# MONDAY, APRIL 25, 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Information</th>
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</thead>
</table>
| 3:00 p.m. – 6:00 p.m. | Registration Hours  
MGM GRAND CONFERENCE CENTER – LEVEL 1 |
| 6:00 p.m. – 8:00 p.m. | International Reception  
HAKKASAN RESTAURANT – LING LING LOUNGE |

# TUESDAY, APRIL 26, 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Information</th>
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</table>
| 7:00 a.m. – 7:00 p.m. | Registration Hours  
MGM GRAND CONFERENCE CENTER – LEVEL 1 |
| 8:00 a.m. – 4:00 p.m. | **Oracle Marketing Cloud Academy Sessions**  
MGM GRAND CONFERENCE CENTER – LEVEL 3 |
| 9:30 a.m. – 2:00 p.m. | **Oracle Marketing Cloud Best Practice Sessions**  
MGM GRAND CONFERENCE CENTER – LEVEL 3 |
| 4:00 p.m. – 5:15 p.m. | Welcome Reception  
SOLUTION CENTER - MARQUEE BALLROOM |
| 5:30 p.m. – 7:00 p.m. | **Opening General Session: Grand Garden Arena**  
The Global Corner Store: Customer Experience Comes Full Circle  
Kevin Akeroyd, General Manager and Senior Vice President, Oracle Marketing Cloud  
Ryan Deutsch, DVP Digital Marketing, Sears Holdings Corporation  
Nick Cerise, CMO, Western Union Business Solutions  
Eric Reynolds, SVP & CMO, The Clorox Company  
Special Guest Speaker: Zach King |
| 7:00 p.m. – 8:00 p.m. | Markie Awards Pre-Ceremony Dinner & Reception  
STUDIO BALLROOM |
| 8:00 p.m. – 10:00 p.m. | **10th Annual Markie Awards Ceremony**  
GRAND GARDEN ARENA |
| 10:00 p.m. – Midnight | Markies After Party, featuring Bastille  
GRAND GARDEN ARENA |
### WEDNESDAY, APRIL 27, 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Information</th>
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</table>
| 7:00 a.m. – 7:00 p.m. | Registration Hours  
MGM GRAND CONFERENCE CENTER – LEVEL 1 |
| 8:00 a.m. – 9:00 a.m. | Networking Breakfast  
SOLUTION CENTER - MARQUEE BALLROOM |
| 9:00 a.m. – 10:30 a.m. | General Session Keynotes: Grand Garden Arena  
**Every Experience Matters**  
Mark Hurd, Chief Executive Officer, Oracle |
| 10:30 a.m. – 11:00 a.m. | Break  
SOLUTION CENTER - MARQUEE BALLROOM |
| 11:00 a.m. – 12:30 p.m. | General Session Keynotes: Grand Garden Arena  
**Digital Innovation: Creating Seamless Customer Experiences with Oracle Marketing Cloud**  
Steve Krause, GVP Product Management, Oracle  
John Stetic, Group VP of Product Development, Oracle |
| 11:00 a.m. – 12:30 p.m. | **Marketising: The Convergence of Marketing and Advertising Technologies**  
Jay Baer, Convince & Convert  
Andy Kennemer, VP Omnichannel Marketing, Abercrombie and Fitch  
Jake Sorofman, CMO, Gartner  
James Cooper, Editorial Director, AdWeek |
WEDNESDAY, APRIL 27, 2016, continued

### Session Information

**12:30 p.m. – 2:00 p.m.**

**Networking Lunch in Solution Center**

**Birds-of-a-Feather Sessions:**

- 12:30pm-1:30pm - Topic: Bridging the Gap Between Marketing and Commerce
- 1:30-2:00pm - Topic: Persona Development for Content Marketing Strategies

**Platinum Sponsor Luncheon Session Room 313-316:**

The Journey to Modern Marketing in the B2B World

**2:00 p.m. – 2:45 p.m.**

**Breakout Sessions**

**MGM GRAND CONFERENCE CENTER – LEVEL 3**

- **Show Me the Money! Revenue Generating Deliverability Strategies**
  
  **ROOM 306-307**

- **The Art and Science of Building Customer Journeys**
  
  **ROOM 310**

- **It’s All About B2Me: Creating Personalized Experiences for Your Global Customers**
  
  **ROOM 320**

- **Set It and Forget It—Until It’s Time to Analyze and Optimize**
  
  **ROOM 309**

- **Measure Content Goals Objectively Through Effective KPs**
  
  **ROOM 301-302**

- **Maximizing Your Marketing ROI by Integrating the Digital and In-Person Experience**
  
  **ROOM 304-305**

- **Raising the Stakes – How Hilton Worldwide Optimizes Online Experiences**
  
  **ROOM 314-315**

- **You’re a Marketing Superhero and You Know It**
  
  **ROOM 318**

- **Video is in Demand! How MongoDB Uses Video Marketing to Connect with Buyers and Fuel Demand**
  
  **ROOM 308**

**3:00 p.m. – 3:45 p.m.**

**Breakout Sessions**

**MGM GRAND CONFERENCE CENTER – LEVEL 3**

- **How to Give Your Sales Team an Unfair Competitive Advantage**
  
  **ROOM 306-307**

- **What You Need to Know: Oracle Responsys Product Overview**
  
  **ROOM 310**

- **Mastering the Digital Customer Experience: American Apparel**
  
  **ROOM 320**

- **Using Data Selection to Optimize and Personalize Your Emails**
  
  **ROOM 309**

- **Giving Your Prospects the Content They Need When They Need It**
  
  **ROOM 301-302**

- **The Rise of Trust Content in 2016**
  
  **ROOM 304-305**

- **Finding the Customer Cheese in a Multi-Layer Nurture Maze (er, Campaign!)**
  
  **ROOM 314-315**

- **Account-Based Marketing For An Open Source World**
  
  **ROOM 303**

- **Driving Digital Advertising Transformation at Lexus**
  
  **ROOM 318**

- **Digital 1:1 Conversations: Marketing Automation, Interactivity, and Personalization**
  
  **ROOM 308**

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Cross-Channel Orchestration: Oracle Responsys
Marketing Automation: Oracle Eloqua
Social and Content Marketing
Mobile Engagement
Data Management and Programmatic Advertising
Optimization and Personalization
WEDNESDAY, APRIL 27, 2016, continued

<table>
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<tr>
<th>Time</th>
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</table>
| 4:00 p.m. – 4:30 p.m. | - Break -  
SOLUTION CENTER - MARQUEE BALLROOM |
| 4:30 p.m. – 5:15 p.m. | Breakout Sessions  
MGM GRAND CONFERENCE CENTER – LEVEL 3 |
| Personalizing Push | ROOM 306-307  
ROOM 310 |
| Personalizing Online Customer Experiences: Getting Started | ROOM 310 |
| Deliverability: Industry Benchmarks and Competitive Insights | ROOM 309 |
| Using Data and Technology as the Building Blocks for a Customer Preference Center | ROOM 312-317 |
| Financial Services Lead Nurture 2.0 | ROOM 314-315 |
| Product Roadmap: Data Optimization for Advertisers and Publishers Using Oracle DMP | ROOM 319 |
| Incrementality: Marketing and Selling to What Wouldn’t Just Happen Anyway | ROOM 320 |
| Turning Roadblocks into Speed Bumps: Marketers Share their Pre- and Post- Implementation Evolution Challenges | ROOM 304-305 |
| So You Want to Be a Modern Marketer? Well Here’s How | ROOM 303 |
| How to Drive a Billion in Pipeline: The Predictive-Powered Marketing Cloud | ROOM 308 |
| Networking Reception | SOLUTION CENTER - MARQUEE BALLROOM |
| Oracle Women’s Leadership Reception | SOCIAL LOUNGE – MGM GRAND CONFERENCE CENTER, LEVEL 3 |
| Customer Appreciation Event, featuring The Goo Goo Dolls | GRAND GARDEN ARENA |
THURSDAY, APRIL 28, 2016

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8:00 a.m. – 4:00 p.m.</td>
<td>Registration Hours</td>
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<tr>
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<td>MGM GRAND CONFERENCE CENTER – LEVEL 1</td>
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<td>8:00 a.m. – 8:45 a.m.</td>
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<td>MGM GRAND CONFERENCE CENTER – LEVEL 3</td>
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<tr>
<td>9:00 a.m. – 9:45 a.m.</td>
<td>Breakout Sessions</td>
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<td></td>
<td>MGM GRAND CONFERENCE CENTER – LEVEL 3</td>
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<tr>
<td>10:00 a.m. – 10:30 a.m.</td>
<td>- Break -</td>
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<td>SOLUTION CENTER - MARQUEE BALLROOM</td>
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</table>

- Creating Lifecycle Programs with Responsys  
  ROOM 306-307

- Agile Marketing: How To Compete On Customer Experience  
  ROOM 310

- Secrets to Success for Oracle Responsys  
  ROOM 309

- Third-Party Data: Seeing the Promise, Proving the Value  
  ROOM 312-317

- The Future of CRM Integrations with Oracle Eloqua  
  ROOM 314-315

- Create, Collaborate, and Distribute Marketing Assets to Ensure Brand Consistency  
  ROOM 318

- Data Management 101: An Oracle DMP Introduction for Marketers  
  ROOM 319

- Moving Customers to Conversions – How Abt Optimized the Entire Checkout Using Oracle Maxymiser  
  ROOM 320

- Incasting: Why Modern Marketers Must Think and Act Like Production Companies  
  ROOM 301-302

- Big Marketing Ideas For Small Teams  
  ROOM 304-305

- Streamlining and Simplifying Multilingual Campaigns with Oracle Eloqua: Best Practices  
  ROOM 308

- Test for Success: Multivariate and Optimization for Oracle Responsys  
  ROOM 306-307

- How to Test and Optimize Your Digital Customer Experience—and Improve Your Bottom Line  
  ROOM 310

- Building a Strategic Framework for Automated, Personalized, Cross-Channel Consumer Experiences  
  ROOM 309

- Building Customer-Centric Systems: Lead Lifecycle Management in Oracle Eloqua  
  ROOM 318

- Activating First-Party Data as a Catalyst for Cross-Channel Conversion  
  ROOM 319

- Delivering Mobile Success at Every Stage of Your App Experience  
  ROOM 320

- The Power of Influence in B2B Marketing  
  ROOM 301-302

- Show Me the Money: The Quest for Social ROI  
  ROOM 304-305

- Predictive Analytics and Enrichment Across The Customer Journey – Not Just Lead Scoring  
  ROOM 303
THURSDAY, APRIL 28, 2016

Time | Session Information
---|---
10:30 a.m. – 11:20 a.m. | Breakout Sessions
| **Using Personas to Drive Relevance and Revenue** | **Advocates and Agitators: The Art of Engaging Social Influencers** | **Driving Integrated Digital Lifecycle Marketing in a Subscription-Based World** | **Enhancing the Customer Experience Across Marketing, Commerce, and Service Channels** | **Get Your Sales Team Speaking Digital Body Language: Real-World Tricks, Tips & Tools – Panel Discussion** | **How DocuSign Accelerates Growth In Today’s Digital Age** | **An In-Depth Look at How Oracle DMP Analytics Drives Marketing** | **Using Data to Create the Cross-Channel Marketing Experiences Your Customers Expect** | **Custom Enterprise Lead Management: Score, Integrate, Assign, and Nurture** | **Using Customer Data to Power Triggered Lifecycle Programs for Email and Beyond** | **ABM Brings Sales and Marketing Together Through Data** | **Digital Meets Physical: Using Data to Align Online and Offline Marketing Effort** | **Using Customer Data to Power Triggered Lifecycle Programs for Email and Beyond** | **ABM Brings Sales and Marketing Together Through Data** | **Digital Meets Physical: Using Data to Align Online and Offline Marketing Effort** | **Using Customer Data to Power Triggered Lifecycle Programs for Email and Beyond** | **ABM Brings Sales and Marketing Together Through Data** | **Digital Meets Physical: Using Data to Align Online and Offline Marketing Effort** |
ROOM 306-307 | ROOM 310 | ROOM 309 | ROOM 312-317 | ROOM 318 | ROOM 319 | ROOM 320 | ROOM 301-302 | ROOM 303-305 | ROOM 303|

11:30 a.m. – 1:00 p.m. | Networking Lunch in Solution Center
| **Birds-of-a-Feather Sessions:** | | | | | |
**• 11:30am-12:00pm - Topic: Leveraging the App Cloud and the Eloqua Open Framework** | **• 12:00pm-12:30pm - Topic: Best Practices for Campaign Management** | **• 12:30pm-1:00pm - Topic: Best Practices for Targeting & Segmentation** |

1:00 p.m. – 2:30 p.m. | General Session Keynotes: Grand Garden Arena
| **Minding The Soft Stuff: How Marketing Transformation Moves Beyond Technology to Make It Real in a Complex Organization** | **A Conversation With Tyra Banks** |
Jaemi Bremner, Marketing Technology and Capability Leader, Intuit | Dennis Startsev, Principal, Deloitte Digital |

Cross-Channel Orchestration: Oracle Responsys | Mobile Engagement | Data Management and Programmatic Advertising | Optimization and Personalization |
Marketing Automation: Oracle Eloqua | Social and Content Marketing | | |
## THURSDAY, APRIL 28, 2016

### Time

<table>
<thead>
<tr>
<th>2:30 p.m. – 3:00 p.m.</th>
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<tbody>
<tr>
<td><strong>SESSION INFORMATION</strong></td>
<td>SOLUTION CENTER - MARQUEE BALLROOM</td>
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<tr>
<th>3:00 p.m. – 3:45 p.m.</th>
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<tbody>
<tr>
<td>How JCPenney Tamed the Great Spam Trap Beast</td>
<td>ROOM 306-307</td>
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<tr>
<td>Measuring Marketing Effectiveness with New Reporting from Oracle Eloqua</td>
<td>ROOM 310</td>
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<tr>
<td>Maxymiser + Oracle DMP: Behavioral Data Insights for Customer Experience and Audience Insight Excellence</td>
<td>ROOM 319</td>
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<tr>
<td>Measuring Marketing Effectiveness with New Reporting from Oracle Eloqua</td>
<td>ROOM 309</td>
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<tr>
<td>Oracle Responsys Data Modeling and Management Best Practices</td>
<td>ROOM 310-317</td>
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<tr>
<td>Harnessing the Digital Marketing Ecosystem</td>
<td>ROOM 320</td>
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<tr>
<td>Delivering Superior Customer Experience by Orchestrating Email and SMS</td>
<td>ROOM 301-302</td>
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<tr>
<td>How Creating Relevant Post-Purchase Programs Can Increase Engagement and Brand Awareness</td>
<td>ROOM 312-317</td>
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<tr>
<td>Online Quote Mobile Optimization: Bridging the Gap with the Oracle Maxymiser Testing Tool</td>
<td>ROOM 304-305</td>
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<tr>
<td>Tackling the Challenge of Marketing Automation in the B2B Enterprise</td>
<td>ROOM 314-315</td>
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<td>The Three P’s of Multi-Channel Campaigns</td>
<td>ROOM 318</td>
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<tr>
<td>Making Account-Based Marketing Work: Aligning ABM with the Buyer’s Journey</td>
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### 4:00 p.m. – 4:45 p.m.

