Day One
Wednesday, June 4
10:00am - 5:00pm
Registration: 8th Street South, First Floor
11:30am - 1:30pm
(3) Workshops: Boulevard Rooms - Epsilon, Harte Hanks & TIBCO Loyalty Lab

General Session, Grand Ballroom
2:00pm - 2:10pm
Welcome to CRMC 2014: Craig Wood, CRMC Host & Group President - The Futures Company
2:10pm - 3:10pm
Alex “Sandy” Pentland: Social Physics
3:10pm - 3:30pm
Refreshment Break: Grand Foyer & Normandie Lounge, Sponsored by dunnhumbyUSA
3:35pm - 4:15pm
Harry’s/Warby Parker: New Retail Models
4:15pm - 5:00pm
New York & Company: Creating Loyalists
5:00pm - 6:30pm
Welcome Reception: Grand Foyer & Normandie Lounge, Sponsored by Epsilon
7:00pm - 11:00pm
Retailer Dinner: Shedd Aquarium, hosted by CRMC & TIBCO Loyalty Lab

Day Two
Thursday, June 5
7:30am - 8:30am
Breakfast: Williford Room, Sponsored by Discover

General Session, Grand Ballroom
8:30am - 8:45am
Welcome to Day Two: Jenn McMillen, CRMC Retail Advisory Chair and Vice President CRM - Michaels Stores
8:50am - 10:00am
Joseph Jaffe: Flip the Funnel
10:00am - 10:20am
Refreshment Break: Grand Foyer & Normandie Lounge, Sponsored by dunnhumbyUSA

Concurrent Session
Grand Ballroom, Second Floor
10:20am - 11:05am
Do it Best Corp.: Taking it to the Streets
11:05am - 11:45am
Hallmark: Getting Closer… through data

Concurrent Session
Continental Ballroom, First Floor
10:20am - 11:05am
Vitamin World: The Importance of eCommerce & Technology To a Healthy Omnichannel Strategy
11:05am - 11:45am
Barnes & Noble/NOOK: Creating Personal Experiences in the Age of Disruption
11:45am - 12:45pm
Luncheon: Williford Room, Sponsored by Acxiom
12:50pm - 2:25pm
Speed Dating with Sponsors*: Continental Ballroom
*Exhibits open during Speed Dating session

Day Three
Friday, June 6
7:30am - 8:30am
Breakfast: Williford Room, Sponsored by Discover

General Session, Grand Ballroom
8:35am - 9:35am
Ted Rubin: Build Greater Intimacy with your Customers while Profiting from ROR: Return on Relationship
9:35am - 10:15am
Century 21 Department Stores: Integrated Marketing to Drive Growth
10:15am - 10:30am
Refreshment Break: Grand Foyer & Normandie Lounge, Sponsored by dunnhumbyUSA
10:30am - 11:10am
OfficeMax: How to Reach Omni-Channel Customers
11:10am - 11:50am
Panel: Your Loyalty Program, Their Words
11:50am - 12:15pm
Closing Remarks and Giveaway
12:15pm
Adjourn
12:30pm - 2:00pm
Committee Luncheon: Boulevard A, Second Floor
IT’S WHAT HAPPENS WHEN BIG DATA MEETS A BIG IDEA.

Welcome to Acxiom Audience Operating System. This innovative new platform brings together the richest consumer data you’ve ever seen – online and offline – then lets you view your audience as never before. With powerful, pre-loaded apps, you can tweak your campaign, audience and media mix – and simulate results before you spend a dime. It truly gives you the power to transform your marketing.

WANT TO LEARN MORE?
Connect with us at CRMC and discover what AOS can do for you.
To all of our friends, colleagues, returning attendees, and first-timers,

WELCOME BACK TO CHICAGO!

It’s always great to come back to the Windy City in Springtime for CRMC, and spend three days learning how to market more effectively to our customers. Chicago, after all, has long been a hub for great advertising and marketing – and of course some of the nation’s biggest and best retailers. There truly is no other city like it.

And the reason we are all here today is CRM. CRM is all about thinking like your customers and understanding what keeps them loyal…and then working hard to ENGAGE + CAPTIVATE their minds and hearts so they shop at your stores and websites.

We’ve always strived to provide a forum that will help you to better think like your customers, and how to use the latest technology and strategies to build profitable customer relationships. This year is no exception. You are about to learn from top experts as well as your peers, how to engage existing and new customers. You will learn how to implement innovative ideas that will differentiate your company from the competition. Then, you will be inspired to captivate their hearts and wallets by building relationships that last...despite the economy, aggressive marketing tactics from your competitors, showrooming, or the growth of online shopping.

Our program brings you expertise. Alex “Sandy” Pentland from MIT and the world’s leading data scientist, will share his theory of Social Physics when he kicks off the event on Day One. On Day Two, Joseph Jaffe will present his “Flipped funnel” methodology along with 10 new rules of customer service. If you think Day Three is a day to start winding down, think again. Ted Rubin, author of Return on Relationship, will bring his brand evangelizing spirit to our stage with his trademark enthusiasm.

As always, to help you “think like a customer”, we are providing insights and practical solutions from our retail speakers. You will hear what’s working, what hasn’t worked so well, and how customers are responding from our lineup of retail executive presenters. We want to sincerely thank them all for being here and for sharing their ideas with you. It’s because of their sharing spirit that we are all here today.

Our Sponsors, many of whom have been a part of CRMC since its inception in 1992, have also helped to build the CRMC into what it is today: the top event for Marketing and CRM executives who want to learn, share, and network with their peers. We would like to thank them for making this conference possible.

While you are here, be sure to raise your hand (or send a tweet) during Q&A sessions to get involved. Take part in the Breakfasts, Breaks, Luncheon, and Receptions to maximize networking opportunities. Sign up for Speed dating with our sponsors to find out what many of them can offer in a short amount of time. And be sure to get outside and enjoy this beautiful city, if even for a quick stroll down the Miracle Mile.

After your departure, keep the conversations going on social media. Welcome to Chicago!

Devon Wylie  Craig Wood  Jenn McMillen
CEO  Host  Retail Committee Chair

Use your phone to submit questions or comments

Use your smartphone to send in your questions or comments to our speakers or panel moderators during their presentation. Questions will be displayed on the overhead screen. Text, Tweet or use your web browser.

Text Message
Text CRMC2014 and your message to 22333.

Web Browser
Submit CRMC2014 and your message to pollev.com.

Twitter
Tweet @poll CRMC2014 and your message.
Badges
Please wear your badge at all times. Badges are required for access to conference events, and those not wearing badges will not be allowed access to event for security reasons.

Breakfast
Breakfast will be served Thursday and Friday morning from 7:30am-8:30am in the Williford Room, located on the Third Floor. Breakfasts are sponsored by Discover.

Breaks
The Coffee and Afternoon Refreshment Breaks are located in the Grand Foyer and Normandie Lounge, and will be held at 3:10pm on Wednesday, 10:00am and 3:10pm on Thursday, and 9:50am on Friday. Coffee and Refreshment Breaks are sponsored by dunnhumbyUSA.

Exhibits
Diamond, Partner, and Platinum conversation lounges are located in the Normandie, and Gold and Silver sponsor kiosks are located in the Grand Foyer. Lounges and kiosks are there for you to visit during breaks and receptions, or any other time during the event. A map of the exhibit areas can be found on pages 12-13. Be sure to stop by and meet representatives from all of the companies that make the CRMC possible.

Evaluations
Your feedback is vital to us as we develop next year’s program. An electronic survey will be sent to you following the event. For those of you who prefer to record your thoughts in real time, printed evaluations are also available.

Internet
Complimentary in-room wifi is provided to all CRMC attendees staying in the Hilton Hotel. Your in-room login will work throughout the lobby and lounge area of the hotel. Wifi is also available in the Internet Lounge in the Boulevard Foyer on the second floor. Kobie Marketing is the sponsor of the Internet Lounge.

Luncheon
Thursday’s Luncheon will be held from 11:45am - 12:45pm in the Williford Room. The Luncheon is sponsored by Acxiom.

