

### Chairman's Welcome

11:15am - 11:30am

### Participants

**Scott Breitenother** - Founder, Brooklyn Data Co.

### Keynote: Measurement in a Pandemic Do These Five Things and Don't Do These Five Things

11:30am - 12:00pm

### Participants

**Avinash Kaushik** - Digital Marketing Evangelist, Blogger and Author of Web Analytics 2.0 and Web Analytics: An Hour a Day, Author

### Break

12:00pm - 12:20pm

### Building a Test and Learn Process for Marketing

12:20pm - 1:00pm

Track 1: MarTech

This session covers the fundamentals of hypothesis testing, what a test and learn process design looks like, examples of gains made from testing at Plated and dos and don'ts for running a test for marketing applications.

Options and where testing fits in the MarTech stack will also be covered.

### Participants

**Daniel Gremmell** - VP, Data Science, Policygenius

### Science-Empowered Marketing Analytics

12:20pm - 1:00pm

Track 2: Analytics

Data science has revolutionized the way that we perform marketing analytics. In this talk, Lilei will provide the framework and scientific principles that her team at Airbnb applies to up-level marketing analytics. She will also share specific examples on how they leverage big data, causal inference, and machine learning to scale their analytic solutions to power the optimization of the SEM program.

### Participants

**Lilei Xu** - Data Science Manager, Growth and Traffic, Airbnb

### Session to be Delivered by Signal Labs

1:00pm - 1:20pm

Track 1: MarTech

Session details to come!

### Keeping Marketing Mix Going During COVID-19 – Five Things to Watch Out For

1:00pm - 1:40pm

Track 2: Analytics

Anyone running a model that extends in time before and during COVID must account for dramatic change. That change includes the actual shock of the pandemic, as well as more subtle changes in behavior that may persist into the future. Some consultants are clamoring now to stop doing mix until things are back to normal. That approach does not work if there is not a "normal" to get back to. We need to take from the past what is still relevant while accounting for the evolving present.

### Key Takeaways:

- How to specify a model to account for major change
- How to cope with different patterns of the pandemic by geography
- What are the consequences for forecasting and optimizing

### Participants

**Mark Garratt** - Co-Founder, in4mation insights

### Get Involved!

1:20pm - 1:40pm

Track 1: MarTech

Have a great case study or business solution to share? Please contact Aimee Croke at [Aimee.Croke@knect365.com](mailto:Aimee.Croke@knect365.com) to find out more details on how to participate.

### Break

1:40pm - 2:10pm

### Social Media Research Today: Data Cleaning Redux

2:10pm - 2:50pm

Track 1: MarTech

Early challenges concerning the validity of social media monitoring included the non-random nature of participation, and a variety of different types of spam. More recently, bots have emerged—some quite authentic looking—to further muddy the insight waters and the interpretation of what is genuinely sourced from real accounts versus fictitious, and often malicious, sources. In this session, we will revisit the science of social listening, primarily using Twitter data. The use of meta data to identify what is real, and what is not, will be emphasized.

### Participants

**James Newswanger** - Senior Research Manager, IBM

### Balancing Art & Science: Shaping Holistic Customer Strategies

2:10pm - 2:50pm

Track 2: Analytics

Leveraging both quantitative analytics & qualitative insights is foundational for evidence-based decision making in organizations. But how do you build the right team, process and infrastructure to ensure the two work seamlessly together? How do you balance the art and science to shape holistic business strategies? We will explore these philosophical questions by sharing how the Bombas Analytics & Insights teams work together to provide cross functional support, showcasing examples of our integrated work and identifying what is currently working vs. what requires continual optimizing.

### Participants

**Samantha Lee** - Director of Customer Insight, Bombas

**Samantha Wong** - Director of Data & Analytics, Bombas

### How to Leverage Marketing Analytics to Source Better Talent

2:50pm - 3:30pm

Track 1: MarTech

Marketing technology has advanced significantly in the past few years, helping companies identify and source very precise audiences with microtargeting segmentation strategies. We've seen digital marketers successfully use the "long tail of search" strategy to pinpoint specific keywords and target niche demographics rather than mass audiences.

The "long-tail" refers to the search demand curve – as keywords become detailed, search volume becomes less competitive, but searcher intent becomes higher. See how Spokeo combined traditional Segment, Target, Position (STP) marketing principles with data analytics to identify and attract highly qualified leads (candidates) more likely to convert to employees. CEO Harrison Tang will discuss key takeaways on how the company used technical advances in digital marketing and data analytics to find the ideal job candidates in a competitive job market with the lowest unemployment rate in 40 years.

