buying habits. In addition to hosted software, EmailDirect provides expert support to all customers including strategy consultation and email design. EmailDirect integrates with Magento, Yahoo Stores and Shopify. EmailDirect integrates quickly with other eCommerce platforms using EmailDirect's REST API.

[www.EmailDirect.com](http://www.EmailDirect.com)

## e-Miles Digital Media

BOOTH 1620

e-Miles is an exclusive membership-based online marketing channel connecting America's most affluent business and leisure travelers with relevant

## Epsilon

BOOTH 1127

Epsilon solutions leverage intelligence that enable brands to create dynamic, meaningful customer connections. With Agility Harmony, Epsilon brings together world-class technology and industry-leading data solutions to create a next-generation digital messaging platform. Harmony enables you to create truly connected customer experiences, orchestrated in real time across multiple channels. [www.epsilon.com](http://www.epsilon.com)

## Espre Technologies, Inc.

BOOTH 1133

Espre is a leading IT services company, with a focus on solutions for Web Content Management, Customer Communications & Customer Experience Management. It has strategic tie-ups with major product specialists including SDL, Sitecore, Microsoft SharePoint, Fitney Bowes, GMC & SIS Papyrus. Espre develops & delivers end-to-end digital & customer communication solutions, by incorporating best practices in UX, Customer Analytics, Mobility, and Multi-channel communications. Its service lines include Consulting, Implementation, Migration/Upgrades, and Managed Support Services. [www.espre.com](http://www.espre.com)

## Esri

BOOTH 300

Esri® helps organizations map and model our world. Esri's GIS technology enables them to effectively analyze and manage their geographic information and make better decisions. They are supported by an experienced and knowledgeable staff and an extensive network of business partners and international distributors. [www.esri.com](http://www.esri.com)

## Ethnic Technologies

BOOTH 714

Ethnic Technologies, LLC is the platinum standard in multicultural marketing. The result of over 40 years of continuous ethnic, religious and language preference research, E-Tech allows clients to segment their database by ethnicity, religion, language preference and country of origin more accurately and comprehensively than any other approach. [www.ethnictechnologies.com](http://www.ethnictechnologies.com)

## Exchange Solutions Inc.

BOOTH 1434

Maximize your Profitability. One Customer at a Time.™ Exchange Solutions designs, builds and operates intelligent customer engagement programs that use individualized incentives to drive valuable customer behavior change. Our proprietary approach and platform deliver quicker results and higher ROI than traditional loyalty or engagement programs. [www.exchangesolutions.com](http://www.exchangesolutions.com)

## Environics Analytics

BOOTH 1007

[www.environicsanalytics.ca](http://www.environicsanalytics.ca)

For over 30 years, Entertainment@Corporate Marketing Solutions has provided top brands and companies powerful rewards that drive customer engagement. As part of Entertainment@, we leverage the most recognized merchant databases featuring best-in-class discounts to help consumers save on shopping, dining, travel and more! We create unique, segmented and relevant programs to help companies acquire, grow and retain their customers. [www.entertainment.com/cms/](http://www.entertainment.com/cms/)

## Entertainment® Corporate Marketing Solutions

BOOTH 919

[www.ennis.com](http://www.ennis.com)

If it can be printed or printed on, Ennis has it! Through over 40 print facilities, we print innovative and creative direct mail pieces, including integrated products, plastic cards, pressure seal mailers, labels, envelopes, commercial print, POS and just about anything else you need. The possibilities are endless. [www.ennis.com](http://www.ennis.com)

BOOTH 1423

## Ennis Inc.

[www.myemma.com](http://www.myemma.com)

Emma is a provider of best-in-class email marketing software and personalized services that help organizations of all sizes get more from their marketing. Designed with businesses, franchises, universities, nonprofits, and agencies in mind, Emma's features include email automation, audience segmentation, and mobile email marketing, plus integration with CRM solutions, eCommerce platforms and social networks. Headquartered in Nashville, Emma powers the email of more than 45,000 organizations worldwide, including Mario Batali, Bridgestone, and Method. [www.myemma.com](http://www.myemma.com)

BOOTH 832

## Emma, Inc.

[www.e-miles.com](http://www.e-miles.com)

e-Miles to learn about relevant brands via targeted digital advertising. [www.e-miles.com](http://www.e-miles.com)

**Darwill****BOOTH 200**

Darwill is a nationally recognized marketing communications firm that specializes in producing high-quality, cost-effective print materials in the sheet fed and digital print markets. Our diverse product offering of data acquisition, email appends, integrated marketing services, production workflows, custom print production, direct mail solutions and fulfillment allows us to provide a turn-key production process to complete projects within your timeline and budget.

[darwill.com](http://darwill.com)**Data Services, Inc.****BOOTH 1327**

Data Services, Inc. provides advanced international data management services to direct and data-driven marketers across the globe. These include the database analytics, campaign/customer analysis and advanced segmentation tools within our MarketView database platform as well as our benchmark international data quality, data appending, customer profiling and email marketing services.

[www.dataservicesinc.com](http://www.dataservicesinc.com)**Database USA****BOOTH 1106**

DatabaseUSA provides high-quality, full service database and email marketing solutions to businesses and sales people. Founded by Vin Gupta, a pioneer in the database compliance industry, DatabaseUSA offers the industry's only triple-verified business database. With over 200 years combined experience, DatabaseUSA is revolutionizing the way businesses find new prospects and grow their sales.