Mobile Phones
Please remember to keep your phones in silent mode during the presentations.

Raffle
Your raffle card can be found inside your badge holder. Visit 20 of the 33 sponsor exhibitors to receive a sticker, and be entered to win an iPad, Kindle, headphones, Bluetooth speakers, and other great prizes at the end of the event. You must be present at the end of the show to claim your prize.

Receptions
The Welcome Reception will be held Wednesday from 5:00pm-6:30pm, and is sponsored by Epsilon. The Networking Reception will be held Thursday from 5:00pm-6:30pm, and is sponsored by Harte Hanks. Both Receptions will be held in the Grand Foyer and Normandie Lounge.

Retailer-Only Dinner
The inaugural dinner, hosted by CRMC and TIBCO Loyalty Lab along with Affinity Solutions and Conversant, will be held on Wednesday June 4th from 7:00pm - 10:30pm at the Shedd Aquarium. All attending retailers are invited to experience all the aquarium has to offer while networking with 200 retail peers. Transportation will be provided at 8th Street South (near the CRMC Registration Desk) beginning at 6:30pm. RSVP is required.

Speed Dating
The Speed Dating Session with our 38 sponsors will be held on Thursday from 12:50pm-2:25pm in the Continental Ballroom on the first floor. If you have not completed or printed your Speed Dating Dance Card, please let a staff member know so we may process one for you. Please refer to Page 10 for a map of tables.

Staff
Staff members wear identifying badges and are here to help, so please feel free to call on them for questions or assistance.
Our Sponsors

DIAMOND SPONSOR

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Your Customers. Our Cardmembers.

A Perfect Match.

Partner with Discover® and watch your business grow with custom campaigns, redemption options and digital strategies. You’ll get the advanced targeting and analytics you’ll need. Plus, Discover connects you directly to customers with one-on-one attention you can’t get anywhere else.

Visit our lounge in the Normandie Room
Or email us at partner@discover.com
Committees

2014 Retail Advisory Committee

CRMC Retail Advisory Committee Chair: Jenn McMillen, Vice President CRM
Macy’s: Cecelia McLaughlin, Vice President Direct Marketing
Payless ShoeSource: Charles Pascual, Vice President, Marketing
Pete’s Coffee & Tea: Kimberley Brennan, Director, Loyalty Programs
Rent-A-Center: Tim Pitt, Vice President, Marketing
Sears: Michael Anderson, Vice President, Marketing
ULTA: Paulo Claussen, Director of Loyalty
Whole Foods: Natanya Anderson, Director, Social Media and Digital Marketing

2014 Sponsor Advisory Committee

Axiom: Jim Harold, Group Vice President
Affinity Solutions: Wendy Norman, Executive Vice President, Chief Retail Officer
Agility: Mike Blyth, Chief Operating Officer
Airmia: Stephanie Swain, Vice President, Retail
Anchor Retail Solutions: Mark Schenker, President
Brierley+Partners: Kristen Dearing, Senior Vice President, Marketing & Alliances
Capillary Technologies, Inc.: Janet Jaiswal, Vice President of Marketing
Cardlytics: Kasey Byrne, CMO
Customer Communications Group: Sandra Gudat, President and CEO
Discover: Brian Meier, Director of Partner Marketing
dunnhumbyUSA: Brian Murphy, Vice President of New Business Development, Consumer Markets
Epsilon: Joelle Pyle, Senior Director, Field Marketing
Harte Hanks: Linda Clasen, Vice President, Marketing Strategy and Insights
Inte Q: John Morris, Vice President, Business Development
Kobie Marketing: Bram Hechtikopf, Vice President of Business Development and Marketing
LoyaltyOne: Fred Thompson, Partner, Retail Practice Lead
MasterCard Advisors: Heidi Meyer, Senior Business Leader
Olson 1to1: Margaret Murphy, President
rDialogue: Phil Rubin, CEO
RR Donnelley: Pamela Gaul, Director, Market & Business Development
SDL: Kim Marie Ruquet, Senior Director of Field Marketing, North America
SG360˚: Paul White, Executive Vice President
Specialty Print Communications: Bill Mattran, Senior Vice President of Business Development
Speedeon Data: Gerard Daher, President & CEO
TIBCO Loyalty Lab: Nicole Colich, Marketing Manager
Wiland Direct: Brent Eskew, Executive Vice President – Sales and Marketing

American Airlines: Yoshi Tanaka, Senior Manager
Army & Air Force Exchange Service: Joyce A. Bowers, Vice President, Strategic Corporate Communication
Aveda: Kelly Eisinger, Senior Marketing Manager
Bare Necessities: Jay Dunn, Chief Marketing Officer
Bass Pro Shops: Sean Breckenridge, Senior Director of Marketing
Bealls Department Stores: Jesse Blount, Divisional Vice President, Marketing
Carter’s: Linda Spellman, Vice President, CRM & Direct Marketing
eBay: Veronica Katz, CSA Retail Marketing, Strategy, and Alliances
GNC: David Sims, Vice President, CRM
Lane Bryant: Cheryl Meade, Director, CRM
L’Oreal: Sarika Rastogi, Director, Digital CRM and Loyalty - Lancôme
Love’s Travel Stops & Country Stores: Drew Graham, Director of Field Services (CRM)
From leveraging rich data and robust marketing technologies to developing creative, Epsilon is your partner to ignite connections with consumers in relevant and engaging ways.

Please contact us at 800.309.0505 or insidesales@epsilon.com
How a customer-centric approach can help you outperform the competition

LOYALTY IS A TWO-WAY STREET

dunnhumby is the world’s leading customer science company. What does that mean, exactly? We help companies understand their best customers, and how to keep them coming back. Because we’ve found that when you show customers you truly know and love them, they’ll return that loyalty in big ways.

REINVENTING THE CUSTOMER EXPERIENCE

Analyzing data from more than 400 million customers worldwide — including shopping habits, social network interactions, local weather patterns, media exposure, and more — we uncover trends and apply insights that help you meet your customers’ current needs, predict their future ones, and create engaging, personalized multi-channel experiences that build lasting loyalty. It’s a proven process that’s delivered competitive advantage and sustained growth for our clients, time and again.

INSTILLING A LOVE OF LOYALTY

Through deep data analysis and a broad, programmatic approach, dunnhumby partners with clients to transform them into customer-centric companies. Why? Because when you know and treat customers better than your competitors, you get a leg up. In fact, lots of good things happen when you put customer science at the heart of your strategy:

TRANSFORM THE CUSTOMER EXPERIENCE

> Personalized shopping experiences
> Multi-channel communications
> Mobile-assisted shopping

OPTIMIZE YOUR STORE

> Shopper-led planograms
> Right assortment of products
> Convenient shopping journeys

DELIVER REAL VALUE

> Relevant promotions
> Smartly-priced products

BUILD LOYALTY AND ADVOCACY

> Develop your loyalty program
> Align staff around a customer loyal strategy

MAKE THE MOST OF YOUR DATA SET

> Better understand what customers feel, think, and do
> Uncover, analyze, and apply insights in real-time

LEARN MORE ABOUT THE CUSTOMER SCIENCE ADVANTAGE AT DUNNHUMBY.COM
Map

FIRST FLOOR / LOBBY LEVEL
Registration – 8th Street South
Concurrent Session – Continental
Speed Dating – Continental

SECOND FLOOR
General Session – Grand Ballroom
Diamond, Partner & Platinum Sponsor Conversation Lounges – Normandie Lounge
Gold and Silver Sponsor Kiosks – Grand Foyer
Day One Workshops – Boulevard Rooms
Internet & Networking Lounge – Boulevard Foyer

THIRD FLOOR
Breakfasts and Luncheon – Willford Room
Agenda Day 1

Registration Desk - First Floor
10:00am – 5:00pm  Registration

Boulevard Rooms - Second Floor
11:30am – 1:30pm  Sponsor Workshops

See page 28 for workshop details

Epsilon  Customer Loyalty: Attitudes and Drivers
Harte Hanks  Are Your Marketing Campaigns Relevant Enough? Do You Know Your Relevance IQ?
TIBCO Loyalty Lab  Best Practices in Loyalty Marketing

Grand Ballroom - Second Floor
2:00pm - 4:55pm  General Session

Welcome to CRMC 2014: Craig Wood, CRMC Host & Group President - The Futures Company

MIT Human Dynamics Laboratory
Social Physics
Fine grain data about human behavior, harvested from cell phones, social media, credit cards, and similar media, has given us the ability to quantify the influence of social networks as never before. These new models allow predictions of human behavior in domains ranging from financial decisions to health behaviors to consumer consumption. In practical application these new models give us insight into how to best use social networks to more efficiently and effectively incentivize customer behavior. Perhaps most intriguingly, they also give us an ‘early warning system’ for fads, bubbles, disruptions, and other unusual crowd behavior, and suggest ways to either defuse or capture these rare ‘tipping point’ events. Audience members will learn about these new models, and how they can be used to improve both business and personal lives.