### Participants

**Harrison Tang** - CEO, Spokeo

### Get Involved!

2:50pm - 3:30pm

Track 2: Analytics

Have a great case study or business solution to share? Please contact Aimee Croke at [Aimee.Croke@knect365.com](mailto:Aimee.Croke@knect365.com) to find out more details on how to participate.

# SESSIONS

MADS WEST DAY 1 - 28/07/2020

Marketing Analytics and Data Science West

July 28 - 30, 2020  
Virtual Event

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## Close of Day 1

3:30pm - 3:35pm

# SCHEDULE

MADS WEST DAY 1 - 28/07/2020

Marketing Analytics and Data Science West

July 28 - 30, 2020  
Virtual Event

TIME	TRACK 1: MARTECH	TRACK 2: ANALYTICS
11:00AM	11:15am - Chairman's Welcome 11:30am - Keynote: Measurement in a Pandemic Do These Five Things and Don't Do These Five Things	11:15am - Chairman's Welcome 11:30am - Keynote: Measurement in a Pandemic Do These Five Things and Don't Do These Five Things
12:00PM	12:00pm - Break 12:20pm - Building a Test and Learn Process for Marketing	12:00pm - Break 12:20pm - Science-Empowered Marketing Analytics
1:00PM	1:00pm - Session to be Delivered by Signal Labs 1:20pm - Get Involved! 1:40pm - Break	1:00pm - Keeping Marketing Mix Going During COVID-19 – Five Things to Watch Out For 1:40pm - Break
2:00PM	2:10pm - Social Media Research Today: Data Cleaning Redux 2:50pm - How to Leverage Marketing Analytics to Source Better Talent	2:10pm - Balancing Art & Science: Shaping Holistic Customer Strategies 2:50pm - Get Involved!
3:00PM	3:30pm - Close of Day 1	3:30pm - Close of Day 1

# SESSIONS

MADS WEST DAY 2 - 29/07/2020

Marketing Analytics and Data Science West

July 28 - 30, 2020  
Virtual Event

## Chairman's Welcome

11:15am - 11:30am

## Participants

**Scott Breitenother** - Founder, Brooklyn Data Co.

## Unifying Marketing Essentials with the Power of Data Science and AI

11:30am - 12:00pm

## Participants

**Dr. Kirk Borne** - Principal Data Scientist, Booz Allen Hamilton

## Roundtables

12:00pm - 12:40pm

Explore several hot-button industry topics and interact with experts, including:

- Offline Channel Measurement and Media Mix Modeling with **Cherry Lin**, Marketing Analytics Director, Grove Collaborative
- Best Practices in Customer Lifetime Value with **Vijay Jayanti**, Global Head of Marketing Sciences, WhatsApp, a Facebook Company
- Effective and Authentic Personalization and Recommendation with **Ernan Roman**, President, ERDM Corp
- Building a Data-Driven Culture with **Raunak Kumar**, Marketing Analytics Team Lead at Atlassian
- Marketing Automation with **Daniel Gremmel**, VP, Data Science,
- Data Visualization, Infographics and Storytelling with **Katie Bauer**, Data Science Manager, Reddit

## Participants

**Cherry Lin** - Marketing Analytics Director, Grove Collaborative

**Vijay Jayanti** - Head, Marketing Data Science, WhatsApp, a Facebook Company

**Ernan Roman** - President, ERDM Corp

**Raunak Kumar** - Marketing Analytics Team Lead, Atlassian

**Daniel Gremmel** - VP, Data Science, Policygenius

**Katie Bauer** - Data Science Manager, Reddit

## Break

12:40pm - 1:00pm

## Measuring Marketing Spend: Multi-Stage Marketing Mix Modeling

1:00pm - 1:40pm

Track1: AI/ML

Marketers have increasingly struggled between measurement across the consumer funnel. What drives awareness or desirability does not necessarily drive conversion or sales. And what drives sales for a brand's e-commerce website may not drive sales in brick and mortar, and vice versa. Estée Lauder Companies has incorporated a multi-stage marketing mix modeling ecosystem that tackles both problems: How to optimize marketing spend based on the consumer funnel and how to measure and optimize brick and mortar vs. online.