[www.DatabaseUSA.com](http://www.DatabaseUSA.com)**Datfinder****BOOTH 1535**

Datfinder helps businesses of all sizes to better understand and connect with their customers, engage new prospects and increase revenue. We have billions of consumer LifeData® attributes including: contact data, demographic data, financial data, social data, activity & interest data, email addresses and mobile phone numbers.

[www.datfinder.com](http://www.datfinder.com)**Datablab USA****BOOTH 727**

Datablab USA is a database marketing agency that focuses entirely on date and how it can improve your marketing results. Through data sourcing, processing, analytics and digital advertising, Datablab USA enables organizations to maximize ROI in every channel of their direct marketing efforts.

[www.datablabusa.com](http://www.datablabusa.com)**Demoflick****BOOTH 1021**

Demoflick produces hand crafted animated explainer videos that help turn visitors into customers. We do all the heavy lifting including Script & Concept, VoiceOver, Custom Design, Storyboarding & Animation. See our work at [www.demoflick.com/portfolio](http://www.demoflick.com/portfolio)

[www.demoflick.com](http://www.demoflick.com)**Direct Mail Solutions****BOOTH 615**

Many factors can compromise the speed, cost effectiveness and success of your mailings. That is why we formed Direct Mail Solutions. We are a full service direct mail company that has continuous and cut sheet laser capabilities, high speed inserting with camera matching systems, insight systems with color, fulfillment center and onsite commingling. We also offer an array of print services to meet your needs.

[www.directmailolutions.com](http://www.directmailolutions.com)**Direct Marketing International Ltd.****BOOTH 1016**

DMI gained its reputation as a credible and reliable company providing a wide range of excellent, world-class quality services, and utilized a variety of both conventional and technologically-advanced channels to promote its clients' products and services. Within a decade, DMI has become one of the leaders in the direct marketing industry in HK.

[www.dmi.com.hk](http://www.dmi.com.hk)**Direct Marketing News****BOOTH 1821**

Direct Marketing News is the go-to resource for innovative marketers hungry for insight on multi-channel marketing forward. Our team of professional journalists and key industry columnists and contributors provide daily online news, analysis, case studies, and blogs on everything from Big Data, marketing automation, and retail, to integrated strategies, email, print, social media, and hot creative campaigns. Direct Marketing News is a BPA-audited brand with a full reach of more than 150,000 top-level marketers.

[www.dmnews.com](http://www.dmnews.com)**DirectMail.com****BOOTH 1417**

DirectMail.com is a date-driven marketing services provider that has a long history of serving both commercial and fundraising clients to increase sales and customer retention. Our core competencies in direct response marketing center around creative services, insight and analytics, data products and technology, digital/email solutions, and full service in-house production. We work with national brands and mid-market companies to execute campaigns and programs to support customer acquisition, CRM and loyalty.

[www.DirectMail.com](http://www.DirectMail.com)**Darwill****BOOTH 200**

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[www.DatabaseUSA.com](http://www.DatabaseUSA.com)**Datfinder****BOOTH 1535**

Datfinder helps businesses of all sizes to better understand and connect with their customers, engage new prospects and increase revenue. We have billions of consumer LifeData® attributes including: contact data, demographic data, financial data, social data, activity & interest data, email addresses and mobile phone numbers.

[www.datfinder.com](http://www.datfinder.com)**Datablab USA****BOOTH 727**

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[www.datablabusa.com](http://www.datablabusa.com)**Demoflick****BOOTH 1021**

Demoflick produces hand crafted animated explainer videos that help turn visitors into customers. We do all the heavy lifting including Script & Concept, VoiceOver, Custom Design, Storyboarding & Animation. See our work at [www.demoflick.com/portfolio](http://www.demoflick.com/portfolio)

[www.demoflick.com](http://www.demoflick.com)**Direct Mail Solutions****BOOTH 615**

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[www.directmailolutions.com](http://www.directmailolutions.com)**Direct Marketing International Ltd.****BOOTH 1016**

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[www.dmnews.com](http://www.dmnews.com)**DirectMail.com****BOOTH 1417**

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[www.DirectMail.com](http://www.DirectMail.com)**Domo****BOOTH 834**

Domo is a new form of business intelligence unlike anything before: a cloud-based executive management platform delivered as a service that transforms the way business is managed. Domo makes real intelligence directly accessible to business users, reducing the burden on already-strained IT departments and creating the user experience BI has been missing for 25 years.

[www.domo.com](http://www.domo.com)**dotmailer****BOOTH 1437**

dotmailer's powerful yet easy to use email marketing automation platform enables large global enterprise and SME marketers to efficiently create, manage, and evaluate effective one-to-one campaigns. They also provide expert email marketing advice and services for businesses seeking to maximize customer acquisition, conversion and retention.

[www.dotmailer.com](http://www.dotmailer.com)**DoubleDutch****BOOTH 321**

DoubleDutch offers the most innovative, engaging mobile event application on the market. DoubleDutch Events is designed for companies to massively enhance the attendee experience, surface leads, and facilitate engaging, data-driven events with advanced mobile technology.