Alex “Sandy” Pentland
Director, MIT Human Dynamics Laboratory

3:00pm – 3:10pm  Sandy Pentland Q&A

3:10pm – 3:30pm  Refreshment Break: Sponsored by dunnhumby USA

Grand Foyer and Normandie Lounge
Welcome to the new market reality.
Connect with consumers across all channels on their journey from awareness to long-term loyalty.

CRMC, June 4-6 in Chicago
HarteHanks.com
800-456-9748
Facebook.com/HarteHanks
Linkedin.com/company/HarteHanks
Twitter.com/HarteHanks
3:30pm – 3:35pm Session Introduction: Jim Harold, Group Vice President - Acxiom

3:35pm – 4:05pm

**Harry's and Warby Parker**

New Retailing Models

Today, even successful retail organizations are closing stores, downsizing, testing out smaller formats, and moving closer to urban centers. Customers are looking for convenience, value, and style... all while online shopping continues to grow. To be heard above the clutter of marketing messages and increasing competition, retailers need to assign a purpose to their brand. The future of brick and mortar lies in the rethinking of many core beliefs. Harry's and Warby Parker are harbingers to the future of retail. With a strong online presence and only a handful of stores, Harry's and Warby Parker both create stylish, affordable, well-crafted and convenient products for today's consumer. Attend this session to hear from Jeffrey, co-founder, to hear how a collaboration between four close, Jack Kerouac-reading friends from Wharton inspired two concepts that are taking the retail industry by storm.

**Jeffrey Raider**
Co-Founder & Co-CEO – Harry's / Co-Founder - Warby Parker

4:05pm – 4:15pm Harry's Q&A

4:15pm – 4:45pm

**New York & Company**

Creating Loyalists: New York & Company’s Secrets to Successful Customer Engagement

When it comes to truly data-driven retail marketing strategies, New York & Company leads the pack. A nationwide specialty retailer of women’s fashion and accessories, NY&C makes it a point to not only please their customers, but to surprise and delight them with special offers that hit the mark. Customers in turn favor NY&C with strong loyalty and a high rate of self-identification. From direct mail to point-of-sale systems, customer insight surveys to an acclaimed private label credit card program, NY&C infuses consumer insights into all they do to ensure they’re providing relevant content, the best incentives and an overall seamless multi-channel customer experience. During this session, hear first-hand how NY&C strategically uses customer data to inform marketing communications and drive profitable customer relationships. Glean tips and steps you can take today to drive successful customer engagement with your brand.

**Carol McIntyre**
Vice President CRM – New York & Company

**Lucia Austin**
Director CRM – New York & Company

**Kelly Nickerson**
Senior Director of Retail Strategy - Epsilon

4:45pm – 4:55pm New York & Company Q&A

Grand Foyer and Normandie Lounge

5:00pm – 6:30pm Welcome Reception: Sponsored by epsilon
AIMIA MAKES BUSINESS PERSONAL.

Aimia leverages your brand, strategy and technology to create trusted relationships and retail connections.

To learn more contact us at business-development.us@aimia.com or visit us at aimia.com
Day 1 continued

Shedd Aquarium
7:00pm – 11:00pm
Optional Retailer-Only Dinner (RSVP required)

Come join your retail peers at the award winning Shedd Aquarium. Enjoy cocktails and hors d’oeuvres on the terrace overlooking Lake Michigan, and dinner inside the historic aquarium. Guests will be given private access to the marine mammals, corals, fish and other sea creatures.

Hosted by

CRMC

TIBCO Loyalty Lab

Co-Hosts:

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WANT BUZZ WORDS? OR REAL SOLUTIONS.

Brierley+Partners offers the full range of proven retail CRM + Loyalty solutions. The Thinking. The Technology. The Execution. Contact us today at 800-899-8700 or visit us at brierley.com
**Agenda Day 2**

**Williford Room - Third Floor**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event details</th>
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<tbody>
<tr>
<td>7:30am – 8:30am</td>
<td>Breakfast: Sponsored by DISCOVER</td>
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**Grand Ballroom - Second Floor**

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<th>Time</th>
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<tr>
<td>8:30am – 12:15pm</td>
<td>General Session</td>
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<tr>
<td>8:30am – 8:45am</td>
<td>State of our Industry: Jenn McMillen, CRMC Retail Advisory Committee Chair and Vice President, CRM - Michaels Stores</td>
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<tr>
<td>8:45am – 8:50am</td>
<td>Session Introduction: Brian Meier, Director of Partner Marketing - Discover</td>
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<tr>
<td>8:50am – 9:50am</td>
<td><strong>Evol8tion</strong></td>
</tr>
<tr>
<td>9:50am – 10:00am</td>
<td>Joseph Jaffe Q&amp;A</td>
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**Grand Foyer and Normandie Lounge - Second Floor**

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<tr>
<td>10:00am – 10:20am</td>
<td>Refreshment Break: Sponsored by dunnhumbyusa</td>
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**Grand Ballroom – Second Floor**

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<th>Time</th>
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<tr>
<td>10:20am – 11:45pm</td>
<td>Concurrent Session</td>
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<tr>
<td>10:20am – 10:25am</td>
<td>Session Introduction: Stacey Hawes, Senior Vice President - Epsilon</td>
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<tr>
<td>10:25am – 10:55am</td>
<td><strong>Do it Best Corp.</strong></td>
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<tr>
<td>10:55am – 11:05am</td>
<td>Do it Best Corp. Q&amp;A</td>
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**Evol8tion**

Flip the Funnel: How to Use Existing Customers to Gain New Ones

What if we got it all wrong? What if we’ve been going about marketing completely the wrong way? In this provocative keynote, Joseph will outline how retention can become the new acquisition for retailers today and in doing so, literally transform the way they go to market and establish a critical competitive edge and advantage. Using his “flipped funnel” methodology, Jaffe will outline the notion of customer experience, introduce the 10 new rules of customer service and present a social media-powered customer activation model that harnesses the true potential and impact of customer-generated word-of-mouth, reviews and referrals. If “getting more from less” has become your new mandate, you won’t want to miss a new approach that presents the possibility of doubling your revenues whilst halving your budget in the process.

**Do it Best Corp.**

Taking it to the Streets – Selling CRM to Independent Business Owners & Managers

Do it Best Corp. is the only US-based, member-owned comprehensive and fully integrated hardware, lumber and building materials cooperative in the home improvement industry. Do it Best member-owners, most of whom operate hardware stores, home centers, or lumber yards, are able to pick and choose from a menu of services offered by Do it Best Corp. to help their business. The Do it Best footprint includes 3,800 stores in all 50 states and 53 countries. In this session, Rich will tell the story of growing participation in Best Rewards®, the company’s CRM program. He will share experiences of doing so in a world in which each store can choose whether to participate or not, has its own unique logo and brand, and can vary the reward threshold and level based on its particular needs. He will also discuss the continuing challenge of morphing the focus of the program from loyalty (“discounts” in the mind of the typical business owner) to CRM (driving sales by understanding and building campaigns around data).