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<th>4:00 p.m. – 4:45 p.m.</th>
<th>Breakout Sessions</th>
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<tbody>
<tr>
<td>Top 10 Oracle Eloqua Hacks</td>
<td>ROOM 306-307</td>
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<tr>
<td>Successful Cross-Channel Marketing: It Doesn’t Happen Overnight</td>
<td>ROOM 310</td>
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<tr>
<td>Dell’s Programmatic Marketing Practice: Connecting AdTech and MarTech</td>
<td>ROOM 319</td>
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<tr>
<td>From Churn to Earn: Turning Lapsing Subscribers Into Holiday Success</td>
<td>ROOM 309</td>
</tr>
<tr>
<td>Unlocking the Value of Social Data for Marketers</td>
<td>ROOM 320</td>
</tr>
<tr>
<td>Boil the Ocean! Implementing Real, Automated Email Sustainability at Scale</td>
<td>ROOM 301-302</td>
</tr>
<tr>
<td>Monitoring and Analytics: Gain Insights Into Your Campaign Performance</td>
<td>ROOM 312-317</td>
</tr>
<tr>
<td>Myth Busters: B2B Marketers Don’t Do Advertising</td>
<td>ROOM 314-315</td>
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<tr>
<td>What 15 Years of Publishing Has Taught Us About Visual Storytelling for Brands</td>
<td>ROOM 304-305</td>
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<tr>
<td>Three Keys to Building a Successful Community</td>
<td>ROOM 303</td>
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<tr>
<td>Daas for Marketing: An Introduction to Oracle Data Cloud</td>
<td>ROOM 318</td>
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### Topics Covered

- Cross-Channel Orchestration: Oracle Responsys
- Marketing Automation: Oracle Eloqua
- Social and Content Marketing
- Mobile Engagement
- Data Management and Programmatic Advertising
- Optimization and Personalization
### Session Information

**Time**  
5:00 p.m. – 5:45 p.m.

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<tr>
<th>Breakout Sessions</th>
<th>MGM GRAND CONFERENCE CENTER – LEVEL 3</th>
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</table>
| **Five Ingredients for Building a Healthy Marketing Technology Ecosystem**  
ROOM 306-307 |  
**Big Things, Little Resources**  
ROOM 310 |
| **Making Your Data Available for Effective Targeting Campaigns**  
ROOM 319 |  
**Improving The Customer Experience with Cross-Channel Orchestration**  
ROOM 309 |
| **Moving Beyond “Dear (First Name)”: How Segmenting by Age and Behavior Increased MQLs by 234%**  
ROOM 301-302 |  
**How Everybody Wins with Blind Form Submits**  
ROOM 314-315 |
|  
**Harnessing the Power of Oracle Eloqua for a Personalized B2B Experience**  
ROOM 318 |  
**Extreme Automation: Scaling Oracle Eloqua to Match Growing Demand**  
ROOM 304-305 |
|  
**Mobile App Optimization Fast Track: Stay Ahead of the Curve**  
ROOM 303 |  
**Cross-Channel Orchestration: Oracle Responsys**  
**Marketing Automation: Oracle Eloqua**  
**Social and Content Marketing**  
**Optimization and Personalization** |
General Session  
Tuesday, April 26th, 5:30 – 7:00 p.m.  
Grand Garden Arena

The Global Corner Store: Customer Experience Comes Full Circle

Kevin Akeroyd, General Manager and Senior Vice President, Oracle Marketing Cloud  
Ryan Deutsch, DVP Digital Marketing, Sears Holdings Corporation  
Nick Cerise, CMO, Western Union Business Solutions  
Eric Reynolds, SVP & CMO, The Clorox Company

For more than three decades, marketing technology vendors have promoted the concept of customer centricity, gaining a 360-degree view, managing the end-to-end customer experience, 1:1 relationships, and using data to truly understand customer needs and desires. But despite the thousands of marketing technology point solutions, the promise of a total customer experience has not been delivered. Until now.

Oracle Marketing Cloud has delivered a true customer-centric platform that gives marketers the unprecedented power to identify prospects, communicate with customers, and encourage advocates anytime, anywhere, across any channel, and in real time. With integrated digital marketing technologies, Modern Marketers are now finally able to transform customer experiences and create ideal customers who purchase frequently, promote the brand socially, and become customers for life.

Join Kevin Akeroyd, GM & SVP Oracle Marketing Cloud and learn how iconic brands like Sears, Clorox, and Western Union are using Modern Marketing to transform the customer experience, achieve dramatic results, and deliver true value to their bottom lines.

Guest Keynote Speaker: Zach King
Every Experience Matters

Mark Hurd, Chief Executive Officer, Oracle

Demographics shift. Technology advances. Promises are made, but are they delivered? We have the most multigenerational consumer base in history. With every shift and advance customer expectations change. Do we really understand our customers the way we need to deliver on the promise of great customer experience? Mark Hurd, CEO of Oracle, talks about the shifts taking place and how, to deliver truly great customer experience, every experience matters.

Community, Connection, Consumption - Creating Great Experiences to Build Brand, Sales and Superstardom

Troy Carter, Entrepreneur, Investor & Music Manager

In this presentation surveying all aspects of Troy Carter’s diverse career, beginning as a concert promoter and continuing with his present-day stints as talent manager, CEO and tech entrepreneur, the Atom Factory mogul examines the variety of options for creating experiences that translate into sales and superstardom. Examining the trajectory of musical artists like John Legend and Meghan Trainor, as well as his recent forays into technology investing, Carter makes a case for driving experiences through community and connection as the nexus of today’s most important deals.
Digital Innovation: Creating Seamless Customer Experiences with Oracle Marketing Cloud

Steve Krause, Group Vice President, Product Management, Oracle
John Stetic, Group Vice President, Product Development, Oracle

Modern Marketers want to spend more time innovating and less time integrating their marketing technology, data, and media. To truly deliver on the promise of Modern Marketing, companies need a platform that marketers love and IT trusts – one that helps them connect the right data, orchestrate consistent experiences, and optimize engagement for each individual customer – all in one place.

Luckily, we’ve done that work for you. In this keynote, learn how you can use the Oracle Marketing Cloud to deliver transformative experiences across every step of the customer lifecycle. With Oracle Marketing Cloud’s open platform and pre-built integrations, your teams can work with a suite of connected tools that will inspire them to serve customers more effectively, all while getting more from the hundreds of media, app, and data providers you already use today.

Join Steve Krause, GVP Product Management, and John Stetic, GVP Products of Oracle Marketing Cloud to experience the latest innovation and integration in action. Learn about the latest integrations in data management, cross-channel orchestration, marketing automation, and testing. You’ll see how Modern Marketing works for you.
General Session
Wednesday, April 27th, 11:45 a.m. – 12:10 p.m.
Grand Garden Arena

Marketising: The Convergence of Marketing and Advertising Technologies

Jay Baer, Convince & Convert
Andy Kennemer, VP Omnichannel Marketing, Abercrombie and Fitch
Jake Sorofman, CMO, Gartner
James Cooper, Editorial Director, AdWeek

According to Jay Baer in his Masters of CX Econsultancy report, Winning Hearts in Real-Time, digital advertising will increase its ad market share from 18 percent in 2012 to 23.4 percent in 2015 and overtake television by 2017. That's why combining data-driven advertising and marketing is important. It's also why ad technology and marketing technology departments shouldn't be singing a different tune but working in harmony. Here's just some of what Modern Marketers are doing:

• Unifying marketing and advertising data to deliver personalized content or ads across channels.
• Improving paid media conversions on owned and earned channels.
• Making your ad spend more efficient and enhancing display ad campaign performance.
• Really knowing your customers want and delivering across channels and devices.

Join Jay Baer of Convince & Convert, Andy Kennemer of Abercrombie and Fitch, Jake Sorofman of Gartner, and James Cooper of AdWeek as they discuss how marketing and advertising technologies are converging to create a better customer experience.
Minding The Soft Stuff: How Marketing Transformation Moves Beyond Technology to Make It Real in a Complex Organization

Jaemi Bremner, Marketing Technology and Capability Leader, Intuit
Dennis Startsev, Principal, Deloitte Digital

Many enterprise customers get stuck after they purchase a marketing technology solution and face challenges getting their internal users to adopt and optimize the investment. Intuit will share how they were able to orchestrate the organizational change, while keeping their customer in the center, by partnering with Oracle and Deloitte Digital. Key facets of making it real include integrating platforms and not products; building capabilities concurrently with martech and organizational adoption; and evangelizing and educating for success.

A Conversation With Tyra Banks

Join us as Andrea Ward, Oracle Marketing Cloud’s Vice President of Marketing, has a conversation with Tyra Banks, Founder & CEO of TYRA Beauty and Creator & Executive Producer of America’s Next Top Model.
Partner Pavilion Theater Sessions
Wednesday, April 27th

1:00 – 1:20 p.m.
How to Do Marketing Events Like a Data-Driven Machine

1:30 – 1:50 p.m.
The Demand Marketing Secret to Quadrupling Pipeline Contributions

2:00 – 2:20 p.m.
Amplify Your Customer Experience with Data Driven, Emotionally Engaging Content

2:30 – 2:50 p.m.
How Cox Media Built a Remarkable Content Experience with Uberflip

3:00 – 3:20 p.m.
Know Your Customer, Transform Their Experience, and Impact Sales

3:30 – 3:50 p.m.
Agile Marketing: Your Key to Becoming a More Modern Marketer

4:00 – 4:20 p.m.
Flip Tuna Campaigns Into Sushi With Interactive Content

5:40 – 6:00 p.m.
Deloitte Digital: Digital Store-as-a-Service

6:10 – 6:30 p.m.
Making Creative Work In a Social Media and Programmatic Ad Buying World
Partner Pavilion Theater Sessions
Thursday, April 28th

10:00 – 10:20 a.m.
Intel Security Enables Content Bingeing with LookbookHQ—and Supercharges Conversion

11:40 a.m. – 12:00 p.m.
Live Data in Email: Leveraging an Open Platform to Create Amazing Email Experiences

12:40 – 1:00 p.m.
Three Pillars of Marketing Performance Mastery: Budgeting, Attribution, and full-circle ROMI
Conference Tracks

**Cross-Channel Orchestration: Oracle Responsys**
Connect web, email, social, mobile, and display advertising using Oracle Responsys to orchestrate personal customer experiences across all channels.

**Marketing Automation: Oracle Eloqua**
Streamline, automate, and measure marketing communications using Oracle Eloqua and workflows to increase operational efficiency and grow revenue.

**Social and Content Marketing**
Use social marketing capabilities to engage customers and align products and services with individual needs, and lead prospects through the buying process for your brand.

**Mobile Engagement**
Reach customers immediately on their terms; deliver relevant interactions in real time to drive more app revenue with better targeting and engagement.

**Data Management and Programmatic Advertising**
Use data management to organize, optimize and activate data types that are targeted to deliver more customer value and return on your advertising spend.

**Optimization and Personalization**
Create simple to highly sophisticated campaigns using Oracle Maxymiser to drive conversion rates and generate insights about your customers through testing, insights, and personalization.
Cross-Channel Orchestration: Oracle Responsys

Activating First-Party Data as a Catalyst for Cross-Channel Conversion

Whitney Kaczor, Senior Manager, Customer Marketing, Abercrombie & Fitch
Brian Knollenberg, Senior Director, Strategic Services, Oracle

Abercrombie is focused on moving a larger portion of their email sends to triggered communication because they know it drives better results. However, this also provides a canvas to activate targeted audiences in the DMP. First party data containing interaction or targeting data from Oracle Responsys can be used in the Oracle BlueKai DMP to target these audiences cross channel. In this session we’ll talk about the challenges and opportunities encountered in this process.

Big Things, Little Resources

Lauren Purcell, Email Marketing Program Manager, FramesDirect.com

What if you were tasked with single-handedly doubling your company’s email marketing revenue within the next year? As you learn a new marketing automation platform, you must also develop a strategy to revitalize your email program. That means creating campaigns, filters, and automated programs; analyzing campaign performance; and continuously modifying your strategy to ensure that you meet your target.

That’s the challenge Email Marketing Manager at FramesDirect.com faced at an eyewear e-tailer: “Even a small e-tailer can’t afford not to have a top-tier ESP like Oracle Responsys.”

Join her as she explains why and shares how cross-channel orchestration empowered her to exceed her ambitious target. You’ll learn how you, too, can accomplish big things with little resources.

Commerce and Marketing: Better Together

Carrie Leader, Director of Ecommerce, Elaine Turner

When you work with an integrated stack of Oracle products to deliver a true cross-channel customer experience, you can pass data between your systems in real time. You ensure that customer actions taken on your website will be incorporated into the content you deliver through email—for example, in abandoned shopping cart or lifecycle campaigns.

Join us as a seasoned professional who oversees both commerce and marketing discusses how using integrated CX software will help her bridge the gap between these two functions. You’ll also learn how Oracle Responsys can deliver outstanding ease of use for midsize businesses.

Creating Lifecycle Programs with Responsys

Jennifer Newheiser, Email & CRM Manager, Rover.com

Within a one-month period, Rover transitioned from Exact Target to Oracle Responsys and launched more than 100 triggered emails on the platform. Rover now has 21 email programs that run daily—four of which run hourly—and is creating more every week.

Join us to learn:
• How Rover quickly and effectively launches programs.
• How these programs have enhanced Rover’s business.
• What you could achieve by launching similar programs.
Deliverability: Industry Benchmarks and Competitive Insights

Kevin Senne, Senior Director, Deliverability, Oracle Marketing Cloud
Pradeep Mangalapalli, Director, Deliverability, Oracle Marketing Cloud

How do you measure your deliverability success? Learning how you stack up against your competition is one of the keys to improving your results and avoiding mistakes. Although monitoring industry benchmarks to improve your email program isn’t a new strategy, your deliverability insights probably haven’t kept up. But this doesn’t have to be the case anymore—thanks to the data from Oracle Marketing Cloud Deliverability Plus. Join us as we provide specific data points related to deliverability performance across industries and top competing brands. We’ll take deliverability insights to a new level by focusing on key engagement metrics and content. You’ll discover how you can:

• Stay ahead of your competition.
• See what they sent in near real-time.
• Determine what works and what doesn’t.
• Avoid repeating their mistakes.
• Use valuable benchmarks and insights to set realistic goals for your own email program.

Driving Integrated Digital Lifecycle Marketing in a Subscription-Based World

Luci Rainey, Vice President, Acquisition Marketing & Onboarding, Comcast Cable
John Young, Vice President, Customer Marketing Communication, Comcast Cable
Kaiti Livermore, Strategic Consultant, Oracle
Danielle Renan, Sr. Strategic Consultant, Oracle

For subscription-based companies, lifecycle marketing can take on a whole new meaning. You’re not just marketing the next product or sale—you’re truly initiating and maintaining long-term relationships. And although generating leads and sales will always be critical, it’s equally important to measure the impact of engaging and nurturing your existing customers. Join us to learn how Comcast tackled these challenges by developing a 25-touch point digital program. Driven by analytics, Comcast’s program puts the customer at the helm.