[www.doubledutch.me](http://www.doubledutch.me)**Dovetail-The Marketing Database Company****BOOTH 1622**

Dovetail - The Marketing Database Company provides a "Best-in-Class" marketing database solution. Clients access a continually updated, integrated repository of all prospect, customer & purchase/order information, perform advanced segmentation, list creation and output, and analysis in support of multi-channel (mail, e-mail, telesales and SMS) direct marketing initiatives right from their browser.

[www.dovetaildatabase.com](http://www.dovetaildatabase.com)**DS Graphics Inc****BOOTH 1128**

DSG provides a multi-tiered platform of tools and solutions to help clients overcome the increasingly complex "go to market" obstacles to their business growth within an increasingly complex environment. Using a process focused approach enabled by workflow automation and technology, DSG architects and launches solutions which allow organizations to communicate more effectively with any audience.

[www.dsgraphics.com](http://www.dsgraphics.com)

# EXHIBITOR DESCRIPTIONS

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## CoreLogic

BOOTH 1027

CoreLogic (NYSE: CLGX) is a leading property information, analytics and services provider. The company's combined public, contributory and proprietary data sources include over 3 billion records spanning more than 40 years. The company helps clients identify and manage growth opportunities, improve performance and mitigate risk. For more information visit [www.corelogic.com](http://www.corelogic.com).

[www.corelogic.com](http://www.corelogic.com)

## CounselorLibrary/ Hudson Cook, LLP

BOOTH 629

CounselorLibrary.com, powered by Hudson Cook, LLP, is an online publication company that tracks and analyzes privacy and consumer credit legislation, regulation and industry trends. Please contact Mike Willer at 614-855-0505 or [mwiller@counselorlibrary.com](mailto:mwiller@counselorlibrary.com) if you are interested in subscribing or previewing these innovative legal and compliance tools.

[www.counselorlibrary.com](http://www.counselorlibrary.com)

## Creata Direct Pty Ltd

BOOTH 1232

We are a direct to consumer marketing company who sell a complete turnkey software solution called Pulse providing a robust database core and suite of modules which enables direct marketing companies to completely tailor / manage A-Z of all marketing channels; continuity shipping, ecommerce, customer service, fulfillment and real time reporting etc etc. Your complete in house solution, no need to outsource due to a very easy to use content management system.

[www.creata.com.au](http://www.creata.com.au)

## DAQRI

BOOTH 1330

DAQRI is a global technology leader that is fundamentally transforming the way people deliver and interact with information through a powerful new medium, 4D. An innovator in computer vision, DAQRI's industry-leading software and hardware set the standard for the next generation in industrial, storytelling, and educational technologies.

[www.dagri.com](http://www.dagri.com)

## Cognizant Technology Solutions

BOOTH 933

Cognizant is a leading provider of IT, consulting and business process outsourcing services, dedicated to helping the world's leading institutions build stronger businesses. Cognizant's Digital Marketing Services helps CMOs solve their digital challenges by combining marketing acumen, technology and business domain knowledge. Cognizant partners with clients to create business strategies and define new digital business models, enabling the enterprise for a new era of digital marketing with customers and partners.

[www.cognizant.com](http://www.cognizant.com)

## Competiscan

BOOTH 1715

Competiscan collects direct marketing communications sent to consumers, business owners, and advisors including email, on-line "multi-media" presentations, and direct mail. For this reason, we are able to show you what our panels viewed within the last 24 hours! We also offer online banner, social media, and newspaper/industry trade ad tracking.

[www.competiscan.com](http://www.competiscan.com)

## COMPTSS, Inc./ProspectClick.com

BOOTH 1234

IT Programming/Business Process outsourcing Partner for Direct/Email/Media Marketing & Advertising Agencies. Services include: PURLs \* Personalized Landing Pages \* Smart Landing Pages \* Landing Page & Email Templates \* Web Page Design & Development \* Custom Programming Services \* Database Management \* Analytics & Reporting

[www.prospectclick.com/www.comptss.com](http://www.prospectclick.com/www.comptss.com)

## Complete Mailing Lists/ Complete Medical Lists

BOOTH 728

Multi-channel list compiler specializing in State Licensed Professionals, Medical and Allied Health Professionals and Facilities, Education Professionals, Contributors to hundreds of causes, as well as millions of other targeted leads. Providing the best targeted data at the best cost to our clients, you can't find more accurate or better data anywhere else.

[www.cmlc.com](http://www.cmlc.com)

[www.completemedicalist.com](http://www.completemedicalist.com)

## Complete Merchant Solutions

BOOTH 1335

CMS is a full-service electronic payments provider. We facilitate electronic payment processing for all major Credit & Debit cards; Gift & Loyalty cards; ACH, Remote Deposit Capture as well as other non-cash payment methods. Our innovative, customizable solutions include a wide variety of integrated Point-Of-Sale software, Terminals and Machines, E-commerce and Wireless payment processing solutions.

[www.cmsonline.com](http://www.cmsonline.com)

## Continental Envelope

BOOTH 910

Continental Envelope is one of the largest independent envelope manufacturers in the Midwest. With our state-of-the-art facility we can deliver projects of almost any size and complexity. Our unceasing commitment to quality ensures that, no matter how large or small your job, now right and done on time.