**Joseph Jaffe**

CEO & Co-Founder – Evol8tion

**Rich Lynch**

Vice President of Marketing – Do it Best Corp.
11:05am – 11:35am

**Hallmark**

Getting Closer… through data

20 years ago, Hallmark launched its retail loyalty program, the Gold Crown Card. Fast forward to 2014 and Hallmark has evolved and recently launched a brand-level all-channel loyalty program, Hallmark Card Rewards. In this session, Hallmark, one of the world’s high-touch brands, will share their journey in migrating to a high tech, digital, technology and data driven approach to strengthening consumer relationships and building loyalty.

Craig Elbert
Marketing Development Director – Hallmark

11:35am – 11:45am Hallmark Q&A
**Day 2 continued**

### Continental Ballroom - First Floor

#### 10:25am - 11:45pm

**Concurrent Session**

**Vitamin World**

The Importance of eCommerce & Technology To a Healthy Omnichannel Strategy

2014 started off with a spate of negative publicity about vitamins and supplements, further complicating a challenged retail environment. Vitamin world, owned by NBTY, was in the process of rebranding to take advantage of their positioning as The Source. This branding, and the new store formats to go along with it, had set the stage for a successful 2014. Data analysis showed that customers were buying 25% or less of their requirements at Vitamin World, indicating a significant opportunity for share of wallet. Research indicated that one of the key barriers to driving repeat usage for Vitamin World was convenience. A key omni channel objective was to drive repeat online business, enabling customers to get the same product they had found in store online to replenish their supply.

Join this session to hear how Vitamin World drove the CLM marketing elements. The enhanced website served to provide a seamless online experience, while the CLM program tested four new approaches. Together, these initiatives have driven true synergy between In-store and online. Repeat purchase rates have increased dramatically, and responders are twice as likely to shop online.

Jessica Koster  
Director, eCommerce – Vitamin World

#### 10:25am – 10:55am

**Vitamin World**

10:55am – 11:05am **Vitamin World Q&A**

11:05am – 11:35am **Barnes & Noble / NOOK**

Creating Personal Experiences in the Age of Disruption

With nearly 700 BN retail stores and over 600 college bookstores, Barnes & Noble is America’s largest bookstore. Along with the customers who walk into B&N physical locations, there are customers on NOOK devices and apps who access the B&N world of reading and entertainment digitally. But with several distinct audiences between the two entities, Barnes & Noble and NOOK have discovered - and overcome - several marketing challenges. Learn how Barnes & Noble and NOOK analyze the vast amount of data that can be gleaned from their customers and how they use this information to deliver personalized experiences for increased customer loyalty. Attendees will also learn how Barnes & Noble and NOOK are able to coordinate resources and combine marketing tools to better segment data and test against various categories in order to create exceptional customer experiences, while in turn, drive increased revenue for both sides of the organization.

Matt Kassan  
Director, NOOK CRM Marketing at Barnes & Noble

#### 11:35am – 11:45am

**Barnes & Noble Q&A**

### Williford Room - Third Floor

#### 11:45pm – 12:50pm

**Luncheon: Sponsored by**

#### Continental Ballroom - First Floor

#### 12:50pm – 2:25pm

**Speed Dating with Sponsors (see map on page 10)**
Attend this session to meet up to eight CRMC 2014 Sponsors in less than two hours, and find out how they can help you achieve your goals. If you did not sign up for Speed Dating during the registration process, or need help with your Dance Card, please stop by the Registration Desk. We hope you take part in what promises to be the best networking opportunity of the conference!

Day 2 continued

Grand Ballroom – Second Floor

2:25pm - 5:00pm  General Session

2:25pm – 2:30pm  Afternoon Session Introduction: Linda Clasen, Vice President, Marketing Strategy and Insights - The Agency Inside, A Harte Hanks Company

2:30pm – 3:00pm  Orchard Supply Hardware

Neighbors Helping Neighbors – How to Localize your Customer Loyalty

The mantra at Orchard Supply Hardware is “Neighbors Helping Neighbors,” and customers know their store managers by name. In a market dominated by big box retailers, how does Orchard use their strong historical and local roots to build presence in the community and create customer loyalty among the most desirable and profitable customer segments? Roxanne will explain how any retailer can localize their customer loyalty through community outreach and old fashioned service.

Roxanne Joe  Director of Strategic Marketing and Analysis - Orchard Supply Hardware

David Rosen  Strategy, Analysis and Consumer Insights Division - TIBCO Loyalty Lab
We know who has what in their shopping carts, and what you should do about it.

See how leveraging shopper insights delivers profitable outcomes at loyalty.com/customer-analytics

Day 2 continued

3:00pm – 3:10pm  Orchard Supply Hardware Q&A
3:10pm – 3:30pm  Refreshment Break: Sponsored by dunnhumby USA

a LoyaltyOne solution
3:30pm – 4:00pm

**Toys”R”Us**

Reinvigorating Your Loyalty Program

Join Mara and Ann to hear how Toys “R” Us is reinvigorating their loyalty program to serve as a catalyst for customer centricity. Following an overview of past programs, they will take you through the process step by step. Learn how analysis of past programs led to the decision to make changes supporting customer centricity. The presentation will cover processes and strategies for updating a loyalty program to better fit the needs of today’s customer.

Mara Kelly
Vice President, CRM & Loyalty - Toys”R”Us

Ann Pressimone
Manager, Loyalty Marketing - Toys”R”Us

4:00pm – 4:10pm Toys’R’Us Q&A

4:10pm – 4:40pm

**Luxottica**

Leveraging Big Data to Drive Smart Personalization. And A Bit More

Luxottica is global eyewear player that includes iconic proprietary brands such as Oakley and Ray Ban, along with licensed brand such as Chanel, BVLGARI and Prada. The company has a global base of over 7,000 stores with well-known banners such as Sunglass Hut, LensCrafters, Pearl Vision, Sears Optical, and Target Optical. Luxottica’s goal was to insource its data management, analytics, campaign management and engagement channels in order to drive a more complete view of their 100,000,000 customers; drive increased data intimacy; increase personalization; and grow loyalty while improving marketing productivity. Hear from Gianluca and Nicola why Luxottica decided to make their insourcing decision, and how they insourced their data management and analytics in record time. You will also learn how about current campaigns and how Luxottica’s brands are successfully engaging with customers. In addition, hear why Luxottica is building an expanded customer engagement hub with new channels; why and how they are adding new data sources; and what new programs will be developed in the future. Attend this session to hear about the complex and intense journey of the Luxottica team, and learn some of their keys to success, as well as pitfalls to avoid.

Gianluca Pogliani
Senior Director Analytics & Consumer Insights – Luxottica

Nicola Saraceno
Vice President CRM - Luxottica

Mike Blyth
Chief Operating Officer - Aginity

AdoptAClassroom.org
Loyalty Card Issuance
New Customer Acquisition
Ongoing Reward Marketing
Membership Program Upgrades
Reactivation Campaigns
Trigger marketing

Wiland Direct
Innovative solutions. Unparalleled results.

Wiland Direct is a leading consumer intelligence company, providing marketing solutions to thousands of clients in a wide variety of markets.

Leveraging billions of consumer transactions and other proprietary data—coupled with advanced analytical methodologies and technology—Wiland delivers a comprehensive set of services that enable retailers to:

• Generate Incremental Sales and Profit
• Boost ROI from Digital and Offline Marketing Programs
• Maximize Customer Value at Every Lifecycle Stage
• Reengage and Reactivate Former Customers
• Affordably Acquire New Customers
• Gain Valuable Customer Insights

Let us show you how we can enhance your marketing efforts, boost your bottom line...and help YOU achieve incrementality.

Incrementality
[in-kruh-men-tal-i-tee]:

[Noun] Blissful state of mind achieved by retailers using Wiland Direct to drive incremental sales and boost ROI from CRM programs.

I am so excited about Wiland results! Your model created an incremental ROI of 170%. Great job to you all! This is really amazing.

—National Fashion Retailer

Please visit us in the Normandie Lounge at CRMC!

