2013 ANA Big Data Members Only Conference

@ Columbia Records/SONY Music

February 5, 2013 | Sony Columbia Records, 28th Floor | New York, NY

AGENDA:

Breakfast (8:15 a.m.)

General Session (9:00 a.m.)

CITI: HOW TO DELIVER TARGETED MOBILE OFFERS USING BIG DATA ANALYTICS

With global reach in almost every aspect of financial services, from retail banking to managing investment portfolios and trading, Citi generates a wealth of data daily. Attendees will learn Citi's innovative approach to mobile strategy and outlook for 2013, how "Big Data" predictive analytics is used in combination with mobile technology to deliver targeted mobile offers to Citi customers, and how to define the merchant value proposition and close the loop on measuring ROI.

Richard Naddy
Managing Director and Head of Analytics
Citi Global Enterprise Payments

WHAT THE 2012 PRESIDENTIAL CAMPAIGN CAN TEACH MARKETERS ABOUT USING BIG DATA

This presentation will reveal the integrated approach taken in crafting and executing Obama's winning digital strategy during the 2008 and 2012 campaigns. Attendees will learn how Obama's Presidential campaign built a technology-based infrastructure that used data and tactics to enable record donations, Twitter and Facebook posts, video views and other forms of social sharing and grass roots-based activities to fuel Obama's success. Marketers will discover how they can use these similar strategies to drive their business.

Joe Rospars
Co-Founder and Creative Director
Blue State Digital
Chief Digital Strategist
Obama for America

COLUMBIA RECORDS: THE POWER OF MUSIC IN ADS – IS THERE AN ROI?

In advertising, music is often used to establish a rich emotional connection to consumers. However, that subjective measure is often difficult to quantify as it's seen as an incremental cost versus a tool that can help drive incremental sales, create media savings, or deliver greater social media reach. This presentation will look at some hard data to put structure around a very unstructured medium.

Elliot Lum
Vice President, Strategic Marketing
Columbia Records, Division of Sony Music

DIGITAL MARKETING: HOW TO TURN BIG DATA INTO YOUR BIGGEST ASSET

The amount of data in our world is exploding, with volumes expanding from gigabytes and terabytes to petabytes and beyond. Analyzing this large and growing "Big Data" will become a key basis of competition, underpinning new waves of productivity growth and innovation. In this session, you will learn how marketers today can transform data into real-time insight, and insight into instant action. Discover how to take a sensible approach to Big Data, harness the right solutions, and partner with your IT organization to turn Big Data into big results.

Matt Langie
Senior Director, Product Marketing
Adobe Systems

Luncheon (12:55 p.m.)

General Session Cont. (1:50 p.m.)

GILT GROUPE: USING BIG DATA TO REINVENT SHOPPING

On any given day, Gilt Groupe uses "Big Data" to create over 3000 versions of their emails based on explicit (self-reported) and implicit (behavioral) customer preferences for brands and product categories. This session will show how data is being used across various departments, including merchandising, creative and marketing, to better understand who they are buying for, how to tailor creative to a respective customer segment, and develop the right messaging for the consumer.

Tamara Gruzbarg
Senior Director, Customer Analytics
Gilt Groupe

AD AGE'S BIG DATA TRENDS FOR 2013

What are the big trends in "Big Data"? *Advertising Age* recently added a new editorial position covering Big Data. Hear from their data reporter, Kate Kaye, about the creation of this new post, the companies transforming data into actionable insights, and the issues that affect data and how marketers use it. Data control, consumer privacy, government regulation and other important topics are on the table for this straight talk on the key data issues of 2013.

Kate Kaye
Data and Analytics Writer
Advertising Age

Adjournment (3:30 p.m.)