[www.continentalevelope.com](http://www.continentalevelope.com)

## Continuum Global

BOOTH 219

Continuum helps reengineer marketing operations to drive transformative results for its clients: Digital Campaign Management: Reduce total cost of marketing operations by decoupling creative from campaign management; Marketing Technology & Data: Design & implement marketing technology & data solutions; Social Selling: Dramatically improve sales effectiveness for B2B companies via our Social Selling platform & managed services.

[www.continuumglobal.com](http://www.continuumglobal.com)

## Conversant

BOOTH 1101

Conversant, Inc. (Nasdaq:CNVR) is the leader in personalized digital marketing. Conversant helps the world's biggest companies grow by creating personalized experiences that deliver higher returns for brands and greater satisfaction for people. We offer a fully integrated personalization platform, personalized media programs and the world's largest affiliate marketing network – all fueled by a deep understanding of what motivates people to engage, connect and buy. For more information, please visit [www.conversantmedia.com](http://www.conversantmedia.com)

[www.conversantmedia.com](http://www.conversantmedia.com)



**Baesman****BOOTH 320**

Baesman Group Inc. is a privately held, nationally-recognized, single-source provider for both marketing strategy and multi-channel execution. Our programs are designed and proven to establish and enhance customer identification, acquisition and retention, while providing ROI measurements on the backend to ensure effective use of invested dollars. We make it easier, faster, and more cost-effective for you to engage your customers in meaningful dialogue.

[www.baesman.com](http://www.baesman.com)**BCC Software****BOOTH 1134**

We are your "CARD"ologists!!! At MCO we specialize in more than just Membership Cards. We also use the most innovative technologies available to fulfill today's highly visible "Card" related products. We are the "Nation's Leading Solution Provider." If you can think of "it", we can make "it" into a reality.

[www.bccsoftware.com](http://www.bccsoftware.com)**Bizo****BOOTH 205**

B2B marketers use Bizo to reach the right prospects, and intelligently nurture them until they're ready to buy. Based on proprietary data management and targeting technology, the Bizo Marketing Platform enables precise and measurable B2B multi-channel marketing. Bizo is now part of LinkedIn.

[www.bizo.com](http://www.bizo.com)**Bloomin' Promotions****BOOTH 1633**

Bloomin' Promotions is the original manufacturer and worldwide authority on all things seedpaper. We produce earth friendly and plantable direct mail marketing materials and promotional products for any size order from 100 to 10's of millions!

[www.bloominpromotions.com](http://www.bloominpromotions.com)**BMI Elite****BOOTH 1505**

BMI Elite is a full service internet marketing company that takes pride in generating marketing RESULTS with our staff of dedicated, passionate professionals. BMI Elite specializes in email marketing, creative design, lead generation, and search marketing and is a leader in performance-based initiatives.

[www.bmielite.com](http://www.bmielite.com)**Boingnet****BOOTH 1029**

Boingnet is a Lightweight Marketing Automation platform designed for data driven marketers to quickly develop personalized campaigns that live online, in email, on mobile devices and in print. Our affordable pricing and ease of use makes

TELL US WHAT YOU THINK OF OUR SESSIONS: [bit.ly/dma14feedback](http://bit.ly/dma14feedback)[www.boingnet.com](http://www.boingnet.com)**Bridge Marketing****BOOTH 1120**

Bridge Marketing is a best practices Marketing Automation Technologies provider focused on efficient customer acquisition. Founded on a unified platform integrating multichannel data, advanced analytics, and cloud-based data hygiene and segment targeting technologies. We enable businesses to increase marketing performance with end-to-end marketing services and data services.

[www.bridgemarketing.com](http://www.bridgemarketing.com)**Canada Post****BOOTH 1815**[www.canadapost.ca/selltocanadians](http://www.canadapost.ca/selltocanadians)**Canadian Mail Network****BOOTH 920**

CNM is your best solution for the most cost-effective Canadian mail distribution services including direct mail, letter mail, fulfillment and publication mail using Canada Post. They are strategically located on the USA/Canada border to maximize speed of delivery for all your mailings. CMN is the simple way to mail to Canada.

[www.canadian-mail.com](http://www.canadian-mail.com)**Careington International Corp****BOOTH 932**

Careington (www.careington.com) is your single-source solution for innovative health, wellness, lifestyle and financial solutions – discount and insured options. We are positioned to work with any client to enhance marketing programs with products and services that are easy to administer, offer speed to market, and add additional consumer savings and value.

[www.careington.com](http://www.careington.com)**Carney Direct Marketing****BOOTH 1405**

Carney Direct Marketing provides relevant direct owners; giving you a unique competitive edge, that substantially impacts your ROI. Founded in 1991, Carney has been an industry leader with the mission and commitment to create top performing campaigns for our clients.

[www.carneydirect.com](http://www.carneydirect.com)**CAS Inc.****BOOTH 833**

Since 1981, CAS Inc is one of our industry's most innovative companies offering mailing lists, opt-in email marketing, data append, telephone append, and customer database hygiene / privacy update services.

[www.cas-online.com](http://www.cas-online.com)**CENVEO****BOOTH 600**

We specialize in labels, packaging, content management, commercial print and envelopes on a global platform that continues to expand. Providing solutions and resources to our customers, Cenveo offers a vast network of production, fulfillment and distribution centers that deliver value and quality service every day.