Or to learn more, please contact Jerry Joyce at 330-240-5579 or via email at jjoyce@wilanddirect.com.

303.485.8686  www.wilanddirect.com
6309 Monarch Park Place, Niwot, CO 80503
**Williford Room - Third Floor**

7:30am – 8:30am  
Breakfast: Sponsored by **DISCOVER**

**Grand Ballroom - Second Floor**

8:30am – 12:15pm  
General Session

8:30am – 8:35am  
Session Introduction: Peter Miles-Prouten, Senior Vice President, Client Leadership – Consumer Markets – dunnhumby

8:35am – 9:25am  
**Brand Innovators**

*Build Greater Intimacy with your Customers while Profiting from ROR: Return on Relationship*

In a connection economy, relationships are the new currency. If you want to continue to reach your target customers in this hyper-competitive age of social media, your marketing needs to focus on building relationships. Your metrics need to expand beyond ROI to include ROR. While ROI is simple dollars and cents, ROR is about people...including the value (both perceived and real) that will accrue over time through connection, loyalty, recommendations and sharing. Join Ted Rubin, author of Return on Relationship, to discover new ways to build greater intimacy with your customers, your audience, your fans and even your detractors- and how to “look them in the eyes digitally” and increase trust, loyalty and advocacy.

Ted Rubin  
Acting CMO of **Brand Innovators**

9:25am – 9:35am  
Ted Rubin Q&A

9:35am – 10:05am  
**Century 21 Department Stores**

*Integrated Marketing to Drive Growth*

If you’ve ever shopped at Century 21 Department Store, especially the flagship in location in downtown NYC, you know there’s nothing like it in the world. Over 225,000 square feet of famous designer goods and more, “up to 65% off retail 100% of the time.” Of course, with a value proposition like this, who needs marketing?

Retail, especially in the NYC area, is brutally competitive, especially in the off-price world. Valentino Vettori will share the story of how Century 21 is transforming into a data-driven, brand inspired and customer relevant marketing organization that is increasingly an asset to the merchants running the retail side of the business.

The investments C21 is making in customer marketing – and the data environment to support it -- are part of a compelling story that illustrates the importance of committing to integrated marketing, a strong brand, a renewed customer focus and the requisite supporting resources. Valentino will share these elements that include not only an enhanced loyalty program and an actionable customer segmentation strategy but also a complete brand repositioning, a branded mobile experience and the internal resources that pull it all together.

Valentino Vettori  
Chief Strategy Officer – Century 21 Department Stores

Phil Rubin  
CEO - rDialogue

10:05am – 10:15am  
Century 21 Department Stores Q&A
OfficeMax

How to Reach Omni-Channel Customers

Most likely, your customers don’t interact with your brand in just one channel. They want to have a personal connection with your brand wherever they are—whether they buy online and pick up in the store or they research in-store and then buy online. They want to receive offers directly from your website and your brand messaging on their smartphone and via email. Steve will highlight how OfficeMax has been able to leverage the power of personalized communications to bring some clarity into these blurred channels with the following strategies:

- Architecting cross-channel, cross-device communication streams tailored to an individual’s media consumption preferences
- Leveraging consumer insights to create moments of serendipity when a brand meets consumer need—all at scale
- Optimizing your marketing spending and increase financial results

Steven Braun
Former Vice President of Digital & Mobile Marketing - OfficeMax

Your Loyalty Program, Their Words

A Shopper Focus Group

This session will put the spotlight on the real loyalty experts: your customers. Join us for a six-person panel representing six segments of shoppers across the loyalty spectrum. Here’s your chance to learn directly from your audience, in their own words. During this interactive session, we will take questions from the audience as well as discuss the retail brands they can’t live without; which loyalty programs are working (and why); discover what motivates them; and which among them are the most likely to be loyal in the long run. You will learn which brands are inspiring true brand loyalty, and how they are doing it; which customers are most likely to be loyal: what key drivers motivate those that thrive on brand loyalty; and how retailers can adjust their CRM strategy in the future to approach segments that are motivated differently.

Jeremy Ages
Director of Client Development and Strategy - The Marketing Store Worldwide

Boulevard A - Second Floor

12:30pm – 2:00pm Committee Luncheon
Epsilon

Customer Loyalty: Attitudes and Drivers

With the global economy recovering from a fragile state, there has been a need for brands to not only acquire new customers, but also convert their everyday customers into true brand loyalists. Discovering the secret to turn a customer into a true brand loyalist is the key to a successful loyalty program. To do so, you need more than attractive rewards, coupons and discounts. Brands need to understand their customers’ needs and preferences. But what makes a consumer loyal to your brand? What are the driving forces behind their purchasing behaviors? How do a consumer’s wealth, economic outlook, and key influencers impact their purchase decisions?

Epsilon partnered with Wylei Research to uncover the driving forces behind consumer loyalty in a Customer Loyalty Study conducted at the end of the fourth quarter in 2013.

In this session, John Bartold, Vice President of Loyalty Solutions at Epsilon will lead an interactive workshop and share the key findings from the study including:

- Drivers of consumer loyalty
- How to engage consumers
- Shopper behavior, profiles and attitudes
- The importance of communication and building your consumer network

Workshop attendees will walk away with better understanding of the key drivers of loyalty, the behavioral differences between loyalists and non-loyalists and some “next step” recommendations for fine-tuning your loyalty program.

Harte Hanks

Are Your Marketing Campaigns Relevant Enough? Do You Know Your Relevance IQ?

As a retail marketer, you know you need to be more personally relevant in your direct mail and email programs to meet changed consumer needs and improve your response rates and sales impact. But let’s face it... you probably have some resource constraints which make it challenging to create all the content and business rules needed to drive a dynamically relevant CRM program, let alone the financial justification. You are not alone! And we have the proof: Last year, we looked at preference centers, and the year before that, mobile readiness. This year it is relevant content... And you just might be on our list! In this session, we will share case study examples and practical guidance for how to embrace and apply true relevance and personalization to your existing programs, without breaking the bank or killing your team. And, new for CRMC 2014: The Relevance IQ audit of 50 retailers and consumer brands in which we have assessed the degree to which these marketers successfully (or not) apply the concepts of relevance and personalization. Are you on the Relevance IQ list? How did you score? You’ll have to come to the session to find out!
PUMA won back 4,000 lost customers per month

Puma, one of the world’s leading sports lifestyle brands with locations in 120+ countries leveraged key customer insights to gain $2mm in sales. By re-engaging a dormant customer base through personalized, multi-channel programs they turned dormant consumers into active shoppers.

Capillary’s cloud-based integrated marketing platform enables retail marketers to easily manage customer data, gain insights and personalize engagement across omni-channels to drive a significant increase in sales and loyalty.

www.CapillaryTech.com
Optional Workshops continued

Boulevard C

Loyalty Lab

Best Practices in Loyalty Marketing

Working with consumer brands around the world, we’ve seen a wide range of situations and challenges faced by marketers big and small. In this workshop, we’ll look at the 10 factors best correlated with success in today’s world of customer loyalty. You will find that they have changed substantially from just a few years ago. Attend this workshop to learn how to apply these factors to your own business.

Michael Greenberg
Senior Director, Global Solutions Strategy, TIBCO Loyalty Lab

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WE’RE IN IT FOR YOU!
Presenter Biographies

**Jeremy Ages**
Director, Strategy - The Marketing Store Worldwide

With over 10 years experience across marketing and finance disciplines, Jeremy’s expertise is in helping to develop and grow high-value customer relationships through ROI-driven relationship marketing programs. Incorporating both analytics and creativity in his background, Jeremy has helped develop strategic CRM & Loyalty solutions for clients like Nissan, Infiniti, Transitions Optical, Nature Made, Campbell’s and GE. He currently leads the strategy group at The Marketing Store and focuses his practice in the Loyalty and CRM space.