Enhancing the Customer Experience Across Marketing, Commerce, and Service Channels

Kiumarse Zamanian, Vice President, Product Management, Oracle Marketing Cloud
Kaila Garrison, Director, Product Marketing, Oracle Marketing Cloud

Although many marketers are working towards establishing a truly integrated view of their customers across various digital channels, few have attempted to expand this view to encompass the entire online and offline customer experience. Meanwhile, customers increasingly expect a consistent and contextualized experience across channels, eCommerce, brick and mortar stores, and customer service interactions—as ambitious as this vision may be. Join us to learn how Oracle is allowing companies to gain a holistic view of their customers by managing the entire customer experience through a series of integrated, complementary offerings.

Financial Services Lead Nurture 2.0

Josh Gerads, Global eMarketing, MetLife
Dottie Duncan, Global eMarketing, MetLife
Howard Konopko, Manager, Strategic Services, Oracle

When a consumer is about to make an important financial decision, the communications they receive from a financial services provider can heavily influence the direction they ultimately choose. Join us to learn how MetLife achieved 100% growth in its year-over-year email channel revenue by optimizing its auto insurance lead nurture efforts. We’ll focus on the underlying initiatives that drove these impressive results, including testing, segmentation, universe expansion, and creative optimization.
SESSION DETAIL

Cross-Channel Orchestration: Oracle Responsys, continued

From Churn to Earn: Turning Lapsing Subscribers Into Holiday Success
Peter Briggs, Director, Digital Marketing & Personalization, Sears Holdings Corp.
Josh Riff, GM and Director of Digital Marketing and Personalization, Sears Holdings Corp.
Lori Vaughn, Senior Strategic Consultant, Oracle
Bradford Johnson, Director of Strategic Services, Oracle Marketing Cloud

Learn how Sears identified and reversed a troubling pattern of list churn by using comprehensive reactivation methods. By employing aggressive strategies from Oracle Marketing Cloud’s Strategic Services team, and deploying smart mitigation from Oracle Deliverability Services, Sears added millions of email subscribers back into its active file just in time for prime shopping season. Join us to learn how Sears questioned previous assumptions and broke boundaries to win the holidays.

How Creating Relevant Post-Purchase Programs Can Increase Engagement and Brand Awareness
Daniel Netkin-Collins, Email Producer, The LEGO Group

How can you increase your email open rates and engagement metrics? The LEGO Group did it by creating a robust post-purchase program. The company sends engaging content to customers based on the products they recently purchased. This strategy gave LEGO the engagement boost it was looking for.

Sending targeted, content-rich emails increased LEGO’s revenue, despite the company’s soft-sell approach. Join us to learn how you can do the same.

How JCPenney Tamed the Great Spam Trap Beast
Daniel Deneweth, Senior Director, Strategic Services, Oracle

Spam traps continue to become more common—which makes them one of today’s key drivers of email delivery problems. Join us to hear how JCPenney addressed the spam trap menace head on and finally took control of deliverability. This approach not only helped improve the company’s delivery performance, but also created a stronger foundation that enabled the company to send greater email volumes more consistently.

Improving The Customer Experience with Cross-Channel Orchestration
Katie Seegers, E-mail Marketing Manager, Select Comfort

Getting ramped up on the Oracle Responsys platform and want to know about all the possibilities? Learn from the success story of Select Comfort.

Select Comfort is truly embracing cross-channel marketing orchestration by using Email, Rapid Retargeter, and SMS. Join us to learn how the company recently adopted SMS to send delivery notifications to its customers. We’ll also discuss how Select Comfort implemented Rapid Retargeter to target customers based on their online shopping behavior.

Live Data in Email: Leveraging an Open Platform to Create Amazing Email Experiences
Lalit Chopra, Director, Alliances and Partner Strategy, Movable Ink

Consumers expect highly personalized, relevant marketing messaging within every interaction they have with your brand, and live data is virtually the only way to create this experience. By pulling live data into emails, you can create tailored, in-the-moment messaging that provides value and drives action. We’ll discuss some of the challenges marketers face today, and how incorporating live data, using social feeds and APIs, can help solve those challenges.

You’ll learn how brands are:
• Developing unique strategies to unlock email experiences as dynamic as the web
• Automating personalized content by pulling it directly from their website
• Targeting email content based on the recipient's device, weather, and location
• Optimizing campaigns based on performance in real-time
SESSION DETAIL

Cross-Channel Orchestration: Oracle Responsys, continued

Monitoring and Analytics: Gain Insights Into Your Campaign Performance
Gabrielle Tao, VP, Product Management, Oracle Marketing Cloud
Matthew Limeri, Senior Sales Consultant, Oracle Marketing Cloud

Today’s customer moves quickly across channels, between brands, and among preferences. Marketers and their tools have lagged behind, leaving many marketing professionals in the helpless position of reporting on past performance rather than informing future optimization. In this session, you’ll learn how Oracle Responsys is helping marketers harness their data, realize valuable insights, and formulate practical optimization techniques for improved performance.

Oracle Responsys Data Modeling and Management Best Practices
James Nierodzik, Senior Sales Consultant, Oracle
Sanjay Kini, Director, Sales Consulting, Oracle

After almost two decades working with customers around the world, we’ve compiled a set of best practices that will help you increase the efficiency of both your Oracle Responsys system and your marketing teams. Join us as we discuss data modeling, how to best use and organize external data, and the ideal state for your business. You’ll learn tips and tricks for making your deployment and design more efficient and higher performing.

Secrets to Success for Oracle Responsys
Ashok Rajan, Vice President, Product Management, Oracle Marketing Cloud
Albert Lee, Sr. Product Manager, Oracle Marketing Cloud

Oracle’s Cross-Channel Orchestration platform continues to grow with new features and technologies to help you achieve your goals faster. And with each of our releases, we’ve also created many efficiencies in the platform that help you do your job better. Did you know that stage gate be used to hold and release people when doing A/B testing? Or that an event switch can be used to wait for events mid-stream in an orchestration? During this session, Product Management will take you through the latest capabilities and tools that can increase efficiency and effectiveness of your implementation of Oracle Responsys.

Set It and Forget It—Until It’s Time to Analyze and Optimize
Marc Haseltine, Marketing Manager, National Geographic

How can you enhance your user experience while also providing your marketers with more actionable data points? Join us as an Oracle Responsys user explains how they did just that. You’ll learn how National Geographic is using automated customer lifecycle management capabilities—such as APIs, form posts, and list loads—to kick off higher quality customer onboarding experiences.

Show Me the Money! Revenue-Generating Deliverability Strategies
Wally Badalamenti, Senior Manager, Digital Marketing, Gerber Life Insurance Company
Jason New, Digital Account Manager, Winterbridge Media
Heather Goff, Senior Deliverability Strategist, Oracle

Imagine if you could leverage your deliverability strategies to actually make more money. Until now, marketers have assumed that playing by the rules and using email best practices would enable them to reach the inbox, but would also result in smaller email distribution lists that generate less money. Here’s the good news: it doesn’t have to be that way anymore!

Join us to learn how Gerber Life used a strategic deliverability plan to:
• Stop throttling its email campaigns at a slow rate.
• Send more email more often to more recipients.
• Address persistent blocks in the long term.
• Reduce junk foldering at the top ISPs.

Gerber Life’s efforts have led to better business results and increased revenue. You’ll come away from this session with specific action items that you can quickly put to use to do the same.
SESSION DETAIL

Successful Cross-Channel Marketing: It Doesn’t Happen Overnight
Jennifer Downes, Direct Marketing Director, Lenovo
Sammar Faraj, Sr. Director, Relationship Marketing, Quicken Loans
Chris Wilson, Senior Strategic Consultant, Oracle Marketing Cloud
Clint Kaiser, Senior Director, Strategy and Analytics, Oracle Marketing Cloud

To achieve success with cross-channel marketing, you need the right mix of organizational alignment, data analysis, and cross-team commitment. Join us to discover how brands such as Lenovo and Quicken Loans have successfully navigated these waters in pursuing a customer-centric approach to marketing. You’ll learn what works (and what doesn’t) in setting up your organization for cross-channel marketing success—and you’ll see the impact your efforts can have.

Test for Success: Multivariate and Optimization for Oracle Responsys
Tony Castiglioni, VP Product Management, Oracle
Austin Miller, Product Marketing Manager, Oracle

Oracle’s testing capabilities are fast, easy, safe and powerful. We’ve been refining our testing capabilities for 7 years—and we’ve fully integrated these capabilities into our Cross-Channel Orchestration platform. Join us to learn about the latest product innovations that can help you scale your efforts for the modern-day consumer. Our experts in testing and optimization will take you through Oracle Responsys’ multivariate and program proof testing, and will show you how to maximize your revenue and engagement from every message.

The Art and Science of Building Customer Journeys
Chris Lynch, Senior Director, Product Marketing, Oracle Marketing Cloud
Jonathan Petrino, Senior Strategist, Oracle Marketing Cloud

Creating successful customer journeys requires both creativity and strategy to work together. While having a solid customer experience strategy is paramount to success, it is hard to do without the right tools. During this session, Marketing Leaders will outline where the art of creating customer journeys meets the science of a powerful platform. They’ll showcase customer journey examples that work and the tools you need to start building your own.

Third-Party Data: Seeing the Promise, Proving the Value
Alanna Vallee, Director, Targeted Marketing, North American Store, Staples, Inc.
Tracy Gaston, E-mail Marketing Manager, Strategy & Innovation, Staples, Inc.
Bradford Johnson, Director of Strategic Services, Oracle Marketing Cloud

Staples is always interested in trying new marketing strategies and tools. When Oracle Marketing Cloud’s Strategic Services presented a promising opportunity to leverage Datalogix, Staples immediately saw the potential across several of its business units. Join us to learn how Staples tested several initial Oracle Datalogix offerings to bolster its email program and prove the value of third-party data.

Trust Nobody—Except Your Data
Ajit Sivadasan, GM & VP eComm & Marketing, Lenovo

In an increasingly digital world, the success of CMOs will be tied to their ability to experiment continuously and measure their effectiveness. This innovation is being driven by advances in technology—such as big data analytics, mobile, and DMPs—as well as the digital footprint left by customers. Join us as we discuss how the marketing landscape is rapidly changing thanks to the advent of digital and social marketing strategies, a new wave of advanced data management capabilities (such as measurement and optimization), and the newfound power of the individual customer. We’ll explore what organizations have to do to drive cultural transformations internally and outline the best strategies for driving ROI. You’ll learn what works through several case studies drawn from recent Lenovo implementations.
SESSION DETAIL

Cross-Channel Orchestration: Oracle Responsys, continued

Using Data and Technology as the Building Blocks for a Customer Preference Center

Jeanne Jones, Director of Customer Communications, Alaska Airlines

For more than 80 years, Alaska Airlines has built a fiercely loyal following by combining outstanding performance with genuine, caring customer service—all while investing in innovation.

Join us as the company's Director of Customer Communications shares the story of how creating a customer preference center became a major company initiative. Alaska Airlines used cloud technologies to build a foundational system that has carried the company into a new era with one unified marketing and customer service organization. Learn how data is driving the future at this Seattle-based Fortune 500 company.

Using Data Selection to Optimize and Personalize Your Emails

Nancy Luong, Product Marketing Manager, eHarmony
Olivia Liang, Product Marketing Manager, eHarmony

What's at the heart of the superior customer experience that eHarmony seeks to provide for all of its registered users? Data. The company collects vast amounts of user information and then carefully selects the data that will have the greatest impact in each customer communication. When these data-driven messages press the right emotional buttons and resonate with a customer's values, the result is a loyal eHarmony user—and possibly, a love connection that could lead to marriage!

After years of constant testing, eHarmony has become deeply familiar with its audience and mastered the craft of making each email as customized and personalized as possible. Join us to learn how eHarmony selects data and incorporates it into its email campaigns to make its customers feel truly loved.

What You Need to Know: Oracle Responsys Product Overview

Sundeep Parsa, Vice President, Product Management, Oracle Marketing Cloud
Ashok Rajan, Vice President, Product Success, Oracle Marketing Cloud

2015 was a big year for Oracle Responsys, with more new product features and enhancements than in any previous year. During this session, Sundeep Parsa, Vice President of Product Management, and Ashok Rajan, Vice President of Product Success, will take you through the latest highlights from Oracle Responsys. The discussion will include new features and functionality released in 2015 as well as a roadmap for 2016. We'll also allow plenty of time for Q&A.
SESSION DETAIL

Marketing Automation: Oracle Eloqua

ABM Brings Sales and Marketing Together Through Data
Peter Isaacson, CMO, Demandbase
David Singh, VP of Success and Sales, Lattice Engines

There is a divide between sales and marketing, based on the fact that each team is using a different set of metrics and goals, despite all working towards the same goal of growing revenue for the company. Come learn how Account-Based Marketing and predictive marketing solutions can help marketing and sales align by jointly focusing on the best opportunities and delivering a customer-centric experience across the entire funnel.

Account-Based Marketing For An Open Source World
Meagen Eisenberg, CMO, MongoDB
Peter Isaacson, CMO, Demandbase

For companies to whom start-ups as well as large enterprises are all important targets, Account-Based Marketing can play a key role in success. MongoDB is cracking the code for growth by converting passionate freemium users and enterprise clients with targeted programs built atop an Account-Based Marketing strategy.

This session looks at how to attract, engage and convert both audiences while being able to differentiate each in the sales funnel to optimize sales growth by determining which is more likely to buy.

Analytics You Didn’t Know You Had: How to Connect All Your Data’s Dots
Allen Wagner, Senior Director, Marketing Operations, Deltek

How can you take your analytics beyond pre-built dashboards, reports, and functionality? Join us to begin envisioning the full extent of what you can do with all the campaign, email, and web activity data you collect in Oracle Eloqua as well as your other systems such as CRM and SaaS applications.

In this session, you’ll learn how Deltek put together all of its big data from seven systems—including Eloqua, Salesforce.com, and Google Analytics—to create custom dashboards, reports, and metrics. This helped the company to better assess its campaigns and marketing ROI. Deltek has also created a timeline of its accounts and contacts that has drastically helped the company improve the effectiveness and profitability of its marketing.

Big Marketing Ideas For Small Teams
Spenser Coop, Marketing Coordinator, Jacksonville Jaguars
Sarah Alofs, Senior Manager, Marketing Strategy, Jacksonville Jaguars

The professional sports teams that are most successful at marketing borrow big ideas from the consumer world and execute them with small, lean internal teams to produce positive results in challenging situations. Join us as strategy and marketing analysts from the Jacksonville Jaguars share their secrets on how they leveraged big ideas to grow their database, drive sales, and increase fan engagement even during a downturn in on-field team performance.

Boil the Ocean! Implementing Real, Automated Email Sustainability at Scale
Byron O’Dell, Sr. Director, Marketing Strategy, IHS

In an ideal world, most marketers would prefer to send fewer, better targeted, higher performing emails. But the demands of the marketing role often push marketers to send larger batches in the hopes that they’ll at least generate greater raw numbers of engaged audience members. The problem is compounded when multiple marketers target similar audiences. At best, contacts tune out—at worst, they unsubscribe and complain.

Join us to learn how IHS implemented a truly automated governance process. In doing so, IHS controlled the sprawl of emails, improved list quality, provided organizational visibility before sending, and generally restored sanity to its overworked email marketing process.