[www.cenveo.com](http://www.cenveo.com)**Chief Marketer****BOOTH 1613**

Chief Marketer: The Authority on Measurable Marketing & Operations symbolizes the imperative in marketing—to link increases in revenue to their associated marketing campaigns, and to the specific marketing resources invested.

Cross channel and by channel, metrics & ROI are top of mind at all times. Our mission is to seek out the best of measurable marketing intelligence-industry's most powerful audience of marketing & C-level executives.

[www.chiefmarketer.com](http://www.chiefmarketer.com)**Citilogistics****BOOTH 1816**

One stop for all things Canadian! Direct Mail: catalogs & publications delivery, Data: Merge/Furge Hygiene. Canadian Ecommerce: Customs, postal and courier processing, returns management.

[www.citilogistics.ca](http://www.citilogistics.ca)**Client Tell by Analyze Corporation****BOOTH 736**

Client Tell is a cloud based software as a service platform designed to help your business know what makes your customers' unique by calculating a socio-demographic profile for your customers, what we call a tell, and then uses that tell to find more customers just like them.

[www.analyzecorp.com](http://www.analyzecorp.com)**Clipper Magazine****BOOTH 607**

Clipper Magazine is a full-color glossy coupon publications mailed to hundreds of markets nationwide, regularly features national brands. We now offer digital advertising opportunities through our DoubleTake Offers website and app.

[www.clippermagazine.com](http://www.clippermagazine.com)

# EXHIBITOR DESCRIPTIONS

AS OF 9.11.14

## ASL Marketing

**BOOTH 927**

As the leading source for direct marketing youth industry expertise in data content, aggregation and analytics of the youth, young adult and student demographics. We provide access to the youth and student markets with our database of over 100 million individuals and families.

[www.aslmarketing.com](http://www.aslmarketing.com)

## Atask, Inc.

**BOOTH 429**

Atask is a cloud-based marketing work management solution that helps marketing teams solve work chaos by providing real-time visibility into work and resources and unifying content collaborators.

[marketing.atask.com](http://marketing.atask.com)

## Augco

**BOOTH 422**

Augco designs, develops, implements and manages membership programs for hundreds of clients in various industries. These programs offer engaging and relevant benefits to millions of members every day, and provide value by encompassing a wide variety of available benefit categories including lifestyle, automotive, health & wellness, insurance & voluntary benefits and more! Augco's customized membership engagement solutions are specifically tailored to individual needs, helping clients increase revenue, member engagement and program enrollment.

[augcomarketing.com](http://augcomarketing.com)

## Avrick Direct

**BOOTH 1020**

[www.avrick.com](http://www.avrick.com)

## B&W Press

**BOOTH 427**

WOW! No water seals, no tabbing! USPS Approved B&W Press™ 10-Page Mini "Slim"™ Catalog mails for the cost of a standard letter or oversized postcard! Mini "Slim"™ is a multi-channel solution provider. Our current customers use the Mini again and again and are continually excited about increased sales with this low-cost web driver.

[www.bwpress.com](http://www.bwpress.com)

## Amazingmail

**BOOTH 923**

As the leader in Automated Print-Mail, Amazingmail offers a highly effective solution to seamlessly incorporate personalized direct mail into your existing multi-channel communication strategy. Access our API to automate appointment reminders, purchase appreciation, win-back efforts and more! Services include high-quality, personalized cards printed and mailed Next Business Day – No Minimums.

[www.amazingmail.com](http://www.amazingmail.com)

## American Express OPEN

**BOOTH 1235**

Business Cards from American Express OPEN provide access to tools that can help you move your business forward. Stop by our booth to speak with a Business Consultant about the right Card for your business and apply for a Card today. Financial Services Products, American Express OPEN Business Cards.

[www.OPEN.com](http://www.OPEN.com)

## American Litho, Inc.

**BOOTH 1019**

[www.allitho.com](http://www.allitho.com)

## American Name Services

**BOOTH 1618**

American Name Services is a List Management and Brokerage firm providing comprehensive yet individualized direct marketing strategies to direct marketers domestically and abroad since 1995. ANS utilizes the world's vast databases combined with state-of-the-art technology, unparalleled experience and customized partner relationships, so you can realize the benefits of today's marketing strategies. Combined with the development of campaign monitoring and tracking solutions, ANS provides you with greater knowledge and metrics of your advertising efforts.

[www.a-names.com](http://www.a-names.com)

## American Spirit Corporation

**BOOTH 604**

Think you know us? Let's get re-introduced. American Spirit Corporation uses proprietary data services to help you engage your consumers, leverage your existing data, and harness your web traffic to reach consumers with 1:1 relevant messages using their preferred channel.

[www.asgc.com](http://www.asgc.com)

## Anchor Computer

**BOOTH 1604**

Anchor Computer provides consumer and business direct response support services and software including: Database consultation and construction, Enhancement services, Desktop marketing solutions, Merge/Purge, Data conversion, Fulfillment/DBMS integration. In addition, Anchor provides list cleaning services utilizing both proprietary and USPS products. Anchor is one of the few USPS licensees with NCOA, DSF2, LACS and FASTforwardsm processing expertise.

[www.anchorcomputer.com](http://www.anchorcomputer.com)

## Anderson Direct & Digital

**BOOTH 1732**

Anderson Direct & Digital is a full-service direct & digital marketing agency offering strategy, creative development (online and offline), data intelligence and media planning services. In addition to our agency services, we have the ability to produce what we create through our offline and online in-house production services.