**Lucia Austin**
Director, CRM – New York & Company

Lucia Austin has spent the past decade at New York & Company responsible for business-to-consumer email, mobile, direct marketing and in-store initiatives to drive customer acquisition and retention. She sets the strategic vision for overall CRM initiatives and builds seasonal sales plans, promotional cadence, budgets and forecasts to drive $40MM of top-line sales through New York & Company’s various CRM activities. In 2008 Lucia was awarded the Outstanding Achiever of the Year Award at NY&CO. Prior to NY&CO, Lucia was a consultant for Price Waterhouse Coopers LLP and Booz Allen Hamilton on various privatization projects in Eastern Europe. She holds an MBA from Simmons Graduate School of Management and a BA in Economics from the State University of Moldova.

**John Bartold**
Vice President Loyalty Solutions – Epsilon

John specializes in developing marketing initiatives to build relationships and alter customer behavior for increased profitability and reduced churn. He’s a frequent speaker on the subject of marketing and management, serves as a faculty member for the Loyalty Marketing Workshop offered by the DMA and is contributing editor to COLLOQUY, a global loyalty marketing publication.

**Mike Blyth**
Chief Operating Officer - Aginity

Mike Blyth is Chief Operating Officer of Aginity, which enables some of the world’s largest brands and retailers in the world to predict and Own their Customer’s Journey. Aginity’s software organizes and integrates all relevant data in one place and creates enterprise-wide analytics for a single version of the truth, fueling smarter campaigns, generating higher conversion rates and increased customer engagement. Mike has a broad range of senior management experiences with Fortune 500, Start Up, Leveraged Buy Out and Management Consulting firms. His experience spans Retail, Consumer Products, Services, Analytics Software, Information Services, Customer Engagement and Communication sectors, for companies like Kraft, AIMIA, IRI and Cap Gemini. Mike holds Masters In Management from the Kellogg School of Business, where he was a Fulbright Scholar. He also holds a Masters in Applied Food Science from Reading University in the United Kingdom.

**Steven K. Braun**
Former Vice President of Digital & Mobile Marketing - OfficeMax

Steven Braun has more than 20 years of experience in digital, mobile, database and international marketing holding vice president positions in Digital/Omni-Channel at OfficeMax, Tractor Supply Company, Harland-Clarke, W. W. Grainger Inc., FedEx and Aetna. He supported the shift from early-state ecommerce to the integration of the multi-channel marketing and user-generated content into organizations’ overall strategic plans. Key aspects include integration of mobile and social media into websites, enabling online commerce and building the marketing, e-mail, operational and customer service functions necessary to support omni-channel sales. He has been responsible for enhancing omni-channel business models by helping integrate functionality with enhanced usability, marketing, operations and merchandising. Steve also has extensive international marketing and database marketing experience, having helped a number of companies build their international marketing and customer relationship management programs.

**Craig Elbert**
Marketing Development Director – Hallmark Cards, Inc.

Craig Elbert is Marketing Development Director for the Marketing Division of Hallmark Cards, Inc. Craig is responsible for developing the strategic frameworks and plans designed to drive the creation of high impact marketing for both internal and external business partners. In addition, Craig provides leadership for Hallmark’s consumer strategy, consumer loyalty programs and consumer activation capabilities. Craig joined Hallmark in 1990 and has held positions in product development and several areas of marketing, Craig holds a B.S.B.A. in Finance from Creighton University and an MBA from Rockhurst University. He and his wife, Ann, reside in the Kansas City area. They have 3 sons and 1 daughter.

**Michele Fitzpatrick**
Executive Vice President, Strategy and Marketing - The Agency Inside Harte Hanks

Michele brings more than 20 years of marketing experience in strategically designing, managing and evaluating multichannel relationship marketing strategies for leading consumer brands. Focusing much of her high-energy industry passion into boosting relevance and customer-centricity, Michele has a history of developing strategic roadmaps that bring the personality and value of retail brands to life. By leveraging and combining the power of analytics, market research, and multiple digital and traditional channels, she creates engaging customer experiences that drive businesses forward and build audience retention. Michele is a public champion of brand engagement strategies and regularly participates in industry associations and events. Among Michele’s accomplishments are the creation of several award-winning direct marketing programs and a long list of successful integrated media direct response marketing programs for her clients. Michele holds a B.S. in Journalism from West Virginia University with additional studies in marketing and communications.
Michael Greenberg
Senior Director, Global Solutions Strategy – TIBCO Loyalty Lab

Michael Greenberg has been a member of the TIBCO Loyalty Lab executive team for over nine years, working with dozens of clients on loyalty strategy, marketing strategy and solution design. Through this exposure, Michael ensures the TIBCO Loyalty Lab roadmap is aligned with the needs of clients and the market. Michael has worked in marketing technology services and consumer marketing for his entire career, and has written many columns for Chief Marketer, DM News and other publications on marketing strategy and technology.

Joseph Jaffe
CEO & Founder - Evol8tion

A sought-after consultant, speaker and thought leaders on innovation, marketing, new media and social media, Joseph’s first book, “Life After The 30-Second Spot: Energize Your Brand With A Bold Mix Of Alternatives To Traditional Advertising” was released in June 2005 and focuses on how advertising is evolving in a world ruled by an empowered consumer. His second book titled, “Join the conversation: How to engage marketing-weary consumers with the power of community, dialogue and partnership” outlines the birth and rise of “conversational marketing” – a vision of how marketers can become part of the conversation, instead of constantly disrupting it. His third book, “Flip the Funnel: How to use existing customers to gain new ones,” was published in February of 2010 and presents a powerful hypothesis that retention can become the new acquisition through the strategic incorporation and elevation of customer service, customer experience and customer initiated word-of-mouth, content creation and incentive-based referrals. His latest book, ZERO Paid Media as the New Marketing Tool talks about the bottom falling out of the paid media model. Joseph’s impassioned, straight-shooting and honest perspectives have found their way to every major media outlet, including the likes of CBS Evening News, ABC World News, Bloomberg, NPR, The Wall Street Journal, New York Times, USA Today, Fortune, Newsweek, Business Week, Ad Age, Adweek and the list continues. Joseph is a Senior Fellow at the Center for the Digital Future at the USC Annenberg School, as well as the Society for New Communications Research. He is Founder & Partner of Evol8tion, an innovation agency that matches early stage startups with established brands to partner via mentoring, pilot programs, investment and/or acquisition. Evol8tion launched in January 2012 with Anheuser-Busch InBev and Kraft Foods as founding clients. In 2006, Joseph founded and ran strategic consultancy, crayon, until it was acquired by Powered in January of 2010 and again by Dachis Group in December of 2010. crayon’s clients included The Coca-Cola Company, Panasonic, Kraft Foods and H&R Block. Before that, Joseph was Director of Interactive Media at TBWA/Chiat/Day and OMD USA, where he worked on Kmart, ABSOLUT Vodka, Embassy Suites and Samsonite. Jaffe’s popular blog and audio podcast, “Jaffe Juice”, provides daily and weekly commentary respectively on all things new marketing. In 2009, he launched his first foray into video in the form of JaffeJuiceTV in an effort to prove once and for all that he does not have a face for radio. Hailing from South Africa, he lives with his wife, daughter and two sons in Westport, CT. Contact him via e-mail (jaffe@startupsforbrands.com or jaffe@getthejuice.com), phone (+1 917 603-4639), Twitter (@jaffejuice), Facebook (www.facebook.com/jaffejuice) or via Google.

Roxanne Joe
Director of Strategic Marketing and Analysis -- Orchard Supply Hardware

In her role at Orchard Supply Hardware, Roxanne is responsible for the strategy, development and execution of all consumer marketing programs, including CRM, broadcast media, print, direct marketing, PR and research. Founded in 1931 as a co-op of farmers in the San Jose area, Orchard Supply Hardware now has 73 stores in California and Oregon focused on being the destination for all products related to paint, home repair and the backyard. Their mantra of “We’re Neighbors Helping Neighbors” is delivered on a daily basis through Legendary Customer Service and initiatives such as Club Orchard, their loyalty program that is currently two million members strong.