Building a Performance-Driven Marketing Organization
Julie Springer, CMO, TransUnion

In early 2015, TransUnion’s B2B marketing team embarked on a journey to morph into a fully optimized, performance-driven marketing organization. CMO Julie Springer led this transformation over the course of more than a year, shifting the company’s approach from one that emphasized more traditional, siloed marketing deliverables to one that used fully integrated, cross-channel campaigns. This evolution began with several strategic hires who had experience in cross-channel marketing and was complemented by the introduction of Eloqua into TransUnion’s marketing mix.

Since March of 2015, TransUnion has launched numerous integrated marketing campaigns that leverage email, social, web, blog, and events. Springer has also built out a content engine that anchors the campaigns. As a result, the company’s pipeline now contains thousands of leads and millions of dollars. Join us to find out how TransUnion did it.
Building Customer-Centric Systems: Lead Lifecycle Management in Oracle Eloqua
Meg Goetsch, Director, Marketing Automation and Operations, MongoDB

Is your team struggling to take the buying stages you dreamed out in PowerPoint and translate them into your systems and marketing campaigns? MongoDB can track the buying stage for every lead in its database because the company built a lead lifecycle management system directly into Oracle Eloqua and its CRM system.

Join us for an overview of the technical aspects of implementing such a system and the organizational changes involved in rolling it out. You’ll learn about:

- The innovative marketing practices—such as tailored upsell email campaigns and comprehensive nurture programs for every stage of the buying cycle—that MongoDB has implemented with the system.
- How to set up funnel reporting and velocity metrics to keep your marketing team moving in the right direction.
- How aligning your marketing efforts towards the customer buying stage allows for a better relationship to the sales organization and more won opportunities.

Create, Collaborate, and Distribute Marketing Assets to Ensure Brand Consistency
Mariam Tariq, Sr. Director, Product Management, Oracle
Tina Miletich, Heed Group

To streamline campaign asset management, it’s important to have a reliable system in place for creating, collaborating, and distributing your assets. This session will explore how to use the emerging area of marketing asset management to ensure brand consistency across multiple campaign channels.

You’ll learn:

- How customers use Oracle Cloud technologies to let internal teams and external design agencies create and collaborate on assets via Oracle Documents.
- How to use Oracle process automation to trigger approvals.
- How to distribute assets to multiple tools such as Oracle Eloqua, SRM, and Content Management.
- How to use Oracle Sites to create microsites with your marketing assets.

Digital 1:1 Conversations: Marketing Automation, Interactivity, and Personalization
Matt Childs, Director of Customer Marketing, Brightcove
Jennifer Whitney, Lead Strategist, Marketing Automation, Wiley

Marketers are using multiple methods to achieve informed 1:1 conversations with prospects and customers. The emotional connection and deep analytics native to online video have made the conversion easier and more effective. Attendees will learn how to:

- Create holistic pictures of individual prospects with marketing automation and CRM integrations.
- Apply various methods of interactivity to videos to understand customer interests and needs.
- Use an individual’s digital footprint to offer personalized experiences.

Digital Meets Physical: Using Data to Align Online and Offline Marketing Efforts
Anudit Vikram, Sr. VP Audience Solutions, Dun & Bradstreet

Here in 2016, B2B companies are finally catching on to programmatic advertising, and they’re shifting even more spend to digital media. But for these strategies to succeed, marketers must connect online efforts to other aspects of their marketing mix, including events and sales activities. How can you align your online strategy with the offline channels that remain critical in B2B? Join Anudit Vikram, Senior Vice President of Marketing Solutions at Dun & Bradstreet, as he discusses best practices for using data to integrate the online and offline customer journey.
SESSION DETAIL

Marketing Automation: Oracle Eloqua, continued

Get Your Sales Team Speaking Digital Body Language: Real-World Tricks, Tips & Tools – Panel Discussion
David LeBouef, Associate Director, Quintiles
Ashley Wylie, Outbound Marketing Manager, Lenovo
Scott McNabb, Vice President of Sales, Marketing Cloud for the Eastern U.S., Oracle

What if you had to launch Oracle Eloqua and roll out sales tools and training to your sales organization within a 6-month timeframe? Who are the stakeholders you’d need to involve? How would you empower your reps to understand, learn from, and engage with your customers and prospects differently based on a newfound knowledge of a buyer’s “digital body language”?

In this session, we’ll discuss approaches for communicating and building relationships across a siloed organization—specifically in the context of bridging the gap with the sales team while rolling out Eloqua sales tools to key stakeholders. We’ll share strategies and provide perspectives on using Eloqua sales tools in a B2B environment, and explore how marketing and sales teams are using digital body language to build stronger relationships with customers and prospects.

Everything You Need to Know About Building an App on Campaign Canvas and Program Canvas
Prasanna Vijayakumar, Principal Product Manager, Oracle
TJ Fields, Principal Product Manager, Oracle

Ever thought you’d like to have a custom app built? Learn what it takes to get your IT or development team on the path to building the app of your dreams. This session will include a high-level breakdown of different app types and how they work with Oracle Eloqua. We’ll also discuss possible integration scenarios. Bring along your questions—we’ve set aside half of the session to answer them!

Exploring the Progression of B2B Cross-Channel Marketing
Stephen Streich, Senior Director of Product Management, Oracle

Modern Marketers are now dealing with more complexity and data than ever before. Their increased need for speed, simplicity, and expanded cross-channel capabilities is what has driven the evolution of the Oracle Eloqua B2B Cross-Channel Marketing platform and Oracle Content Marketing. Join us to hear about the steps Oracle Eloqua has taken to evolve with the expanding job description of the Modern Marketer. We’ll take an in-depth look at all the powerful new features discussed in the Product Keynote—and explore some of the new capabilities you haven’t even heard of yet!

Extreme Automation: Scaling Oracle Eloqua to Match Growing Demand
Blake Cohlan, Sr. Manager, Marketing Operations, Adaptive Insights

Advanced marketing organizations often send millions of emails per month inviting future customers to hundreds of events and webinars per year. Managing this volume in a marketing automation platform is challenging enough, but how do you manage the responses to these emails? And how do you set up programs to scale to hundreds of events and campaigns per year? With extreme automation.

In this living case study, Adaptive Insights—a cloud-based provider of financial planning and budgeting software—will take you behind the scenes of how they saved at least 60 hours per month by setting up automation programs across multiple platforms, including Oracle Eloqua, CRM, and Microsoft Outlook. You’ll walk away from this session with the steps you need to implement a similar program in your organization.

Finding the Customer Cheese in a Multi-Layer Nurture Maze (er, Campaign!)
Aaron Cullers, Product Marketing Consultant, Dell
Lauren Kincke, Oracle Practice Manager, The Pedowitz Group

Left or right, up or down: the paths of your nurture campaigns can often meander more than the mighty Mississippi. Of course, they don’t have to—if you know how to get to the heart of your contacts’ interests.

Join us to learn how Dell ran a portfolio-wide campaign to:
• Introduce new contacts to Dell’s broad services portfolio.
• Engage contacts with compelling content, assessment tools, and even physical mailers.
• Keep contacts interested—and also get them converting.
Five Keys to Building a Customer-Centric Lifecycle Machine
Nicolas Draca, VP Demand Marketing, Twilio
Kevin Liu, Manager of Marketing Operations, Twilio

Marketers dream of developing one-to-one relationships with their suspects, prospects, and customers. They strive to orchestrate and execute on the right person, right offer, right channel, and right time by leveraging data and technology that keep the buyer front and center.

Join us as Twilio addresses the five keys to reaching this dream: data, operations, insights, content, and experimentation. You’ll learn how your company can integrate Oracle Marketing Cloud into its own revenue-driven framework.

Giving Your Prospects the Content They Need When They Need It
Michael McKinnon, Sr. Manager, Lead and Pipeline Management, Avaya

Effective nurture programs advance prospects through the stages of buyer readiness by delivering content in a structured manner that frames the problem and then presents a vendor-specific solution.

When you align your nurturing to these buyer readiness stages, you can deliver content that resonates with your prospect’s pain points. Once you’ve engaged the prospect, the nurture track will continue to deliver content focused on solving the pain points. You can then use persona-based scoring to notify the sales team when the prospect is ready to buy.

In this session, you’ll learn:
• How to structure nurture content most effectively.
• How to conduct an effective gap analysis based on persona pain points.
• How to use Program Builder and lead scoring to deliver content.
• How to use query string and progressive profiling to deliver content.

Harnessing the Digital Marketing Ecosystem
Ferry Gijzel, Senior Director, Web Marketing, comScore

comScore uses Oracle Eloqua APIs to tightly integrate its various marketing technology platforms. The integrations span the entire marketing function, including campaign planning, execution, and ROI analysis. Much more than mere technology configurations, these integrations have fundamentally transformed the way comScore’s entire marketing operations function runs—and are helping the company elevate marketing from a cost center to a profit center.

In this session, you’ll learn:
• How data flows between systems in comScore’s digital marketing ecosystem.
• How to automate your campaign creation process, saving time and money.
• How comScore uses Eloqua APIs to deliver a more effective customer experience through email and the web.

Harnessing the Power of Oracle Eloqua for a Personalized B2B Experience
Rhonda Wunderlin, Vice President, Performance Marketing, Penton

Is it really possible to generate and nurture contacts from different company divisions and brands within a single campaign? How can you create a personalized B2B experience—from email to landing page—for your audience? And how can you incorporate contacts from a lead generation program run in a different Eloqua instance into your current nurture program?

Join us to learn how Penton tackled these challenges by using marketing automation. We’ll discuss:
• Penton’s project requirements, planning process, campaign building, and lessons learned.
• Technical topics such as contact tagging, use of dynamic content, form re-posts between Eloqua instances, form pre-population, and lead scoring.
• How to harness the full power of Oracle Eloqua for a truly automated, personalized campaign.
How Cox Media Built a Remarkable Content Experience with Uberflip

Randy Frisch, COO, Uberflip

Uberflip is the backbone of Cox Media’s content amplification strategy, and the online hub for all of its thought leadership content. The company also integrates social media feeds and blog content to add personality to the site. Cox Media’s partnership with Uberflip has allowed it to optimize its monthly lead and demand generation activities. Join us to learn how easy integration with Oracle Eloqua marketing automation enables Cox to drive prospects from its email campaigns directly to its hub, and to track interactions once prospects are on the site.

How DocuSign Accelerates Growth In Today’s Digital Age

Robin Joy, SVP of Web and Mobile Business, DocuSign
Andrew Stafford, Director, Marketing Operations, DocuSign

Join us to learn the tips and tricks that DocuSign web and mobile business uses to accelerate growth. You’ll learn about breakthrough techniques, metrics, processes, and templates that you can immediately put to use in accelerating your marketing growth and boosting your productivity!

How Everybody Wins with Blind Form Submits

Kathrine Hogrefe, Senior Marketing Manager, Verint

You never want to make a customer or prospect register again if you already have their contact and profile information from a previous engagement. But how else can you easily track those contacts and associate them with the proper campaign? The answer: by using blind form submits!

In this session, you’ll:
• Hear how Verint implemented blind form submits in their emails to create leads and track influences. Recipients win because they have a seamless experience in which they click on a link and are directed immediately to the asset with no registration required.
• Learn how your organization wins when response rates dramatically increase because there are no forms to fill out.
• Gain the ability to implement this knowledge in your organization and optimize your email campaigns.

How to Drive a Billion in Pipeline: The Predictive-Powered Marketing Cloud

Amanda Kahlow, CEO, 6sense

B2B marketing teams face a stiff challenge: having to deliver on billions in pipeline annually. In order to actualize these goals, marketers must not only generate demand but also shift to data-driven strategies. By mastering vast quantities of data with predictive intelligence, marketers are now able to unearth insights into a prospect’s buying stage and in turn, incorporate these insights into marketing strategies. Join 6sense CEO Amanda Kahlow as she shares how predictive intelligence layers unprecedented visibility into the entire marketing lifecycle to uncover in-market buyers and supercharge your Oracle Marketing Cloud from marketing automation to content marketing. Amanda will share real-world examples of Fortune 500 companies and growth-stage companies are integrating predictive into their marketing clouds to deliver unprecedented pipeline growth.

How to Give Your Sales Team an Unfair Competitive Advantage

Jody Mooney, Principal Product Manager, Oracle
Pete Baker, Sales Consulting Senior Manager, Oracle

Competition is fierce. That means sales needs a secret weapon. Lucky for them, marketing holds the key to unlock an unfair competitive advantage. By helping sales deliver the right message, at the right time, to the right prospects, you can boost your revenue performance and sales team effectiveness. Join us as we review the entire suite of B2B sales tools that Oracle Eloqua provides. You’ll learn how to give your sales team an unfair competitive advantage.
SESSION DETAIL

Marketing Automation: Oracle Eloqua, continued

Incrementality: Marketing and Selling to What Wouldn’t Just Happen Anyway
Jason Widup, Sr. Director, Marketing Operations, Getty Images

We’re talking about changing fate here. How much of your current marketing activity is wasted on driving activities that would have happened organically anyhow? And how can you focus your marketing and selling efforts to drive behavior that isn’t already happening?

In this session, we’ll explore how Getty Images approached this challenge. You’ll learn how the company developed a model to prescriptively assign activities to leads in ways that would drive higher order value than would have been achieved organically.

Intel Security Enables Content Bingeing with LookbookHQ—and Supercharges Conversion
Alexandre Papillaud, Marketing Director, Global Demand Center, Intel Security
Nick Edouard, Co-Founder, President & CMO, LookBookHQ

With several Markie awards on the mantle, the B2B marketing team at Intel Security knows how to drive stellar results. So how can a highly evolved Modern Marketing organization get even better returns from its existing programs?

By harnessing the power of LookBookHQ’s content engagement platform, Intel Security is delivering an average of 2.5 times more content per click. The company is also accelerating the path to purchase, posting an MQL-to-opportunity straight conversion rate above 15% in just two months. Join us to learn why the marketing team is so confident in their results that they’re now rethinking their marketing goals and transforming all their lead nurturing streams with LookBookHQ.

Flip Tuna Campaigns Into Sushi With Interactive Content
Vanessa Porter, Director of Marketing, SnapApp

A 500-pound bluefin tuna can be carved into more than 10,000 individual pieces of sushi. Imagine taking your tuna content assets (white papers, guides, webinars) and turning them into bite-size, consumable pieces of sushi… er, we mean content. In this session, SnapApp’s Director of Marketing, Vanessa Porter, will walk you through how to build integrated, interactive campaigns with all those delicious little pieces of sushi.

You’ll learn how to:
• Get 9+ assets out of a single core piece
• Align all your assets to the buyer’s journey
• Distribute unique content across your core channels for 17+ weeks

Level Up Your Marketing Technology Strategy
Ron Corbisier, Owner and CEO, Relationship One

As marketers, we are charged with building campaign and touch point strategies, awareness and cross-promotional programs, customer enablement and advocacy efforts plus all the tactics that make up these experiences. It’s a lot. Yet every time we turn a corner there seems to be a new strategy or tactic buzzing around to adopt.