[www.andersondd.com](http://www.andersondd.com)

## APIsource

**BOOTH 1500**

[www.apisource.com](http://www.apisource.com)

## Applied Info Group

**BOOTH 1616**

The original and industry leading server-based database company, Applied Info Group provides database and email marketing solutions that will streamline marketing efforts for all direct marketers. You'll appreciate working with professionals who understand not only complex technology, but your marketing objectives as well.

[www.appliedinfogroup.com](http://www.appliedinfogroup.com)

## Asendia USA

**BOOTH 1504**

Asendia USA is an international and domestic mail and parcel company specializing in the preparation and worldwide distribution of Goods & Parcels, Business Mail, Direct Mail, and Press. We serve a diverse customer base including internet retailers, associations, financial institutions, universities, publishers, Government institutions, direct mailers, and major corporations nationwide.

[www.asendiaUSA.com](http://www.asendiaUSA.com)

# EXHIBITOR DESCRIPTIONS

AS OF 9.11.14

## 1to1 Media

BOOTH 318

1to1 Media is THE online destination for customer strategy resources to help organizations optimize their customer experience and realize the greatest value from their customers. 1to1 Media provides resources including in-depth articles, infographics, blogs, webinars, and whitepapers that help senior executives to drive change and make customer-based initiatives the centerpiece of their strategies.

[www.1to1media.com](http://www.1to1media.com)

## Access Development

BOOTH 605

Access Development helps organizations increase retention rates or through up sell programs. revenue by increasing customer acquisition and Our programs leverage the nation's largest discount network with over 300,000 discounts on dining, recreation, shopping, movies, groceries, entertainment and everyday services. Access is helping clients increase revenue, and members save money a winning combination in this economy.

[www.accessdevelopment.com](http://www.accessdevelopment.com)

BOOTH 811

24/7 online access to virtually every major compiled file in the U.S. Powerful modeling analytics. Fast, flexible and scalable database solutions for multi-channel campaign deployment. From data sourcing to deployment, AccuData Integrated Marketing offers the right products, industry expertise, and excellent service and support to meet your multi-channel data marketing needs.

[www.accudata.com](http://www.accudata.com)

## ACI Gift Cards, Inc.

BOOTH 1439

Amazon Gift Cards are a great solution for any incentive program including employee rewards, customer promotions and gifts, sales incentives and more. Recipients love Amazon Gift Cards because they are an extremely flexible reward, giving them access to millions of items, fast and reliable shipping, all backed by the trust of the Amazon brand. Amazon Gift Cards have no fees, never expire and can be purchased in almost any amount, from \$0.15 to \$2,000.

## Act-On

BOOTH 322

[www.act-on.com](http://www.act-on.com)

## Actiom Corporation

BOOTH 909

[www.acter.com](http://www.acter.com)

Actiom is an enterprise data, analytics and software as a service company focused on strengthening connections between people, businesses and their partners. We enable better living for people and better results for the people who serve them.

## AdLift, Inc.

BOOTH 934

At AdLift, our mission is to provide our clients with individualized, expert SEO solutions that drive ROI. Our team brings with it a rich and diverse background in internet marketing, sales, and management, and years of experience as leaders in the search engine marketing, display advertising, and search engine optimization space.

[www.adlift.com](http://www.adlift.com)

## Adobe

BOOTH 301

Adobe is changing the world through digital experiences. We help our customers develop and deliver high-impact experiences that differentiate brands, build loyalty, and drive revenue across every screen, including smartphones, computers, tablets and TVs. Adobe content solutions are used daily by millions of companies worldwide—from publishers and broadcasters, to enterprises, marketing agencies and household-name brands. Building on our established design leadership, we enable customers not only to make great content, but to manage, measure and monetize it for maximum impact.

[www.adobe.com](http://www.adobe.com)

## Agile Education Technology

BOOTH 208

Agile Education Marketing provides integrated marketing programs to reach the highly lucrative education market. Educators are financially secure, well-educated and socially aware consumers. Using our comprehensive EdConnect database of early childhood, K-12 and higher education institutions and personnel, you can build your brand and generate leads through targeted e-mail, direct mail, digital advertising, and webinar sponsorships.

[www.agile-ed.com](http://www.agile-ed.com)

## AgilOne

BOOTH 912

AgilOne is a cloud-based predictive marketing platform for marketers that prescribes exactly the right marketing offer, makes each relationship more profitable, and simplifies the science of marketing. It is used by brands including Shazam, Sports Authority, Mooselaw, and shopFB5.org. For more information, please visit [www.agilone.com](http://www.agilone.com).

[www.agilone.com](http://www.agilone.com)

## AlanizMetroGroup

BOOTH 227

[www.alanizmetrogroup.com](http://www.alanizmetrogroup.com)

## The Alesco Group of Companies

BOOTH 327

The Alesco Group of Companies are an integrated marketing firm offering List Management, List Brokerage and Compiled Data services for direct mail, e-mail, telemarketing and multi-channel marketing campaigns. We create programs to help you successfully acquire new customers, retain existing clients and maximize profitability.