In addition to her tenure with Orchard, Roxanne has a history of leading similar marketing efforts for highly recognizable brands across a variety of industries. Her experience was gained at other best-in-class organizations such as Genentech, CVS/Caremark and Samsonite. Roxanne earned her degree from Boston University’s College of Communication.

Matt Kassan
Director, NOOK CRM Marketing at Barnes & Noble

Matt Kassan manages the email marketing and push notification channel for NOOK at Barnes & Noble. He is focused on leveraging customer data and marketing automation to improve email relevancy, thereby optimizing the CRM channels and increasing revenue per customer. Matt previously managed email marketing and website planning for Nintendo, developed marketing campaigns for Sid Meier’s Civilization franchise at Take-Two Interactive, launched the BlizzCon community event and other World of Warcraft campaigns for Blizzard Entertainment, and marketed homevideo products at The Walt Disney Company. Matt enjoys live music and over-enthusiastically follows University of Michigan football and basketball.

Mara Kelly
Vice President of CRM & Customer Loyalty - Toys“R”Us

As Vice President, CRM and Loyalty, Toys“R”Us, U.S., Kelly is responsible for the development and execution of the company’s Customer Relationship Management strategy, including driving customer retention, store traffic and incremental sales. In addition, she leads the integration of the company’s loyalty programs while creating ways to increase customer engagement. Prior to joining Toys “R” Us, Mara was most recently the Vice President, Database Marketing and Sales Promotion at Loehmann’s. In this capacity, she oversaw the company’s online and offline marketing with a focus on Customer Relationship Management and loyalty programs. Prior to joining Loehmann’s in 2006, Mara was Vice President of Retail Strategy and Analysis at Harte Hanks, and has also held senior level positions at JP Morgan Chase, Bloomingdale’s, and Lord and Taylor.
Jeannette Kocsis  
Senior Vice President, Digital Marketing  
-The Agency Inside Harte Hanks

Active in the digital marketing space for nearly 20 years, Jeannette oversees the strategy and media teams and serves as a senior leader at the Agency Inside. She provides direction to strategic offerings, including omnichannel and digital channels, and she is an expert in engagement, digital, web, mobile, social and eCRM. Be it functionally, architecturally or creatively, Jeannette digs deep to find the right solution for every client and individual project. As the author of our Conversion Point™ and Connected Consumer whitepaper series, she has created methodologies that are directly implemented across a variety of accounts. Jeannette is a regular contributor for many publications, and also presents frequently at industry events and webinars on website conversion metrics and optimization, mobile marketing, search marketing, and social media marketing. She is also a contributing writer to Social Media Marketing for Dummies and Mobile Marketing for Dummies. Jeannette serves on the DMA Mobile Marketing Council and the DMA Search Engine Marketing Council, and is a founding member of the Advisory Boards for each Council. She was named to Mobile Marketer’s Mobile Women to Watch 2010 list, and she recently was honored as a Lifetime Echo Judge for the DMA.

Jessica Koster  
Director, eCommerce – Vitamin World

Jessica oversees the eCommerce and online divisions for Vitamin World, a division of NBTY, a global manufacturer and distributor of health supplements and nutritional products. Throughout her career, Jessica has been a pioneer in the growth of eCommerce and the impact technology has had on how brands market to consumers. In her role with Vitamin World, Jessica is responsible for growing the online business as part of a broader omnichannel strategy. To achieve that goal, Jessica manages a team that leverages online data and incorporates strategic analytics to maximize customer engagement and ROI. Prior to joining Vitamin World, Jessica was Senior Director of eCommerce for the Jones Group, leading the online sales efforts for Nine West and Easy Spirit. In addition to her professional expertise, Jessica has also spent time as an adjunct instructor of Advertising at the New York Institute of Technology. Jessica holds a BS in Advertising and MA in Communications from New York Institute of Technology and resides on Long Island NY with her family.

Rich Lynch  
Vice President of Marketing - Do it Best Corp.

Rich Lynch is responsible for creating and implementing marketing programs and education offerings for over 3,700 Do it Best member-owners around the world. Prior to joining Do it Best Corp., Rich worked as senior category manager for national accounts with Jim Beam Brands. In this role, he worked with Beam’s national account managers, product teams, activation teams, and buyers at national account customers to grow sales through the development of category strategies to align with the business plans of each account. Prior to joining Jim Beam Brands, Rich had a 20+ year career at Ace Hardware Corporation. He served in a variety of roles at Ace, including leadership roles in category management, graphics and creative, store development, training, equipment rental, and business to business marketing. Rich is a graduate of Northern Illinois University with a B.S. degree in management and a M.B.A. He and his family reside in Huntertown, Indiana.
Carol McIntyre  
*Vice President, CRM – New York & Company*

In her position at New York & Company, Carol McIntyre oversees all email, direct mail, in-store programs, partnerships, customer research, and the Rewards Private Label program for the company. Carol’s main objective is to optimize marketing dollars and increase profits, while using data to engage customers with messages that are compelling and relevant in order to build long-term relationships. Prior to NY&Co, she was the Director of CRM at Toys R Us, where she oversaw all direct programs – email, DM, Geoffrey BD, and loyalty. At Toys R Us, Carol launched the company’s credit card program in 2006 for both Toys and Babies. The program generated over 2 million new accounts and over $2.5 billion in sales. Prior to her career in retail, Carol worked in financial services at JPMorganChase, where she held various roles in marketing, mainly in the credit card area, as well as Prudential, where she held positions in the Voice of the Customer/Research and Marketing areas. Carol holds an MBA from Hofstra University, NY.

Jenn McMillen  
*CRMC Retail Advisory Committee Chairwoman and Vice President CRM – Michaels Stores*

GameStop is a $9B international retailer, and Jenn is the creator of GameStop’s loyalty program, PowerUp! Rewards, which has more than 22 million members. She is a multi-channel retail and relationship marketing expert, and her core areas of expertise are CRM, database marketing, targeted direct marketing, creation and hands-on management of customer programs, quantitative measurement, and modeling/analytics. Prior to joining GameStop, Jenn was head of marketing for $1B retailer Tuesday Morning, leading all direct marketing and national media efforts. Before Tuesday Morning, she was director of CRM for Jo-Ann Fabrics & Crafts, a $2B retailer, and CRM senior manager for AT&T Wireless. Jenn has significant loyalty program creation and management experience, including Blockbuster Rewards, United Airlines’ Silver Wings Plus, Vail Resorts Peaks and eRewards, but started her CRM career managing one of the first national telecom loyalty programs, GTE Mobilnet’s Net Rewards, in the mid-90s. Jenn has an undergraduate degree in journalism and public relations from Indiana University of Pennsylvania and an MBA from Southern Methodist University.

Kelly Nickerson  
*Senior Director, Retail Strategy – Epsilon*

Kelly Nickerson is a database marketing expert with 20 years’ experience delivering strategic customer insight to her retail clients. At Epsilon, in connection with sister company Alliance Data Retail, Kelly helps New York and Company stay engaged with its loyal customer base through implementing PLCC loyalty programs and targeting solutions that embrace constantly changing customer, marketing and technology landscapes. Before joining Epsilon in 2010, Kelly worked as Strategic Marketing Consultant for Equifax for five years; prior to that she served as retail sector Client Development Manager at Harte Hanks for eight. She is particularly passionate about transforming her clients’ retail customer databases into becoming valuable repositories of corporate customer intelligence. Early in her career Kelly was a CRM clienteling systems trainer for retail solutions and POS provider Epicor. Kelly holds degrees from both Concordia and McGill University in Montreal, Quebec, Canada.
If the Big Data revolution has a presiding genius, it is MIT’s Alex “Sandy” Pentland. Over years of groundbreaking experiments, he has distilled remarkable discoveries significant enough to become the bedrock of a whole new scientific field: social physics. We can now predict and change the social structures of companies, governments, communities and much more, to solve some of our most difficult issues. Social physics is about idea flow, the way human social networks spread ideas and transform those ideas into behaviors. It will change the way we think about how we learn and how our social groups work—and can be made to work better, at every level of society. In his newest book, Social Physics: How Good Ideas Spread—The Lessons from a New Science, Sandy leads you to the edge of the most important revolution in the study of social behavior in a generation, an entirely new way to look at life itself. Sandy directs MIT’s Human Dynamics Laboratory and the MIT Media Lab Entrepreneurship Program, and is a founding member of the Advisory Boards for Nissan, Motorola Mobility, Telefonica, and a variety of start-up firms. In 2012 Forbes named him one of the ‘seven most powerful data scientists in the world.’ In 2013, he won the McKinsey Award from Harvard Business Review. He is among the most-cited computational scientists in the world and a pioneer in computational social science, organizational engineering, wearable computing (GoogleGlass), image understanding and modern biometrics. His research has been featured in Nature, Science, Harvard Business Review, as well as being the focus of TV features on BBC World, Discover and Science channels. Sandy’s research group and entrepreneurship program have spun off more than 30 companies to date, three of which are publicly listed and several that serve millions of poor in Africa and South Asia. Audiences have the opportunity to learn from one of the world’s leading data scientists about the new science of idea flow. Through passionate speeches, he offers revolutionary insights into the mysteries of collective intelligence and social influence.