You’re here at Modern Marketing Experience which means you are already of the mindset of having the best technology to support and optimize your marketing efforts. How do you stay ahead of the game and continue to make smart investment decisions? There is no shortage of marketing centric technology. It’s pervasive and at times overwhelming. To be successful requires a strong strategy.

Join us to talk through how you can take your marketing technology stack to the next level based on your investment in the Oracle Marketing Cloud. We will discuss:
• Where the OMC fits into your overall marketing strategy
• How to connect the technology dots, so to speak
• What platforms to have on your list and why

You will walk away with more confidence and actionable take-aways for your “martech” strategy.
SESSION DETAIL

Marketing Automation: Oracle Eloqua, continued

Making Account-Based Marketing Work: Aligning ABM with the Buyer’s Journey
John Dering, Director, Marketing Programs, Demandbase
Nick Edouard, Co-founder, President & CMO, LookBookHQ

How do you know two marketers are talking about account-based marketing (ABM)? Their lips are moving. While ABM has taken the marketing world by storm, many marketers still face challenges with sales and marketing alignment, revenue attribution, and trying to avoid messaging fatigue from subjecting their finite set of targeted accounts to too many touches.

Join us as we explore tactics for aligning your ABM strategy with the buyer’s journey to convert attention into sales conversations.

You’ll learn which marketing technologies and integrations are necessary for a successful end-to-end ABM strategy, and what role content packaging and post-click content experiences can play in identifying sales-ready buyers and shortening time to engagement.

Maximizing Your Marketing ROI by Integrating the Digital and In-Person Experience
Nicole Candito, Marketing Manager, Lead Generation, Eaton
Christine Woodhouse, Marketing Manager, Campaigns, Eaton

At a time when resources are limited and expectations are high, you’re under constant pressure to be thinking of the next big thing.

Join this session to share the journey of combining the in-person and digital experience to maximize brand impact. These efforts drove a 251% increase in tradeshow leads, 600% web traffic increase, and $3 million in potential opportunity.

In this session, you’ll learn how to enhance your in-person experience while using Oracle Eloqua to tie in your digital experience. You’ll also discover how to:

• Get more out of your marketing investment.
• Enhance the in-person experience to drive more leads.
• Drive quality online engagement and improve lead scores.
• Increase pipeline opportunities.

Measuring Marketing Effectiveness with New Reporting from Oracle Eloqua
Thamina Christensen, Manager of Product Management, Oracle
April Thomas, Senior Product Marketing Manager, Oracle Marketing Cloud

Marketers face the ongoing challenge of proving the effectiveness of their marketing initiatives to key stakeholders. The real struggle often lies in identifying the right questions to ask before analyzing the available data. Join us to learn how you can simplify this task by using Oracle Eloqua Insight’s new interactive dashboards and reports. You’ll experience a sleek new interface—and a simple yet sophisticated approach for communicating your marketing effectiveness on the platform.

CANCELED Moving Beyond “Dear (First Name)”: How Segmenting by Age and Behavior Increased MQLs by 234%
Krista Seidemann, Senior Platform Specialist, Trendline Interactive

Trendline Interactive was tasked with establishing and scaling an email marketing program to provide a consistent flow of SMB marketing qualified leads (MQL) for Comcast Business. An immediate need was to standardize sends in terms of cadence, frequency, and message. With only minimal PII, Trendline performed a web traffic and contact aging analysis. They discovered that initial subscription sign-up plus increased web or email engagement indicated contract end date with their current provider as the key.

Further analysis and testing identified key conversion windows and behaviors, allowing Trendline to align life-stage content to increase opens and engagement and reduce unsubscribe rates. Join us to learn how the program evolved from a calendared batch-and-blast approach to an automated lifecycle program.

Myth Busters: B2B Marketers Don’t Do Advertising
Aly Kassam, Senior Manager of Product Management, Oracle
Anjali Lalwani, Senior Product Manager, Oracle

To maximize their effectiveness, Modern Marketers must embrace all channels. This rule holds true for B2B marketers as well as their B2C counterparts. But many enterprise B2B marketers believe that using advertising tactics isn’t valuable to their business. Others simply don’t know how to take advantage of programmatic capabilities; data management, and media activation tactics. Join us as Oracle Eloqua experts guide B2B marketers through simple use cases that can make an impact on your business. You’ll learn how Oracle Marketing Cloud is delivering true cross-channel B2B marketing success through the integration of cross-channel and data management.
SESSON DETAIL

Marketing Automation: Oracle Eloqua, continued

Paradise Found: How to Successfully Automate Lead Scoring, Assignment, and Attribution
Melissa Rothchild, Vice President, Marketing, Thomson Reuters

Until recently, a business unit within Thomson Reuters was saddled with an unconventional, manual lead assignment and tracking process that offered no visibility. How did the company replace it with a new, fully automated lead management workflow based on best practices? Join us to hear how the company’s marketing and sales teams worked collaboratively with technology consultant DemandGen to make it happen. You’ll learn:

• How to involve multiple sales and marketing stakeholders in ways that leverage their specialized expertise.
• How to garner executive support and approvals for your project.
• The key steps in automating an enterprise lead tracking and marketing attribution model—such as setting SLAs, developing and refining the lead scoring model in Eloqua, and creating lead assignment rules.
• How to make sense of key metrics and reports.

Predictive Analytics and Enrichment Across The Customer Journey—Not Just Lead Scoring
Jason Widup, Senior Director of Marketing Operations, Getty Images

Most companies focus their use of predictive analytics on attracting and scoring new leads. In this session, come learn how Getty Images leverages Mintigo, a Predictive Marketing Platform, across the customer journey, not just to score leads. From more standard uses like data enrichment, to more interesting ones like custom competitive indicators. Jason Widup, Sr. Director of Marketing Operations for Getty Images, will take you through the approach they developed in conjunction with Predictive Marketing Platform provider, Mintigo.

So You Want to Be a Modern Marketer? Well Here’s How
David Lewis, CEO, DemandGen International, Inc.

Join us as DemandGen CEO and author David Lewis shares how pacesetting marketing teams have become powerhouses of growth by erecting a Demand Factory™ that properly integrates marketing technology, people, processes, and measurement systems.

You’ll learn:

• Why Modern Marketers are building a Demand Factory and what it looks like inside.
• How your team can master the Core 4 disciplines: Acquire, Convert, Measure, and Expand.
• What resources you’ll need to operate your Demand Factory and who does what.
• How to measure and communicate your Demand Factory’s operations and output.

You’ll also receive a free copy of David’s book, Manufacturing Demand.

Tackling the Challenge of Marketing Automation in the B2B Enterprise
Tom Lombardo, COO, Digital and Mobility, JLL

Professional services firms are complex B2B organizations that pose a unique challenge for marketing automation platforms. With a complex mix of services to market externally, and the need to support many different business units across geographies internally, these firms often face difficult enterprise implementations.

Join us to find out how JLL is using contact-level security and other features of Oracle Marketing Cloud to ring-fence contacts, manage forms, and streamline the use of preference centers in a way that provides a balance of security and flexibility. You’ll also learn about the challenges B2B companies can face with CRM integration, contact enrichment, and data management.
Marketing Automation: Oracle Eloqua, continued

The Demand Marketing Secret to Quadrupling Pipeline Contributions
Scott Vaughan, CMO, Integrate

Marketers are investing lots of dollars and energy into building marketing engines to drive revenue. Marketing automation is the foundation, but it takes a lot of programs, tactics and data to fuel the engine and scale results—and many of those activities exist outside of marketing automation.

Learn how the demand generation and marketing ops rock stars at Iron Mountain seamlessly connected their data sources and demand gen campaigns with their Oracle Eloqua. In 6 months, they transformed their demand marketing engine to:

- Quadruple the number of scored MQLs entering their pipeline
- Eliminate 25 hours month in manual data processing
- Nurture new contacts in less than one day
- Increase email click-through rates by 10%
- Generate $1.6M in influenced pipeline as a direct result

The Future of CRM Integrations with Oracle Eloqua
Christopher Campbell, Group Product Manager, Oracle

Integration between marketing and sales is maturing rapidly. To enable effective campaign workflows and sales execution, you must exchange sales and marketing information in real time. Join us to learn about the radical changes that are coming for increasing speed to lead, improved automation workflow, and near-real-time updates from CRM systems to Oracle Eloqua. We’ll discuss the most recent innovations that dramatically enhance the speed of integrating sales information via CRM into Oracle Eloqua.

The Journey to Modern Marketing in the B2B World
Kip Parent, Vice President, Oracle

Modern Marketers have never had the data, tools, or information to achieve the goal of true 1:1 B2B marketing. The advent of Big Data, NoSQL databases, and the cloud has spawned countless new ways to better understand and market. Oracle is on a fascinating journey of using Oracle Eloqua alongside Mintigo’s Predictive Marketing platform to identify, prioritize, and engage customers and prospects more effectively than ever before.

Join us to toast Oracle as we eat our own cooking and drink our own champagne. You’ll learn about our journey, the bumps in the road, and the rewards that lie ahead. We’ll take you through Oracle’s reasons to move to predictive marketing, why we selected Mintigo, and details of our predictive strategy.

The Three P’s of Multi-Channel Campaigns
Amit Pandya, Director, New York Life

When the three P’s—people, process, and platform—come together in the most optimal way, they enable companies to execute multi-channel, multi-touch point campaigns that involve a wide range of business groups. Join us to hear the latest strategies on how tools, processes, and platforms can empower your team to deliver integrated marketing strategies, programs, and campaigns.

Three Pillars of Marketing Performance Mastery: Budgeting, Attribution, and full-circle ROMI
James Thomas, CMO, Allocadia

Modern Marketers have access to a large and growing roster of sophisticated tools for ‘doing’ marketing – MA, DAM, social media, advocacy, and so on. That’s all good, but when it comes to the task of ‘running’ marketing – planning, budgeting, and performance measurement – the pickings are slim to non-existent. At least they used to be.

Come see how companies like VMware, Netflix, and Arc’teryx are using Allocadia’s cloud marketing performance management platform to run modern marketing more effectively and drive better results. With Allocadia, they’re managing marketing spend, tracking program results in real-time, and seeing how every dollar contributes to the top line.

Learn how you can make better results-oriented decisions on all marketing activities.
SESSION DETAIL

Marketing Automation: Oracle Eloqua, continued

Top 10 Oracle Eloqua Hacks
Sarah Mena-Sturla, Marketing Automation Manager, PTC
Pat Slavin, Marketing Automation Analyst, PTC

What should you do when you run out of contact fields? How can you get around WYSIWYG limitations? How can you collect detailed interest data from a single email click?

Join members of the PTC Marketing Operations team as they count down their 10 favorite Oracle Eloqua hacks. These are tips and tricks that will help you get the most out of Eloqua without pulling your hair out. This session is for anyone who’s ready to get down to the nitty-gritty, hands-on, day-to-day challenges that make you want to give up. We’ll offer ways to get around these challenges easily every time.

Turning Roadblocks into Speed Bumps: Marketers Share their Pre- and Post-Implementation Evolution Challenges
Christina DuronYu, Director of Industry Solutions, Oracle

Marketing automation sounds great – but it can also be overwhelming. Do you ever ask yourself, "Where do I start? What challenges will I face? Will my company benefit from this? How do I get upper management support?" Learn from other marketers like yourself who have been there, done that, and came out successful.

Using Data to Create the Cross-Channel Marketing Experiences Your Customers Expect
Scott Graves, Manager of Inbound Marketing, Global Demand Center, Rockwell Automation

In today’s competitive market, it’s never been easier for buyers who feel misunderstood by a company to move on to a competitor that better understands their needs. Many buyers now conduct most of their product research through on-demand resources and don’t engage with a sales rep until they’re ready to sign a contract. According to Forrester, 74% of B2B buyers research at least half of their purchases online.

Marketers realize that to drive revenue, they must create meaningful connections with buyers early and often throughout the decision-making process. Join us as Rockwell Automation—2015 Markie Award Winner for Best Digital Marketing Ecosystem—shares how it adopted a data-driven approach to create targeted cross-channel campaigns.

Using Personas to Drive Relevance and Revenue
Ardath Albee, CEO, Marketing Interactions, Inc.

Personas are a double-edged sword. Although they’ve become a hot topic among marketers, sentiment about them varies. When well-crafted personas are used aggressively, they can become critical tools for informing a content marketing strategy. Today’s B2B marketers are challenged to attract, engage, and motivate prospective buyers for an extended buying process—in many cases, from nine months to several years. Using personas effectively can make this daunting task so much easier.

Join us to learn:
• What the key elements of buyer personas are and how you can apply them to your content marketing strategy.
• Why shifting from a campaign approach to a continuum approach results in higher revenues.
• How incorporating personas into an account-based marketing strategy can pay off.
• How personas can help keep your content from becoming a commodity.

Video is in Demand! How MongoDB Uses Video Marketing to Connect with Buyers and Fuel Demand
Ryan Schwartz, Sr. Director, Marketing Technology and Strategy, MongoDB
Tyler Lessard, Chief Marketing Officer, Vidyard

Facts tell, but stories sell! Engaging content and great storytelling are staples of Modern Marketing, with video now the king of content formats. Despite its effectiveness, many B2B marketers struggle with building a video strategy that scales efficiently, is tightly coupled with demand gen programs, and can deliver a clear and measurable ROI. Join the MongoDB marketing team to learn:
• How they’ve developed a video strategy that generates 150,000+ viewing minutes per month and thousands of new leads.
• Why—and how—they’ve created 1,000+ videos and what they’ve learned along the way.
• How to gate premium content for lead gen, to track audience engagement for lead qualification, and to use personalized video to bring viewers into the story and boost CTRs by more than 500%.
Yay! We Have Customers! Now What?

Maria Wilson, Global Marketing Automation Manager, Lexmark
Mike Bernard, VP of Services, Relationship One

As marketers, we spend a lot of time and resources on converting leads to customers, but what happens to the customers after they’re converted? Is our job done after a lead purchases? With a goal of building expansion sales, Lexmark is driving new focus into the existing customer base, which consists of 15 acquisitions across a broad market reach. Tapping into the goldmine of your own customer base starts with supplying the tools and community to make your customers more than just successful but also enables them to thrive and excel. Learn how Lexmark executed a Welcome Program that introduces new customers to nine other Lexmark tools through a uniquely personalized and automated experience.

You’re a Marketing Superhero and You Know It

Murali Kandasamy, Marketing Operations and Sales Enablement Leader

Come and learn about the amazing things you can do with Oracle Marketing Cloud. You can start with Oracle Eloqua, Oracle BlueKai, and Oracle Content Marketing, and then integrate with your CRM system, global data warehouse, and website to create a hyper-personalized customer experience that leads to higher conversions and greater customer loyalty.

In this session, you’ll learn how to overcome the challenges you face every day as you try to connect with internal data and marketing channels. In other words, you’ll learn how to unleash your inner marketing superhero.
Advocates and Agitators: The Art of Engaging Social Influencers

Caro Probst-Iyers, Manager, Global Social Media Center of Expertise, General Motors
Flynne Nathanson, Social Media Marketing Consultant, Hornblower
Angela Wells, Senior Director, Oracle Social Cloud

Every business has fans and complainers who influence brand perception in the marketplace. Thanks to social media, influencers have a worldwide stage for sharing the good, the bad, and the ugly. Today, social and digital technologies allow intuitive brands to benefit from social influence by continually listening, identifying, engaging, and building relationships.