[www.alesodata.com](http://www.alesodata.com)

[www.responsesolutions.com](http://www.responsesolutions.com)

[www.statistics.com](http://www.statistics.com)

## Alliant

BOOTH 1100

Target. Optimize. Engage. Alliant is a leading provider of advanced TV advertising software and data products. Alliant focuses exclusively on the needs of leading ad sellers and buyers, used by both national and local ad sales teams to execute hundreds of TV, VOD and online household and zone addressable campaigns.

[www.alliantgroup.com](http://www.alliantgroup.com)

## Alliance Processing Services

BOOTH 812

[www.alliance-processing.com](http://www.alliance-processing.com)

## Alliant

BOOTH 1406

Relevant consumer information drives marketing success. Alliant captures monthly transactions from 350+ direct response brands to generate purchase and behavior profiles on over 270 million U.S. consumers. Alliant uses its proprietary data, advanced analytics and strategic insight to help marketers identify their most profitable prospects, increase conversion rates and improve profitability. Across the web and mobile devices, in the mail, and at the point of sale, Alliant helps marketers increase engagement and profitability. Visit us today at: <http://alliantdata.com>

[www.alliantdata.com](http://www.alliantdata.com)





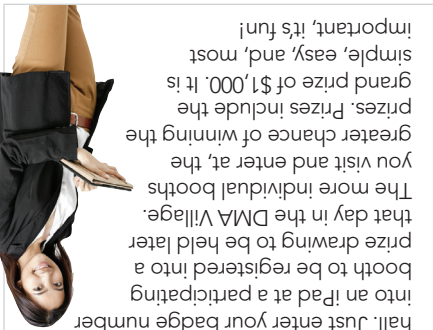


selligent

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YOUR MESSAGE SHOULD MEET HER  
WHEREVER SHE GOES**

Selligent's marketing engagement platform enables you to nurture customer dialogue across all your channels

Europe's breakthrough omnichannel marketing automation platform is coming to the US. Meet us at **BOOTH #409** to learn why more than 400 brands rely on Selligent to power their audience engagement.



**DMA2014 SCAVENGER HUNT**

SPONSORED BY **chief ingredient** marketing ideas, realized.

MONDAY, OCTOBER 27 4:25 P.M.  
TUESDAY, OCTOBER 28 3:25 P.M.

Registered attendees at DMA2014 will have a chance to win great prizes simply by visiting the booths of participating Scavenger Hunt exhibitors in the exhibit hall. Just enter your badge number into an iPad at a participating booth to be registered into a prize drawing to be held later that day in the DMA Village. The more individual booths you visit and enter at, the greater chance of winning the prizes. Prizes include the grand prize of \$1,000. It is simple, easy, and, most important, it's fun!

Get exactly the advice you need from DMA2014's 1:1 Gurus. Our gurus are the top of their fields and would charge thousands for the consultation you can get for free during DMA2014. This is your once-in-a-lifetime opportunity to talk to big stage thinkers and get their insights into your problems!

» For more details on DMA2014's Gurus, see page 47 on the Conference side of this Guide.

TUESDAY, OCTOBER 28 | ALL DAY

### 1:1 GURU SESSIONS

Come and sit in on one or several of 30+ roundtables and gain valuable insights and perspectives from marketing experts on a range of marketing topics, niche to broad.

» For more information, see page 36 on the Conference side.

MONDAY, OCTOBER 27 | 12:30 P.M. – 1:30 P.M.

### ASK-THE-EXPERTS ROUNDTABLES

» For the full Town Square agenda, see the Conference side of this Guide.

Traditionally, town squares were open public spaces where a community met to discuss important matters in an open and collaborative environment. The DMA2014 Town Square is no different. Located in the heart of the Exhibit Hall, it'll be the place you'll keep coming back to. You'll find a packed schedule of discussions that run on the hour, every hour on Monday and Tuesday, and more frequently during the shorter opening hours on Sunday.

IN PARTNERSHIP WITH **DIRECT MARKETING**

SUNDAY – TUESDAY, OCTOBER 26-28 | ALL DAY

### DMA2014 TOWN SQUARE

## LEARNING IN THE EXHIBIT HALL

The first day of the main event ends with a bang. The exhibit hall DMA2014 Beach Party is a chance to continue your tour of the DMA2014 Exhibit Hall while connecting with new friends and old before you head off to enjoy the sights and sounds of San Diego. You won't find another assembly of such a diverse collection of marketing companies under one roof at the same time!

MONDAY, OCTOBER 27 4:00 P.M. – 5:00 P.M.

### EXHIBIT HALL 'BEACH PARTY'

Lunch will be available from 12:15 P.M. Visit with the exhibitors on your list, see the latest product demonstrations and mingle with colleagues to find new ways to tackle today's marketing challenges. Be sure to pick up a box lunch at the rear of the Exhibit Hall while you stroll around – lunch tickets are located behind your badge.

MONDAY, OCTOBER 27 12:30 P.M. – 1:30 P.M.

### NETWORKING LUNCH



Take an afternoon break from sessions and meetings and learn from our exhibiting companies how to implement some of the strategies discussed in our educational sessions at our Halloween themed Happy Hour. Beverages will be available.

TUESDAY, OCTOBER 28 3:00 P.M. – 4:00 P.M.