## Participants

**Doug Jensen** - SVP CRM, Corporate Marketing Analytics & Innovation Insights, Estee Lauder

## Agile Personalization at Scale

1:00pm - 1:40pm

Track 2: Lifecycle Marketing

Utilizing an agile framework, Inspire Brands, the parent company of Arby's, Buffalo Wild Wings, Jimmy John's, Rusty Taco, and Sonic, has been able to ideate, iterate, and industrialize a data-science driven personalization platform. In less than a year, we have been able to build a personalization engine that is ostensible to multiple brands. In this talk, we will discuss how to gain alignment quickly, steer and enable data-driven change management, and scale a data science platform across multiple brands and lines of business!

## Participants

**Patrick Dogan** - Director of Data Science & BI, Inspire Brands, the parent company of Arby's, Buffalo Wild Wings, Jimmy John's, Rusty Taco, and Sonic

## Algorithm vs. Data: What Every Executive Should Know Before Implementing AI

1:40pm - 2:20pm

Track1: AI/ML

AI has become a cornerstone of digital transformation and is a powerful tool in the marketer's arsenal. While many feel that the power of AI derives from the algorithms or techniques used to implement learning and modeling, the nature of the data used to train AI algorithms, specifically its quality, depth and breadth, impacts outcomes far more than the technique itself. This session will explain this using common use cases and real-world case studies. Attendees will increase their understanding of AI fundamentals and leave with knowledge that will positively impact their usage of third-party data and their predictive modeling activities.

## Participants

**Anindya Datta** - Founder, CEO and Chairman, Mobilewalla

## To Achieve the Best CX and Content, You Need the Power of Human Data and Data Science

1:40pm - 2:20pm

Track 2: Lifecycle Marketing

To achieve high levels of CX authenticity, relevance, and compelling content, you need the combination of high-power data science plus deep qualitative human data insights regarding emotions, attitudes and expectations!

In this session you will benefit from two powerful case studies:

Learn the startling findings that emerged from Shinola's deep VoC research regarding CX and Loyalty programs and why consumers don't feel that traditional tactics are effective in building loyalty and LTV. Find out how Shinola used qualitative customer insights to create a powerful non-traditional "loyalty" strategy which is consistent with the brand, authentic, and which customers experience online and at Shinola's stores. Since reengineering the Loyalty program per customer insights, Shinola has seen repeat purchase rates increase by 25%.

You will also hear from WIRED, a publication that's growing their audience and revenue in a time of media consolidation. Learn how they use audience research, personalization, and testing to cover the biggest stories in tech and science, answer their readers' most pressing questions, and produce exclusive content that people are willing to pay for.

## Participants

**Ernan Roman** - President, ERDM Corp

**Indu Chandrasekhar** - Director of Audience Development, WIRED

## Break

2:20pm - 2:50pm

## "Supplement" Your Lifecycle Marketing with Machine Learning

2:50pm - 3:30pm

Track1: AI/ML

Online vitamin and supplement retailer, Life Extension, launched its Lifecycle marketing engagement framework in 2017 and has relied on the analytics team to fuel the strategy with AI/Machine Learning models and robust data analytics. This session will walk you through Life Extension's continuous journey of Life Cycle marketing implementing AI/Machine Learning models, deploying AI/ML into a marketing automation platform, and gain insights into the 2020 vision.

## Participants

**Tom Dougherty** - Marketing Analytics Director, Life Extension

**Douglas Pestana** - Manager of Data Science, Life Extension

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### Flipping the Brand Tracking Model On Its Head: Better Understand Consumers, Motivations and Behaviors

2:50pm - 3:10pm  
Track 2: Lifecycle Marketing

In today's world of always-on connectivity, 24/7 news cycles and information overload, yesterday's marketing techniques and market research methods are often outdated and ineffective.

Next-Gen Brand Tracking leverages new technologies and techniques to better understand the consumer first. Analysis of broader consumer trends, interests and values that drive perceptions, decisions and behaviors enable brands to connect with consumers in relevant and contextual ways.

Nuanced brand tracking leveraging organic, unprompted online discussion coupled with structured surveys of real people in real time yield deeper insights. Finally brands have new ways to cut through the noise and reach the right people at the right time with the right message.