Join us to learn how brands such as General Motors, Polaris, and Southwest Airlines use Oracle’s new social listening and monitoring capabilities in ways that let them master the art of managing influence. You’ll hear real-world examples about how leading companies navigated positive and negative influencer relationships successfully—and drove their businesses forward.

Agile Marketing: How To Compete On Customer Experience

Roland Smart, Vice President, Social & Community Marketing, Oracle

Customer experience (CX) is quickly becoming the basis of competitive advantage, but traditional marketing approaches are no longer sufficient to meet the challenges this presents. Many marketers struggle to manage the dizzying array of marketing technologies that support CX. In addition, traditional practices often hinder collaboration on those experiences that sit outside of the marketer’s purview.

How can we modernize our practices and platforms to move faster, integrate marketing technologies, collaborate more closely with product management and become the stewards of CX?

The answer is coming from an unexpected place—the software development world. Learn about the agile approach—which revolutionized software development—and which is quickly becoming a key driver of modernization.

Agile Marketing: Your Key to Becoming a More Modern Marketer

Shawn Dickerson, Director, Enterprise Solutions Strategy, Workfront

Marketing is always changing. With this constant change comes higher expectations for marketing departments to be agile and adaptable. Marketing departments that can’t adapt quickly to market trends, customer needs, new technologies, or changes in companywide strategic initiatives will inevitably fall behind and risk irrelevance. Now more than ever, marketing organizations must be ready for whatever comes their way—and must be equipped with the right tools and methodologies to make that possible.

To up their game, many Modern Marketers are making big changes in the way they approach, structure, and manage their work. How? With agile marketing. Join Workfront for an introductory session on this emerging discipline.

Amplify Your Customer Experience with Data Driven, Emotionally Engaging Content

Lawrence Whittle, Chief Revenue Officer, Persado

The average US consumer is bombarded with 5000+ advertising and brand messages—every day. The odds your marketing messages are noticed is low. Engaged with? Even less likely. Learn how leading-edge brands generate the most impactful, emotionally engaging content for their audiences, every time, across digital touch points. Let Lawrence Whittle (@LawrenceTheBrit), Persado’s Chief Revenue Officer, take you to the frontiers of machine learning and data science in marketing and show you how to amplify your customer experience and impact your bottom line. In this session you will get insights into:

• Targeting the customer with emotionally engaging content at every lifecycle touch point.
• Understanding at a granular level how your marketing effects customer action.
• Infusing your messaging with data-driven insights.
SESSION DETAIL

Social and Content Marketing

Custom Enterprise Lead Management: Score, Integrate, Assign, and Nurture
Zach Monroe, Director, Marketing Technology, Houghton Mifflin Harcourt

How can you develop a lead management framework in Oracle Eloqua that accommodates the needs of numerous domestic and international business units? At the same time, how can you tackle common challenges such as a customized CRM configuration, incorrect lead assignments, multiple integration errors, and the need to prove the impact of marketing campaigns on your pipeline and revenue?

Join us to start building your blueprint for better lead management. You’ll learn how to leverage the customizability of the platform to:

• Develop a custom enterprise lead management framework.
• Build a lead and account scoring model that works across business units.
• Integrate your lead framework with a custom CRM configuration and custom lead assignment.
• Attribute pipeline and revenue to specific campaigns.

Incasting: Why Modern Marketers Must Think and Act Like Production Companies
Nate Riggs, Founder & CEO, NR Media Group

A study by Business Insider reports that more than 86 million people in the US now watch video on their mobile phones. Cisco’s Visual Networking Index projects that by 2018, video traffic will account for 79% of all consumer traffic on the web. To be successful, Modern Marketers must meet this seismic shift in consumer behavior head-on and begin to think and act like production companies.

In this high-energy presentation, you’ll learn:

• How to formulate a results-focused production strategy that you can actually execute.
• How to set up a mini-studio in a spare office or conference room.
• How to brainstorm strategically focused content ideas and map them to the customer lifecycle.
• Which tools and technologies can help you pull it all off.

Measure Content Goals Objectively Through Effective KPIs
Andrea Rosi, Product Marketing Manager, Oracle
Kelsey Franjione, Sales Consultant, Oracle

To deliver a contextual experience to prospects and customers, marketers must develop a consistent, integrated content strategy. But it’s often difficult for them to prove the impact and success of their content marketing efforts because they can’t determine the key performance indicators (KPIs) they should be measuring. Join us to learn how you can capitalize on your content marketing efforts by implementing a content strategy that aligns specific goals to the most effective KPIs. You’ll learn best practices for:

• Establishing content goals.
• Building a powerful content strategy.
• Implementing accurate KPIs to track progress.

Show Me the Money: The Quest for Social ROI
Saul Leal, General Manager, Desert Digital Media
Neil Tolbert, Director of Marketing Communications, Mack Trucks
Vic Catalfamo, Chief Marketing Officer, Modere
Mike Strutton, Vice President, Product Management, Oracle Social Cloud

Struggling to find your organization’s social ROI? You’re not alone. Many brands are frantically trying to do the same without realizing that the measurement should be a business one, not a measure of social alone. Although 89% of marketers say measuring social ROI is a priority, almost half say they’re unable to quantify.

The most innovative brands understand that social marketing is a business enablement tool, not a standalone channel. Join us to hear case studies on how Oracle customers are using social data and engagements to empower their business processes—from product development and customer service to marketing and commerce. Executives from General Motors, Deseret Digital Media, and Mack Trucks will reveal how they rose to the challenge of providing social value to customers—while also proving social ROI for their businesses.
SESSION DETAIL

Social and Content Marketing

Streamlining and Simplifying Multilingual Campaigns with Oracle Eloqua: Best Practices
Chuck Baylor, Director, Channels & Alliances, Lionbridge
Jeff Rummer, Director, Global Marketing Operations, Medtronic

Maintaining global brand integrity while achieving local relevancy can be a challenge for digital marketers as they create and manage multilingual campaigns. This session for Oracle Eloqua customers will outline how Medtronic is using its Eloqua platform to deliver effective, globalized content and campaigns for consistent experiences across varied regions. Attendees will also learn how the Lionbridge Connector for Eloqua integrates a full network of language experts to streamline global marketing campaigns without leaving the Eloqua platform.

The Power of Influence in B2B Marketing
Lee Odden, CEO, TopRank Marketing

One of the most popular trends in B2B marketing is content marketing. But B2B companies are challenged to create a variety of engaging content on a consistent basis. This presentation will provide a framework for B2B marketers to scale quality content creation by partnering with internal and external influencers.

Learn how B2B companies are growing influence with customers through influencer content:
• What influencer marketing really means for B2B marketers.
• Three B2B influencer marketing case studies you can duplicate.
• Framework and tools for identifying, engaging, and measuring influencers.

The Rise of Trust Content in 2016
Jason Keath, CEO, Social Fresh Conference

The future of social media and content marketing requires you to seriously consider how much time you’re spending with your audience and the quality of that time. Yes, tweets, animated gifs and bite-sized content still hold value. But getting close with your target audience means delivering content that they have to commit to.

Join us to learn why long-form, quality content can be a difference-maker in building trust and nurturing real relationships with your audience. You’ll discover how to make the most of blog posts, video, podcasting, livestreaming, Snapchat, and serialized story planning.

Three Keys to Building a Successful Community
Tim Crawford, CIO & Strategic Advisor, AVOA

Although most companies today strive to build a successful community, many only achieve mediocre results. Why? And what are the keys to unlocking the value of a community?

There are three R’s that provide the foundation for a successful community—and “reach” is not one of them. Join us as we discuss the pitfalls and opportunities of building a successful community. We’ll cover each of the three R’s in detail. You’ll learn:
• Why communities are so complex and difficult to build.
• How to make sense of buyers, consumers, and influencers.
• The difference between an influencer and an “authentic” influencer.
• How to tell whether your community is uni-directional or bi-directional—and which form is best for you.

Unlocking Social Success Across the Business
Mike Strutton, Vice President, Product Management, Oracle Social Cloud

Social has proven its worth as a strategic business tool that can enhance almost every business function—from marketing to service delivery to product development. Tomorrow’s winning organizations will have social capabilities woven into the fabric of daily business operations such as marketing and sales, service, research, and employee communications and collaboration. The Oracle Social Relationship Management (SRM) platform delivers powerful social business capabilities that are integrated across both Oracle and third-party applications to deliver a complete social business solution. Join us to learn how Oracle is continuing to innovate in the social realm. You’ll discover how Oracle Social Cloud is enabling brands around the world to harness the power of social insights and engagements for modern business success.
**SESSION DETAIL**

**Social and Content Marketing**

**Unlocking the Value of Social Data for Marketers**

Alexis Rago, Senior Marketing Manager, Follett
Kat Schotthoefer, Senior Vice President, Social Media, M&C Saatchi
Mary Tarczynski, Chief Marketing Officer, Ditto
Don Springer, Vice President, Oracle Data Cloud

Every day we create 2.5 quintillion bytes of data—and 90% of our data has been generated in the past few years, thanks to the explosion of social media and digital interactions. It’s not just text; images and videos are revealing a treasure trove of consumer insights. Social data is adding vital pieces to the customer puzzle, delivering a clearer picture of wants, needs, desires and dislikes. By aggregating social with other enterprise and third-party data sets, marketers can now better understand their customers, and can target engagements more accurately and personally to deliver exceptional customer experiences.

Join Oracle executives and leading brands to hear how Oracle is helping marketers unlock the value of social data to build out a more comprehensive view of today’s customer—and deliver on VOC.

**What 15 Years of Publishing Has Taught Us About Visual Storytelling for Brands**

Taj Forer, Cofounder & CEO, Fabl

Visual storytelling is driving expansive, meaningful emotional engagement between brands and consumers on a scale never seen before. Getting organized and involved in this movement is a key priority for today’s leading brand and product marketing leaders. Just getting to the starting line is often the biggest inhibitor of success in the visual content marketing arena. That’s why Taj Forer, Cofounder and CEO of Fabl—the visual storytelling cloud platform for brands—is here to help!

As a former luxury publisher and media executive, Taj brings 15 years of experience as a visual, narrative media executive to the brand marketing space. He’ll share insights, recommend best practices, and recount lessons learned to help you take your visual storytelling into the future. This presentation will also feature a breakout session.
Delivering Mobile Success at Every Stage of Your App Experience
Scott Mirabello, Principal Mobile Consultant, Oracle
Suresh Kalyanaraman, Director, Product Management, Oracle

After realizing what a crucial tool mobile apps can be for reaching a target audience, more and more companies are investing in this technology. Apps represent a unique opportunity for marketers to create a personalized experience in which they can engage with their most loyal customers anytime, anywhere. But to achieve this success, marketers must ensure that their messages provide relevance, value, and utility with each interaction.

Customers will be more likely to convert when mobile messages are part of an orchestrated marketing experience that unfolds over time and across channels. Join us to learn how you can implement a successful mobile app strategy that will drive deeper engagement and higher conversions at every stage of the customer journey.

Deliver Superior Customer Experience by Orchestrating Email and SMS
Bill McDaniel, Mobile Solutions Director, Oracle
Scott Emery, Solution Specialist, Oracle

Did you know that nearly 90% of SMS messages are opened and read within the first 90 seconds of receipt? SMS is an ideal way to communicate with your audience while they’re on the move because it’s immediate, direct, and allows for two-way communication. But each customer’s path may evolve differently depending on where they are in the customer lifecycle and how they’ve previously interacted with your brand. By complementing SMS with email, you can increase your reach and create a more seamless and relevant customer experience. Join us to learn how SMS marketing can fit into your email marketing strategy. We’ll explore the ways you can personalize your interactions across email and SMS as part of an orchestrated customer experience.

Personalizing Push
Courtney Nagle, Sr. Director of Digital Innovation and Personalization, Sears Holdings Group
Joe Morgan, Associate Account Director, Oracle

Retailers often struggle with push, treating it as another channel to broadcast the same generic promotional message to an entire audience. How have others personalized their communications, increasing the relevance of this unique digital channel? Come see Sears’ aggressive efforts at personalizing Push!

Using Customer Data to Power Triggered Lifecycle Programs for Email and Beyond
Jared LaMantia, Director, Online Marketing, Bodybuilding.com

Join us as Bodybuilding.com shares how it leveraged customer data and business intelligence to optimize and drive revenue from its triggered email lifecycle programs. You’ll learn how the company plans to leverage this data as it rolls out an integrated push marketing program.
SESSION DETAIL

Data Management and Programmatic Advertising

An In-Depth Look at How Oracle DMP Analytics Drives Marketing
Heather Frick, Senior Director, Strategic Services, Oracle
Cathy Gribble, Director, Digital Strategy & Analytics, Team One (Lexus)

When a user lands on the Lexus website, only one thing about them is immediately apparent: the car model they're interested in. Using Oracle Data Management Platform (DMP), Lexus now has access to more than 40,000 third-party data categories. Join us to learn how Lexus processes data to gain valuable insights on its users—and how the company is using these insights to inform its marketing strategy. You’ll begin to formulate a plan for leveraging a massive number of insights in ways that help you get to know your own audience.

Building a Strategic Framework for Automated, Personalized, Cross-Channel Consumer Experiences
Shawn Goodin, Director, Marketing Technology, The Clorox Company

Heightened consumer expectations and disruptive technology have forever changed marketing. As we move towards automated personalized consumer experiences across multiple channels, the journey is long and difficult. How can you ensure your success? By building a strategic framework to guide your path and assist you in making fast yet informed course corrections. Join us to learn how the Clorox MarTech team is helping lead the way to clear business value.

DaaS for Marketing: An Introduction to Oracle Data Cloud
Sherene Hilal, Director, Product Management, Oracle Data Cloud

More and more marketers are relying on data to provide valuable insights on their customers. But how are they using this data and what kinds of business outcomes are they achieving? Join us to learn how to define the data you already have and identify the additional data you need from actions outside your company (third-party data) for a complete picture of your customers and prospects. You’ll also discover how you can enhance your execution by tying this data together through ID matching across cookies, mobile IDs, registration matches, social matches, mobile cookies, and more. We call this suite of solutions Data as a Service (DaaS). This session will help you realize the potential of your marketing by injecting DaaS into SaaS to drive targeting, personalization, and measurement in your marketing efforts.

Data Management 101: An Oracle DMP Introduction for Marketers
Sherene Hilal, Director, Product Management, Oracle

Marketers who really want to contribute to business results can no longer avoid engaging in data management and using disparate data within marketing. This includes B2C and B2B organizations of all sizes and complexities. As they seek to organize, optimize, and activate the right data at the right time using the right device, marketers are increasingly relying on data management platforms (DMPs). Join us to learn how to get started with data management in your own business and find out what you’ll need to know to be successful. We’ll not only review what DMPs enable and why, but also highlight key use cases and show you how to get up and running.