### HALLOWEEN HAPPY HOUR IN THE EXHIBIT HALL

**NEWCOMER ORIENTATION WITH DMA AMBASSADORS**  
 SUNDAY, OCTOBER 26, 3:30 P.M. – 5:00 P.M.  
 MONDAY, OCTOBER 27, 12:30 P.M. – 1:30 P.M.

Is this your first time at the DMA Annual Conference? The DMA Ambassadors are here for you. Stop by the DMA Booth, located in the DMA Village, and let them guide you down a path that suits your list of DMA2014 goals and objectives.

## NETWORKING

**“GASTRONOMY OF THE GASLAMP” EXHIBIT HALL OPENING RECEPTION**  
 SUNDAY, OCTOBER 26 3:30 P.M. – 5:30 P.M.

Road to Baja, Main Street, Little Italy and Chinatown... Sample a taste of San Diego's Gaslamp District – while exploring all that our Exhibit Hall has to offer. Plus giveaways galore! Begin your conference experience by taking this opportunity to visit the largest Exhibit Hall of marketers and pick up some gourmet snacks along the way. Plus, if you collect all the letters and work out what they spell, you can win prizes by handing in your details at the DMA Village for a draw at 5:00 P.M.



## DMA VILLAGE

The DMA Village, located in the Exhibit Hall, is the central meeting point for 'All Things DMA.' Featured within the DMA Village are:

**DMA BOOTH**  
 SUNDAY – TUESDAY, OCTOBER 26-28 ALL DAY

DMA representatives are available to answer any questions you may have about membership opportunities, DMA's advocacy efforts on both a state and national level and DMA Education programs.

**ICE CREAM SUNDAY**  
 SUNDAY, OCTOBER 26 3:00 PM - 3:30 PM



Stop by the DMA Village to meet our Sunday Keynotes and grab a scoop of delicious Ben & Jerry's ice cream as the Hall opens on Sunday.

**DMA INNOVATION AWARDS & PAVILION**  
 PAVILION CO-SPONSORED BY Google  
**DMA VILLAGE, EXHIBIT HALL**

Marketing technology is advancing exponentially. The DMA's Innovation Awards celebrate those that create solutions that make global marketers quicker, more impactful, more efficient, and just plan better at what we do. The Innovation Awards will be presented for outstanding achievement in marketing technology in the Innovations Pavilion on Sunday, 4:30 P.M. – 5:30 P.M., during the Grand Opening Reception.

Be sure to stop by the Innovation Awards Pavilion during the course of the show to see first-hand Innovation Award winners' products and solutions.



## SPECIALTY PAVILIONS

**SOMOLO PLAZA**  
**BOOTHS 832-840, 833-841**

Meet cutting-edge innovators from social, mobile, and location-based services.

**NEXTGEN ARENA**

**BOOTHS 1426-1434, 1427-1439 1526-1538, 1527-1535**

Specially designed for start-ups and SMBs, this innovative pavilion features the brightest of the shiny objects.

**FESTHAUS/BEER GARDEN**  
 MONDAY – TUESDAY, OCTOBER 27-28 ALL DAY



The Festhaus returns to DMA2014! The beer garden in the Hall is the perfect place to take a break during the day. It's a great meet-up place, offers refreshment all day long, and it's right at the heart of all the DMA2014 action.

At the heart of **DMA2014 IS THE GIANTIC EXHIBIT HALL** packed with the latest technologies, solutions, products, and services from some of the most respected names in the marketing world. This is the place to experience hands-on demonstrations of the latest tools, technologies, and services that can increase your bottom line and ROI.

From **SPECIALIZED PAVILIONS** that make it easy to quickly locate and compare similar products side-by-side to expansive rows of traditional booths that house some of the **BIGGEST MARKETING GIANTS**, the only problem you'll have fulfilling your 2014 needs is figuring out where to start.

If you're looking for top technologies and cool tools to get the job done, the exhibit hall at DMA2014 has everything you need!

Your **DMA2014 BADGE** admits you to the Exhibit Hall during the open hours shown above. Guests may visit the hall during open hours by presenting a Preferred Exhibit Hall Pass at Registration or with an Exhibits Only badge at the entrance to the Exhibit Hall. Daily Exhibit Hall Only badges may be purchased at DMA2014 Registration.

HALL BC, GROUND LEVEL

# DMA2014 EXHIBIT HALL

## IGNITING CUSTOMER ENGAGEMENT

### EXHIBIT HALL HOURS

SUNDAY, OCTOBER 26  
3:00 P.M. – 5:30 P.M.

MONDAY, OCTOBER 27  
10:00 A.M. – 5:00 P.M.

TUESDAY, OCTOBER 28  
10:00 A.M. – 5:00 P.M.

### NEW TO DMA2014!

Last year, we introduced our **360° EVENT EXPERIENCE**, this year, it's back, bigger and better! We have linked our sessions, exhibitors, and even you to provide you with the Recommendations you need to enhance your DMA2014 experience. Go to **MYDMA2014** powered by **VIVASTREAM** – either online or through our mobile app – and you will find Recommendations for relevant exhibitors and sessions based on the topics covered. Even better, if you complete your profile with the topics you are interested in and can help with, you'll get a list of recommended people to connect with who are onsite with you!





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# DMA 2014

The Global Event for Data-Driven Marketers  
San Diego Convention Center | October 25-30



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# EXHIBITION SHOW GUIDE