#### Participants

**Michelle Vangel** - VP, Global Strategy & Insights, Brandwatch

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### Leveraging AI-Based Business Monitoring to Proactively Manage Your Business

3:10pm - 3:30pm  
Track 2: Lifecycle Marketing

The world of marketing and data science is evolving at a record pace; and the data itself is expanding even quicker because of its complexity. Unfortunately, 80%+ is dark data. For marketers to keep up with demand and understand how their efforts impact the business, gathering data is only half the battle. Instead of manual monitoring methods and eyes-on-glass dashboards, modern businesses use AI to proactively monitor trends and real-time business changes as well as accurately forecast spend and return to the business. Key Takeaways: 1. How AI can be used to proactively monitor the business metrics. 2. How AI-based forecasting is more accurate than manual processes. 3. How AI-based business monitoring can bring your dark data to life with Deep 360 Monitoring.

#### Participants

**Matt Goodwin** - Sr. Director, Anodot

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### Session to be Delivered by Outlier

3:30pm - 4:10pm  
Track1: AI/ML

Session details coming soon!

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### Checkout Surveys for Marketing Attribution at Squarespace: A Data Science Approach

3:30pm - 4:10pm  
Track 2: Lifecycle Marketing

Squarespace's Data Science team helps stakeholders across the company make better strategic decisions using data. Marketing attribution is one major focus of the team's work, developing formal models to answer the question: "How much credit does each form of marketing deserve for a sale or conversion?" One of the key inputs to our attribution model at Squarespace is the checkout survey, shown to users just after they subscribe. Recently, the team hypothesized that from a user experience perspective, there were opportunities to improve the clarity and integrity of marketing performance data emerging from the survey. This talk will focus on the strategies, tools, experiments, models, and methods we employed to quantify and realize the effect of an improvement to Squarespace's checkout survey, with marketing attribution as a key output.

#### Participants

**Omar Abboud** - Sr. Data Scientist, Squarespace

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### Optimizing Mental Health: Utilizing the Conversion Framework to Save Lives

4:10pm - 4:40pm

More often than not, we mine and analyze data with the goal of optimizing conversion rates – and by extension, revenue. But what happens when we look at data from the perspective of maximizing lives saved rather than conversions?

At The Trevor Project, the nation's largest suicide prevention and crisis intervention services organization for LGBTQ youth, we do just that. Data is at the core of Trevor's DNA, and enables us to strategically expand and improve our services for hundreds of thousands of youth each year.

In this session, we will discuss how we employ machine learning algorithms to predict our contacts' risk levels, the clinical implications associated with our analytic insights, and how we use data to translate compassion into action.

#### Participants

**David Lai** - Manager of Organizational Performance, The Trevor Project

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### Close to Day 2

4:40pm - 4:45pm

# SCHEDULE

MADS WEST DAY 2 - 29/07/2020

Marketing Analytics and Data Science West

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Virtual Event

TIME	TRACK 2: LIFECYCLE MARKETING	TRACK1: AI/ML
<b>11:00AM</b>	<b>11:15am</b> - Chairman's Welcome <b>11:30am</b> - Unifying Marketing Essentials with the Power of Data Science and AI	<b>11:15am</b> - Chairman's Welcome <b>11:30am</b> - Unifying Marketing Essentials with the Power of Data Science and AI
<b>12:00PM</b>	<b>12:00pm</b> - Roundtables <b>12:40pm</b> - Break	<b>12:00pm</b> - Roundtables <b>12:40pm</b> - Break
<b>1:00PM</b>	<b>1:00pm</b> - Agile Personalization at Scale <b>1:40pm</b> - To Achieve the Best CX and Content, You Need the Power of Human Data and Data Science	<b>1:00pm</b> - Measuring Marketing Spend: Multi-Stage Marketing Mix Modeling <b>1:40pm</b> - Algorithm vs. Data: What Every Executive Should Know Before Implementing AI
<b>2:00PM</b>	<b>2:20pm</b> - Break <b>2:50pm</b> - Flipping the Brand Tracking Model On Its Head: Better Understand Consumers, Motivations and Behaviors	<b>2:20pm</b> - Break <b>2:50pm</b> - "Supplement" Your Lifecycle Marketing with Machine Learning
<b>3:00PM</b>	<b>3:10pm</b> - Leveraging AI-Based Business Monitoring to Proactively Manage Your Business <b>3:30pm</b> - Checkout Surveys for Marketing Attribution at Square-space: A Data Science Approach	<b>3:30pm</b> - Session to be Delivered by Outlier
<b>4:00PM</b>	<b>4:10pm</b> - Optimizing Mental Health: Utilizing the Conversion Framework to Save Lives <b>4:40pm</b> - Close to Day 2	<b>4:10pm</b> - Optimizing Mental Health: Utilizing the Conversion Framework to Save Lives <b>4:40pm</b> - Close to Day 2