Dell’s Programmatic Marketing Practice: Connecting AdTech and MarTech
Joanna O’Connell, Chief Marketing Officer, MediaMath
Atul Singh, Senior Manager, Modern Marketing, Dell

For years, marketers dreamed of synchronizing conversations with customers across paid and owned channels. But today, fragmented technology has imposed silos on marketing. By orchestrating an integrated technology stack that includes both marketing and advertising technology, Dell is breaking down those silos and conversing personally with customers across its owned channels as well as paid media. As a result, the company is delivering a greater ROI on marketing investments. Join us for a fireside chat with Laura Snyder, Dell’s Executive Director of Marketing Technology and Joanna O’Connell, MediaMath’s CMO, moderated by Jeff Clayton, Oracle’s Vice President of AppCloud Sales and Solutions Consultant Enablement. You’ll learn how Dell is embracing programmatic marketing and mastering the Modern Marketing experience.
The digital consumer is changing the way clients market and sell their customers. In this session, we describe the digital store of the future. These highly immersive, personalized stores, powered by the Oracle Marketing Cloud, connect eCommerce with physical stores while creating a unique and differentiated experience for the customer. In using digital marketing to support this 'channel as a service', clients can quickly create interactive experiences in high traffic areas that greatly reduce infrastructure and merchandising time to market, while incorporating test and learn concepts to better market to consumers before, during and after purchase.

Driving Digital Advertising Transformation at Lexus
Jeannice Lee, National Manager, Social, Digital & Relation, Lexus
Cathy Gribble, Director of Digital Strategy and Analytics, Team One

Automotive advertising is undergoing a digital transformation. Gone are the days of relying solely on static, non-personalized advertising techniques that revolve around TV and print media. Best-in-class automotive marketers are now augmenting these traditional advertising strategies with dynamic, personalized advertisements delivered digitally. Join us as we explore how Lexus has implemented the Oracle BlueKai Data Management Platform to dramatically improve its advertising targeting and conversion rates.

How to Do Marketing Events Like a Data-Driven Machine
Christine Hansen, VP of Alliances and Channels, Certain

27% of marketing budgets are spent on events, but less than 8% of CMOs know if their events are generating leads and driving revenue. Whereas, event marketing revenue is created by capturing your prospect's interests during the event lifecycle through marketing automation and collecting rich attendee data that fuels the marketing machine. In this session, Christine Hansen, VP of Alliances at Certain Inc., will moderate a discussion with Matt Heinz, President of Heinz Marketing and Debbie Qaqish, Chief Strategist at Pedowitz Group on how to integrate attendee data into marketing automation for cross-channel marketing campaigns to deliver measurable results from your events: turning you into a data-driven marketing machine.

It's All About Omni-channel Engagement: Creating Personalized Experiences for Your Global Customers
Anvi Bui, Global Marketing Automation Architect, Cisco Systems
Dejana Stankovic, Cisco Systems
Carrie Hawkins, Program Manager, Cisco Systems

You've landed another customer! Now what? Join us to learn how to build intuitive, responsive, omni-channel marketing programs that put your customer at the center of your marketing activities. Cisco's Global Customer Success group will share how they built a yearlong series of always-on, highly personalized campaigns to maximize customer engagement, get customers talking with sales reps, and help them adopt their Cisco purchases.

You'll discover:
• How Cisco developed its global nurture campaigns—and how the company continually optimizes.
• Strategies for creating a content map that speaks to customer needs.
• Which metrics Cisco captured to drive its campaign responses.
• How Cisco aligned with sales to share valuable information and deliver consistent messaging.
• Best practices on launching omni-channel campaigns globally.

Making Creative Work In a Social Media and Programmatic Ad Buying World
Nick Reggars, Studio Senior Lead, Deloitte Digital
John Healy, Director, Deloitte Digital

Placing media is only half the story. Your creative will make or break your message resonating with your target audiences. Stop by and see how Heat+Deloitte Digital has automated the creative personalization process for social and programmatic ad placements. See real live examples and talk to experts who can ensure your brand’s creative success online.
SESSION DETAIL

Data Management and Programmatic Advertising, continued

Making Your Data Available for Effective Targeting Campaigns
Sahil Anand, Sr. Manager Product, Data & Media, Quotient (formerly Coupons.com Incorporated)
You have plenty of behavioral data that indicates consumer intent. How can you make it actionable? Join us for an under-the-hood explanation of how to make your data available for targeting campaigns—especially with a lean team.
In this session, we will highlight how to build systems that scale with a very lean team. Find out how, with the right partners and data management stacks, you can build a powerful and flexible stack that’s designed to grow. By starting with a data layer, tag management solution, data management platform, and ad server, you will learn how to construct an end-to-end data stack—for online and offline behavioral data—to increase engagement and loyalty.

Maxymiser + Oracle DMP: Behavioral Data Insights for Customer Experience and Audience Insight Excellence
David Bielik, Director, Product, Oracle Maxymiser
Karen Kokiko, Senior Product Marketing Management, Data Management Platform, Oracle
Last year, Oracle acquired Maxymiser—a solution that Modern Marketers use to test and optimize unique creative and content on the web and mobile websites. By combining the strength of multivariate testing data with the power of Oracle Data Management Platform (DMP), marketers and advertisers can combine first-party behavioral data to inform enriched personalization activities and testing processes, automate creative strategies, and enable a more complete view of the audience profile.
Join us to get an overview of the key integrations between Maxymiser and Oracle DMP. We’ll take you through key use cases and product roadmap items that highlight how this integration can better inform your web and creative strategy.

Product Roadmap Showcase: Data Optimization for Advertisers and Publishers Using Oracle DMP
Stephen Papa, Director, Product Management, Oracle Marketing Cloud
Anjali Lalwani, Senior Product Manager, Oracle Marketing Cloud
Data management and adoption of programmatic advertising strategy and tactics are now essential for both brand and direct response advertisers. The recent surge in mobile device usage continues to increase the need for excellence in delivery and execution.
Join us to learn what’s on the horizon for Oracle Data Management Platform (DMP), our product strategy, and how we’re helping solve the challenges advertisers are facing in the marketplace. We’ll cover product roadmap, integrations, focus areas, and development partners. The presentation will end with a Q&A session.

You’re a Marketing Superhero and You Know It
Murali Kandasamy, Marketing Operations and Sales Enablement Leader
Come and learn about the amazing things you can do with Oracle Marketing Cloud. You can start with Oracle Eloqua, Oracle BlueKai, and Oracle Content Marketing, and then integrate with your CRM system, global data warehouse, and website to create a hyper-personalized customer experience that leads to higher conversions and greater customer loyalty.
In this session, you’ll learn how to overcome the challenges you face every day as you try to connect with internal data and marketing channels. In other words, you’ll learn how to unleash your inner marketing superhero.
# Optimization and Personalization

## Five Ingredients for Building a Healthy Marketing Technology Ecosystem

**Kimberley Roberts, Sr. Marketing Technologist, Crimson Marketing**

Are you a marketing technology (martech) geek? Or do your eyes glaze over whenever you hear of a new tool you’ll have to learn for your marketing campaigns? Either way, the B2B martech landscape is growing exponentially—and with it, the ability to do things we never thought possible.

Join us to gain a framework you can use to design a strategic martech roadmap that’s tailored your unique business objectives, culture, and requirements. You’ll learn how to:

- Focus on capabilities over technology.
- Examine your existing toolset.
- Document your business requirements and use cases.
- Bring all of these pieces together to develop a martech roadmap that will empower your organization.

## How to Test and Optimize Your Digital Customer Experience—and Improve Your Bottom Line

**Matthew Simmonds, Senior Director of Product Management, Oracle Maxymiser**

Why do online businesses need a testing and optimization strategy? Join us to find out. We’ll also demonstrate how Oracle Maxymiser can help you deliver optimal customer experiences at scale while simultaneously improving your organization’s key metrics.

## Know Your Customer, Transform Their Experience, and Impact Sales

**Harsha Gunnam, Head of Global Digital Analytics, Kaspersky Lab**

The customer experience is king and digital is a mandate—but creating a compelling digital experience is easier said than done. You need to know your customers, understand their needs, and use that knowledge to transform the way they experience your website.

Join us as Harsha Gunnam, Head of Global Digital Analytics at Kaspersky Labs, explains why it is critical to uncover the “why” behind online user behavior, and describes how Kaspersky translates this into insights that help delight customers and enhance business results.

## Mastering the Digital Customer Experience: How American Apparel Continuously Optimizes Its E-Commerce Site

**Thoryn Stephens, Chief Digital Officer, American Apparel**

American Apparel is one of North America’s largest manufacturers of t-shirts and related apparel. Its e-commerce site, launched in 2004, attracts millions of visitors every month and plays a strategic part in the company’s business.

Join us to learn how American Apparel uses Oracle Maxymiser to continuously optimize the entire customer experience on its website and drive a major uplift in customer engagement and conversions.

## Mobile App Optimization Fast Track: Stay Ahead of the Curve

**Alasdair Bailey, Manager of Product Management, Oracle Maxymiser**

How can mobile app optimization boost your conversion rates? Join us to hear some real-world examples. We’ll also share best practices and give you an up-close look at the latest Oracle Maxymiser product developments for mobile app optimization. This session is a must-see for anyone who has sales targets to hit with their mobile app this year.
SESSION DETAIL

Optimization and Personalization

Moving Customers to Conversions – How Abt Optimized the Entire Checkout Using Oracle Maxymiser for Strategic Testing
Bryan Benavidas, Director of Digital Marketing, Abt Electronics
Alexandra Szynkarski, Product Marketing Manager, Oracle Maxymiser

For more than 80 years, Abt Electronics has provided best-in-class electronics, appliances and furniture alongside unparalleled customer services. Over the years, their online presence has consistently grown and continues to evolve and attract consumers. In this session, learn how Oracle Maxymiser – part of the Oracle Marketing Cloud – allows organizations to take on strategic A/B and multivariate testing for websites, and hear from Abt’s Director of Digital Marketing about how they used Oracle Maxymiser to optimize key areas of their site and how it made an impact their digital business.

Online Quote Mobile Optimization: Bridging the Gap with the Oracle Maxymiser Testing Tool
Simon Howell, Senior Manager, Brand Engagement, Mercury Insurance Group
Shana Horonetz, Senior Product Manager, Mercury Insurance Group
Michael Blumenfeld, Managing Consultant for Financial Services North America, Oracle Maxymiser

Mercury Insurance Group is one of America’s most trusted insurers for automobile and property. With a reputation of quality and integrity, the company strives to deliver an outstanding online customer experience across all digital channels—focusing on qualifying and converting leads from the “quote and buy” journey. Mercury understands that the mobile market represents an opportunity to drive more leads and increase conversions. But until recently, internal processes and resources often created a gap in time to market.

Join us to hear how Mercury bridged that gap by calling upon the Oracle Maxymiser Services team. This strategic decision enabled Mercury to capitalize on the opportunity earlier than originally planned and pick up valuable knowledge along the way to inform longer-term final execution.

Personalizing Online Customer Experiences: Getting Started
Carl Fredericks, Managing Consultant, Oracle Maxymiser

Leading brands are defining the next generation of customer experience by delivering accurate, relevant, and more personalized experiences to every visitor who interacts with their brand across web, mobile, and apps. Thanks to the explosive growth of personalization, today’s marketers must innovate quickly to stay ahead of the game.

Join us as we outline the key principles of personalization. You’ll learn:
• What personalization entails for the Modern Marketer.
• How you can begin responding to real-time visitor behavior with personalized experiences.
• How to reduce cart abandonment, improve bounce rates, and transform first-time visitors into loyal customers.

Raising the Stakes – How Hilton Worldwide Optimizes Online Experiences in Competitive Environments
Paula Sappington, Director of Digital Optimization and Customer Insights, Hilton Worldwide

When an organization has an idea for a new functionality to improve the customer experience, the next question is usually, “How?” From understanding the impact of mobile sites versus responsive designs, to loyalty program promotions, to redesigning entire pages, the optimization program in place at Hilton enables the team to address and implement their ideas with incredible efficiency.

Hear from Paula Sappington, Hilton’s Director of Digital Optimization and Customer Insights, on how team structure and a strategic plan allows her team to be nimble and creative, making it possible to use optimization tools to their absolute fullest extent. Functionalities that would be untimely or costly become seamless and answerable.
Birds of a Feather Sessions
Solution Center Lunch Area – Marquee Ballroom

“Birds of a Feather” sessions are low key, casual gatherings for Modern Marketers to get together and chat about hot topics. These sessions are led by Oracle Marketing Cloud product experts and offer something for everyone. You can attend one or all of the sessions during the scheduled lunch breaks on Wednesday and Thursday in the Solution Center. Please join us for some lively discussions!

Wednesday, April 27th
12:30pm-1:30pm
Topic: Bridging the Gap Between Marketing and Commerce
Led by: Kathleen Rohrecker, Director of Marketing, Oracle Maxymiser and Bradford Johnson, Senior Strategic Consultant

1:30pm-2:00pm
Topic: Persona Development for Content Marketing Strategies
Led by: Jeff Cohen, Director, Content Strategy

Thursday, April 28th
11:30am-12:00pm
Topic: Leveraging the App Cloud and the Eloqua Open Framework
Led by: Sean Cook, Alliance Director, Oracle Marketing AppCloud

12:00pm-12:30pm
Topic: Best Practices for Campaign Management
Led By: Rob Barnhart, Sr. Advisor

12:30pm-1:00pm
Topic: Best Practices for Targeting & Segmentation
Led By: Rob Barnhart, Sr. Advisor
Pre-Conference Activities: Tuesday, April 26th

Oracle Marketing AppCloud Best Practice Sessions

Oracle Marketing Cloud Academy Sessions
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<thead>
<tr>
<th>Time &amp; Location</th>
<th>Session Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ROOM 301-302</strong></td>
<td>Best Practices: Content Engagement</td>
</tr>
<tr>
<td>9:30 – 10:30 a.m.</td>
<td>Come listen to top Oracle Marketing AppCloud Partners share their thoughts on all things content. You’ll hear strategies on driving content engagement; content syndication; tips for making your content experiences easier to find; content localization; and how to create and publish interactive content quickly and easily.</td>
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<tr>
<td>11:00 a.m. – 12 p.m.</td>
<td>Best Practices: Predictive Analytics &amp; Account-based Marketing (ABM)</td>
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<td>Successful B2B Marketing Automation is heavily dependent on continually sourcing quality leads, prioritizing those leads and executing highly targeted campaigns at buyers that are most likely to buy your products and services. It is also important to apply this same discipline at the account or company level where your targeted buyers work. No sense in spending your budget and resources targeting buyers at companies that aren’t going to buy your products and services. Learn how AppCloud partners can help you make most efficient use of your data and your marketing and advertising budgets to target the right buyers at the right companies with the right message.</td>
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<tr>
<td>1:00 – 2:00 p.m.</td>
<td>Best Practices: Working With Platform Integrators</td>
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<td>Extend the impact and expand the return of your marketing automation investment far beyond emails and landing pages. You’ll hear from some of the top Oracle Marketing Cloud technology and services partners on connecting your marketing automation platform to virtually anything else in the enterprise. Come learn how to unleash the full potential of your digital infrastructure, connect isolated systems, and fully integrate marketing automation solutions.</td>
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Oracle Marketing Cloud Academy Content Areas