# SESSIONS

MADS WEST DAY 3 - 30/07/2020

Marketing Analytics and Data Science West

July 28 - 30, 2020  
Virtual Event

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## Chairman's Welcome

11:15am - 11:20am

### Participants

**Scott Breitenother** - Founder, Brooklyn Data Co.

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## Keynote Session Presented by Kantar

11:20am - 12:00pm

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### Break

12:00pm - 12:30pm

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## How to Create Actionable B2B Customer Segments Using First-Party Data Analytics in a Post GDPR World

12:30pm - 1:10pm

Track 1: Best Practices

Marketers are becoming savvy by leveraging data to personalize messaging and drive quality leads, which are driven by customer segmentation. The marketing analytics team plays a key role by making sense of the vast amount of data and creating actionable customer segments and insights.

This talk will cover the presenter's experience at Atlassian of establishing customer segments based on behavioral data and how they translate those into actionable marketing personas. These segments are called segment land (selling a product or solution to a new customer) and expand (cross-selling or up-selling a product or solution to existing customers via in-product and website targeting).

The session will also cover the technical data methodology Atlassian adopted to be compliant with GDPR requirements and share give best practices for B2B marketing analytics teams in setting up reporting on marketing and sales funnel metrics.

### Participants

**Raunak Kumar** - Marketing Analytics Team Lead, Atlassian

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## Building a Customer Journey Data Service: Challenges, Strategies & Best Practices

12:30pm - 1:10pm

Customer Journey

Effective data-driven marketing requires data that is deep and wide to cover all aspects of a customer's journey with an enterprise. The quality and veracity of data used directly impacts the effectiveness of analytics, predictions and actions. Creating a service that delivers data with the required content, form and speed has several challenges. In this presentation, we will discuss key marketing use cases, data services needed for them, the challenges in creating such services and the strategies and best practices to build and manage these services.

### Participants

**Kumaran Ponnambalam** - Sr. AI Architect, Cisco

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## Building an Influential and Effective Marketing Analytics Team

1:10pm - 1:50pm

Track 1: Best Practices

Marketing analytics sits between marketing, product, engineering, and data. Partnering and serving the marketing team has very different requirements on analysts' skillsets that compare to the product team. In this talk, we will discuss how to put together a marketing data effort to assist the marketing goals of a company. As digital marketing efforts enable us to track more data, we can achieve better personalization and hyper-targeting. We will discuss how can we compose a team to enable a company to maximize the value of its data for marketing and growth.

### Participants

**Chloe Yuyuan Liu** - Sr. Director of Analytics, The Athletic

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## Augmenting Customer Lifecycle Management Through Analytics

1:10pm - 1:50pm

Customer Journey

The simplest formula for converting data into dollar value is understanding the customer more than the customer knows himself. As soon we know who the customer is, we can define the right value proposition and when to target them. The goal should be to predict the near future, segmenting the customer into an accurate profile and recommending the best offer; utilizing the best practices of data science. This session will discuss how the challenge is not only how to make the most accurate and precise data science model, but to choose the best-suited model based on where the customer is on the lifecycle curve, as well as ensuring it gets utilized in the best possible manner.

### Participants

**Maria Abrar** - Data Scientist, Trulioo

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## Close of Conference

1:50pm - 1:55pm

# SCHEDULE

MADS WEST DAY 3 - 30/07/2020

Marketing Analytics and Data Science West

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TIME	CUSTOMER JOURNEY	TRACK 1: BEST PRACTICES
<b>11:00AM</b>	<b>11:15am</b> - Chairman's Welcome <b>11:20am</b> - Keynote Session Presented by Kantar	<b>11:15am</b> - Chairman's Welcome <b>11:20am</b> - Keynote Session Presented by Kantar
<b>12:00PM</b>	<b>12:00pm</b> - Break <b>12:30pm</b> - Building a Customer Journey Data Service: Challenges, Strategies & Best Practices	<b>12:00pm</b> - Break <b>12:30pm</b> - How to Create Actionable B2B Customer Segments Using First-Party Data Analytics in a Post GDPR World
<b>1:00PM</b>	<b>1:10pm</b> - Augmenting Customer Lifecycle Management Through Analytics <b>1:50pm</b> - Close of Conference	<b>1:10pm</b> - Building an Influential and Effective Marketing Analytics Team <b>1:50pm</b> - Close of Conference