B2B: Oracle Eloqua

B2C: Oracle Responsys

Oracle Data Management Platform

Oracle Content Marketing

Oracle Maxymiser

Industry Best Practice and Specialty Sessions
<table>
<thead>
<tr>
<th>Time &amp; Location</th>
<th>Session Detail</th>
</tr>
</thead>
</table>
| 8:00 – 9:30 a.m. | Oracle Eloqua: Basic Event Management  
Room 310  
**Level:** Basic  | 90 minutes  
Planning webinars can be a painstaking task; executing on them, even more so. In this condensed session the best practices of basic event management, and see some of the interesting and innovative tools you can use to help drive more attendance, engagement, and follow-ups with your intended audience. |
| 8:00 – 9:30 a.m. | Oracle Eloqua: Understanding Deliverability Performance  
Room 319  
**Level:** Advanced  | 90 minutes  
Marketers spend 75% of their budget on digital marketing with about 50% allocated to email marketing. How do you know if that spend is returning revenue? What metrics and indicators should you watch to flag potential program issues? This session will help you understand these metrics and performance indicators by using Eloqua Insight reporting and share tips and tricks on how to customize your reports to achieve superior deliverability analysis. |
| 10:00 a.m. – 12 p.m. | Oracle Eloqua: Executive Overview  
Room 310  
**Level:** Basic  | 120 minutes (with break)  
Come learn what Oracle Eloqua is all about! In this condensed, two-hour overview session, we showcase the key functionalities of the system, and show how quick and easy it is to get a marketing campaign up and running. If you're a brand new user, or still thinking about joining our B2B marketing world, this is the course for you. |
| 10:00 a.m. – 12 p.m. | Oracle Eloqua: Data Cleansing  
Room 319  
**Level:** Advanced  | 120 minutes (with break)  
Dirty data is the bane of any marketer’s existence. A recent study found that poor-quality data costs organizations about $14 million annually. That’s a lot of money we could be putting back into our budgets! In this session, learn the best practices of data quality and see your instructor configure some of Oracle Eloqua’s latest and greatest data cleansing tools. You won't be able to wait to get these ideas implemented at your company! |
| 1:00 – 3:00 p.m. | Oracle Eloqua: Personalizing Campaigns  
Room 310  
**Level:** Basic  | 120 minutes (with break)  
Did you know that effective, behavior-based targeting of communications can garner four times the responses that generic, batch-and-blast messaging does? You want to deliver the right message, to the right audience member, at the right time. But without personalization and automation it can be difficult. This session will walk you through strategic thinking points, and then dive into Oracle Eloqua to see personalization tools at their finest. |
| 1:00 – 3:00 p.m. | Oracle Eloqua: User and Database Management  
Room 319  
**Level:** Advanced  | 120 minutes (with break)  
Calling all Oracle Eloqua administrators! If you’re in charge of managing your database, this is the session for you. Learn how to create and manage users within your database, as well as control access to various assets and areas of your platform. |
ORACLE MARKETING CLOUD ACADEMY SESSION DETAILS
TUESDAY, APRIL 26, 8:00 A.M. – 4:00 P.M.
MGM GRAND CONFERENCE CENTER – LEVEL 3

<table>
<thead>
<tr>
<th>Time &amp; Location</th>
<th>Agenda Item</th>
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<tbody>
<tr>
<td>8:00 – 9:30 a.m.</td>
<td>Oracle Responsys: Program Essentials</td>
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<tr>
<td>Room 314-315</td>
<td>Level: Basic</td>
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<td>The Oracle Responsys Program module enables Modern Marketers to easily automate and streamline their marketing efforts, bringing together the key elements required for simplified marketing success. In this session, we review the essential basics of the Responsys Program module, and teach you how to create a simple program to execute a marketing campaign at the snap of your fingers.</td>
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<tr>
<td>8:00 – 9:30 a.m.</td>
<td>Oracle Responsys: Setting Up Projects for Success</td>
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<tr>
<td>Room 312-317</td>
<td>Level: Advanced</td>
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<td>You’ve developed your strategy and initiatives and now it’s time to build your project in the Oracle Responsys Interact platform. In this session, learn how to set up your projects up for success by considering the full array of design features. Learn how a campaign specialist looks at targeting, dynamic content, and data feeds to implement projects and expand on them for future updates and testing.</td>
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<tr>
<td>10:00 a.m. – 12 p.m.</td>
<td>Oracle Responsys: Executive Overview</td>
</tr>
<tr>
<td>Room 314-315</td>
<td>Level: Basic</td>
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<td>Learn what Oracle Responsys is all about! In this condensed, two-hour overview session, we showcase the key functionalities of the system, and show users how quick and easy it is to get a marketing campaign up and running. If you’re a brand new user, or still thinking about joining our B2C marketing world, this is the course for you.</td>
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<tr>
<td>10:00 a.m. – 12 p.m.</td>
<td>Oracle Responsys: Mobile In-App and Push Campaigns</td>
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<td>Room 312-317</td>
<td>Level: Advanced</td>
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<td>Mobile strategy is key. We all have it on our to-do lists, and talk about it. But are we actually going fully mobile? This session will walk you through some of the coolest functions of Oracle Responsys when it comes to mobile marketing, and show you how to configure your mobile campaigns to include push and in-app notifications.</td>
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<tr>
<td>1:00 – 3:00 p.m.</td>
<td>Oracle Responsys: Essentials of a Basic Email Campaign</td>
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<tr>
<td>Room 314-315</td>
<td>Level: Basic</td>
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<td>You’ve planned your strategy, you’ve thought through your messaging, and you’ve decided on your copy. Next step? Setting up your email campaign in Oracle Responsys! This 2-hour session will walk you through the best practices and knowledge you need to set up a basic email campaign in the system—loading your body content, setting up your proof tests, and executing the send. If you’re an email marketer, you will definitely want to check out this session!</td>
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<tr>
<td>1:00 – 3:00 p.m.</td>
<td>Oracle Responsys: Essentials of Dynamic Content and Responsys Programming Language (RPL)</td>
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<tr>
<td>Room 312-317</td>
<td>Level: Advanced</td>
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<td>Modern Marketers know the critical role that dynamic, personalized content plays in successful marketing efforts. We need to deliver the right message, to the right person, at the right time. But without personalization and automation, it can be difficult. This session will walk you through some strategic thinking points, then demo some of the tools available in Oracle Responsys to accomplish perfect personalization.</td>
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<td><strong>8:00 – 9:30 a.m.</strong>&lt;br&gt;<strong>Room 311</strong></td>
<td><strong>Oracle DMP: An Introduction</strong>&lt;br&gt;The Oracle Data Management Platform is 'Big Data for Marketing' and unifies data across sources into a single usable set that is easy for digital marketers to use for targeting the right audiences with the right messages, on the right platforms, at the right times. In this session, learn about the applications and strengths of the Oracle DMP for Modern Marketing, and watch demonstrations of the most common tasks performed in the platform.</td>
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<tr>
<td><strong>10:00 a.m. – 12 p.m.</strong>&lt;br&gt;<strong>Room 311</strong></td>
<td><strong>Oracle DMP: Audiences &amp; Campaigns</strong>&lt;br&gt;Modern Marketers know that understanding and managing audiences is crucial for the success of any marketing campaign. They also know that as marketing becomes increasingly more digital, the importance of campaign management grows, especially for those who market across channels, utilize multiple vendors, and tweak campaign details to enhance performance. In this session, learn more about the basic and advanced features of campaign and audience management, two of the primary functions of the Oracle DMP.</td>
</tr>
<tr>
<td><strong>1:00 – 3:00 p.m.</strong>&lt;br&gt;<strong>Room 311</strong></td>
<td><strong>Oracle DMP: Discovery Analytics &amp; Self-Classification</strong>&lt;br&gt;Are you a do-it-yourself type of person? If so, then discovery analytics and self-classification are for you! When it comes to first-party data, DMP users primarily rely upon Oracle's data taxonomists to organize their taxonomy via rule mapping, but DMP users can also use the built-in Self-Classification tools to add and classify first-party data within their taxonomy independently. In this session, learn how to utilize the Self-Classification tools to ingest, organize, and control first-party data.</td>
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## Oracle Marketing Cloud Academy Session Details

TUESDAY, APRIL 26, 8:00 A.M. – 4:00 P.M.

<table>
<thead>
<tr>
<th>Time</th>
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<tr>
<td><strong>Oracle Content Marketing</strong></td>
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| 8:00 – 9:30 a.m. | Oracle Content Marketing: The Power of Prove  
Room 304-305  
Planning, producing, promoting, and publishing content that your audience needs is the most effective way to nurture and convert leads into customers. However, the process does not end there. You need to constantly measure and evaluate how your content marketing projects are performing to make well-informed strategic decisions. This presentation will reveal how Oracle Content Marketing auto generates comprehensive data on both content performance and production efforts to enable your team to prove the power of your content. |
| 10:00 a.m. – 12 p.m. | Oracle Content Marketing: Basic Configuration  
Room 304-305  
Content marketers have a challenging task: make their content stand out against the thousands of pages of content published to the web every day. What they need is a system that is fully equipped to support and ramp up their content marketing processes. The answer to their needs lies in the Oracle Content Marketing platform. This presentation will outline the best practice process for configuration of the platform, from the set-up of core features to strategic tools, like personas and keywords. With the support of a well-planned platform, content marketers are better equipped to compete with what the web has to offer. |
| 1:00 – 3:00 p.m. | Oracle Content Marketing: Content Production  
Room 304-305  
A massing a stellar catalog of content is a wondrous achievement, but without the proper management, those poignantly penned pieces might get lost amongst the clutter. This presentation will take content marketers on the journey from content creation to publication and promotion to illustrate the best practice route for content production. With Oracle Content Marketing as your GPS, you will have no trouble navigating the tides of content marketing. |
| **Oracle Maxymiser** |                                                                                                  |
| 8:00 – 9:30 a.m. | Oracle Maxymiser: Testing 101  
Room 318  
Do you know how your website visitors will respond to your next offer, promotion, or entire site redesign? Stop guessing and let them show you their response via testing. This 90-minute session covers what testing is, the differences between A/B tests and multivariate tests (MVTs), and how to gain valuable customer insight through testing. |
| 10:00 a.m. – 12 p.m. | Oracle Maxymiser: Creating Tests with Visual Campaign Builder  
Room 318  
Want to create A/B and multivariate tests to increase conversion, revenue, and engagement? Learn how easy it can be to set up tests with Oracle Maxymiser’s VCB, our WYSIWYG editor. During this 2-hour session we’ll explore how to set up campaigns to test different banners, carousel images, global copy styles across multiple pages, and dynamic content. |
| 1:00 – 3:00 p.m. | Oracle Maxymiser: Personalizing Your Testing  
Room 318  
You may be familiar with A/B testing and are likely doing some segmentation, but it’s time to combine these two to realize deep, strategic insights. First, we’ll discuss how to correlate available information about website visitors including external data sources such as real-time web analytics, CRM, and DMP as well as onsite behaviors such as search history or prior purchases. Then, with these profiles, we can target entire tests or specific content within tests to our visitors. |
### Agenda Item

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<thead>
<tr>
<th>Time &amp; Location</th>
<th>Industry Best Practice and Specialty Sessions</th>
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</table>
| 8:00 – 9:30 a.m. Room 309 | **Modern Marketing Makeover: Driving Organizational Alignment for Success**  
Organizational alignment is a topic that’s tossed around by executives and recommended by consultants. But is organizational alignment across marketing and cross-functional counterparts truly achievable? Absolutely! But it doesn’t come without dedicated effort. The increase in collaboration, communication, and transparency will be reflected in how your marketing department operates and in the quality of your inbound and outbound marketing efforts. So why haven’t more organizations experienced true alignment? They don’t truly understand the foundation. In this session, you will learn the basis for achieving alignment and the steps you need to take to get there. |
| 8:00 – 9:30 a.m. Room 320 | **Oracle Responsys: Identifying and Addressing Deliverability Issues**  
No matter how sophisticated and strategic a Modern Marketing email program may be, it becomes irrelevant if emails are landing in spam folders or get blocked. Most Modern Marketers know that deliverability is essential to hitting their email goals but may not know what to monitor so they can achieve positive deliverability. In this session, you’ll identify which metrics to monitor and the steps to address potential issues. Learn how to configure reports in Oracle Responsys so you can really look at relevant deliverability metrics. Then consider external resources you can add to your deliverability monitoring toolbox. |
| 10:00 – 11:00 a.m. Room 309 | **Has Your Marketing Automation System and Data Grown Into An Unruly Mess?**  
As you progress and mature through your Modern Marketing journey, you may find that your marketing automation system and the data within has become a mess. Typical clutter includes unknown data sources, duplicate or simply unrecognizable asset names, and overlapping processes. You get a marketing automation system that is unorganized, unintuitive, and is not scalable for growth. This session will provide you with a framework to institute order and organization. For those that are just starting out, you will get recommendations, best practices, and prevention tactics to keep your system and data clean and scalable. |
| 10:00 – 11:00 a.m. Room 320 | **B2B Success Accelerators**  
Slow down to go fast by spending time on the right activities during planning, execution, and optimization. Why slow down when the pressure is on to prove ROI and beat the competition? Because you can reduce your learning curve and accelerate your results! Being nimble is about focused, intentional steps—not just running faster. Modern Marketers invest extra energy in creating organizational structure that empowers them to design superior marketing and reach the right audience, at the right time, with the right message. |
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<thead>
<tr>
<th>Time &amp; Location</th>
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<tr>
<td><strong>Indirect Best Practice and Specialty Sessions</strong></td>
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<td><strong>11:00 a.m. – 12 p.m.</strong></td>
<td><strong>Oracle Eloqua: Achieve Sales Enablement Success</strong>&lt;br&gt;Aligning sales and marketing remains a challenge for many organizations. Marketing has to remain focused on all aspects of the funnel in order to sustain success, while sales often focuses at the end stages. It’s critical that both sales and marketing understand the end-to-end buyer’s journey and work together to move prospects through the sales funnel. In this session, you’ll learn how to create common goals and align with sales to develop content, process, and reporting throughout the buyer’s journey. Take advantage of the tools and resources readily available within your existing technology stack. With process and training as the key to sales tool adoption, you’ll get best practices you can use to increase adoption.</td>
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<td><strong>11:00 a.m. – 12 p.m.</strong></td>
<td><strong>Oracle Data Management: Implementing a DMP</strong>&lt;br&gt;Curious what is involved in setting up a data management platform (DMP)? Want to know what resources need to be committed and how long it will take? This session will provide the information you need to prepare for a DMP implementation. We will cover the roles and responsibilities of the teams, overview of the implementation process, how data is ingested and organized into the DMP, a typical timeline, and all that should be considered to kick off and complete a successful DMP implementation.</td>
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<td><strong>1:00 – 2:00 p.m.</strong></td>
<td><strong>Campaigns Don’t Plan to Fail, They Just Fail to Test</strong>&lt;br&gt;Even though your creative came back late, your stakeholders signed off just before a long weekend, and your manager expected the campaign to launch two days ago, doesn’t mean you can skip testing. Learn what it really takes to properly plan, build, test, and execute flawless campaigns and programs.</td>
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<td><strong>1:00 – 2:00 p.m.</strong></td>
<td><strong>(Repeat) B2B Success Accelerators</strong></td>
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<td><strong>(Repeat) Oracle Eloqua: Achieve Sales Enablement Success</strong></td>
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