During his experience in the Information & Communication Technology, Gianluca has held positions of responsibility in different Service Areas by developing strong skills in customer relationship management, organization and management of complex projects, and being point of reference for internal Enterprise Application Practice development and external tech communities. Gianluca is now holding responsibility for driving and managing Luxottica Retail’s entire primary research program and integrated analytics team in North America, (all Luxottica Retail brands ¬ LensCrafters, Pearle Vision, Sears Optical, Target Optical, Sunglass Hut, and Ilori) translating articulated and/or unarticulated business needs into research plans and methods that will enable Luxottica to succeed with consumers and hence grow the business at an aggressive pace.
Ann Pressimone
Manager of Loyalty Marketing - Toys"R"Us
As the Loyalty Manager for Toys"R"Us, Ann Pressimone leads all "R"Us loyalty initiatives, including Rewards"R"Us, "R"Us Credit Cards, Geoffrey's Birthday Club and Wish List. Ann was part of the original team responsible for the launch of the Rewards"R"Us program in 2008. She continues to play a pivotal role in the ongoing success and evolution of the program, managing the strategic vision and integrated execution across creative, communications, technology and reporting. Prior to joining Toys"R"Us, Ann spent 15 years in the direct marketing advertising industry managing acquisition, growth and retention efforts for clients such as Unilever, UPS, Delta Air Lines and AT&T.

Jeff Raider
Co-founder and Co-CEO - Harry’s and Co-founder - Warby Parker
Jeff likes to improve people’s daily lives in small ways by building brands that offer them high quality products at accessible prices. Jeff is currently the co-founder and co-CEO of Harry’s, a new brand of high-quality men’s shaving and grooming products sold directly to consumers. Jeff is also a co-founder of Warby Parker, a brand offering designer-like eyewear at a revolutionary price while leading the way for socially conscious businesses. Before starting his own businesses, Jeff was a Senior Associate at private equity firm Charlesbank Capital Partners, and also worked at Bain Company. Jeff graduated from The Johns Hopkins University with a BA in International Studies and earned a Masters in International Affairs from The Johns Hopkins Paul H. Nitze School of Advanced International Studies. He also has an MBA from Wharton Business School. Jeff currently lives in lower Manhattan with his wife and young son and daughter.

David Rosen
Strategy, Analysis and Consumer Insights Division - TIBCO Loyalty Lab
As a member of TIBCO Loyalty Lab’s leadership team, David leads the strategy, analytics and consumer insights teams, and has designed innovative loyalty programs for dozens of top global brands in the multi-channel retail, CPG, media and travel industries. Prior to joining TIBCO Loyalty Lab in 2006, David held the position of Senior Vice President, Marketing for MyPoints, the Internet’s largest and most active loyalty program. David was also a partner in Oliver Wyman’s retail and consumer practice where he focused on consumer-driven strategies for companies in North America, Asia and Europe. David is a graduate of Dartmouth College and received his MBA from Stanford’s Graduate School of Business.
Good customer experience is about understanding customers as people – nuanced, dynamic, unpredictable – and not just a collection of data. They want genuine value from their interactions and distrust push-style marketing methods. When you can engage with customers as the people they are, you build trust and a relationship that’s rewarding for both of you.

**Build advocacy for your brand by delivering personalized experiences to your customers with SDL Customer Experience Cloud**
Craig Wood currently serves as Group Vice President at The Futures Company. This fast-growing operating division of the firm creates actionable database solutions linking proprietary research data with transactional data to deliver ROI and unlock growth. The Insights Integration group provides data-based solutions to Fortune 500 brands in a variety of industries including retail, travel, hospitality, financial services, utilities and health & wellness. Craig brings to The Futures Company over 20 years of experience in data-driven marketing, deep knowledge of the charitable sector and an arsenal of industry connections forged through a robust marketing and consulting career. Craig rejoined The Futures Company in 2013 after a six-year hiatus to launch and grow Clarity Group, a management consulting firm serving the strategic planning, customer relationship management and data-based marketing needs of nonprofit and faith-based organizations. Founded in 2006, Clarity Group was a nationally recognized authority on how to build, maintain and grow customer relationships in the nonprofit sector. Prior to forming Clarity Group, Craig was group president of Yankelovich (now The Futures Company), where he launched the company’s highly successful and widely covered entry into the database services space, creating consistent growth in profit and sales. A recognized authority on leveraging data and consumer insights, Craig is a highly requested presenter at customer relationship management, loyalty, database marketing and vertical industry conferences. He serves on a number of industry committees, including as Chair of the Board of Trustees for the Direct Marketing Educational Foundation (DMEF) and as a member of the Board of Directors of the Direct Marketing Association (DMA). Craig frequently authors articles and provides expert commentary in leading industry and national periodicals and is the co-author of Coming to Concurrence: Addressable Attitudes and the New Model for Marketing Productivity (2004), excerpts of which have been published in BrandWeek, DIRECT and AdAge Point. Craig has also hosted the CRMC conference for seven years. Prior to assuming his position at Yankelovich, Craig served as president and chief operating officer of Businessmodel.com, a web analytics consulting firm that was acquired by Yankelovich in May of 2001. Craig also served as an executive vice president at KnowledgeBase Marketing (KBM), one of the nation’s leading integrated information marketing companies and part of the WPP corporate family. Craig holds a B.S. degree in commerce with a dual concentration in marketing and management from the McIntire School of Commerce at the University of Virginia. Craig lives in Chapel Hill, NC, with his wife and two daughters.
Devon Wylie joined CRMC as Vice President in 2002. After working with industry pioneer and five-time author Fred Newell for several years, she took over as CEO of the company upon his retirement in 2007. In that role, she has led the growth of the Annual CRMC, now in its 21st year. CRMC is now one of the top events in the Retail Marketing industry. In addition to developing and producing the CRMC, Devon also speaks at CRM, Marketing, and Technology conferences in both the U.S. and internationally. She manages the popular CRMC Weekly Newsletter, read by over 6,000 marketing executives around the globe. Prior to joining CRMC, Devon was Account Director at Lambesis, a brand development and advertising agency in California. Prior to that, she held an advertising sales position at Car and Driver Magazine. She has also held several positions at Nobel House Resorts, including Director of Corporate Events at Paradise Point Resort in San Diego. Devon earned her Bachelor’s Degree in Marketing and Communications at The University of California, San Diego (UCSD). She currently resides in San Diego, California with her husband and two year old son.

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Insights that Engage
89 Degrees helps businesses engage consumers with data-driven insights, digital technology and compelling creative that reach customers on their terms. Powered by SAS, the industry’s leading software for analytics and business intelligence, 89 Degrees connects consumers with brands for maximum engagement and ROI. Our proprietary SAS database solution seamlessly integrates with the entire SAS Customer Intelligence Suite, including Marketing Automation and Visual Analytics. Clients look to our Agile implementation methodology for a disciplined, yet flexible way to get up and running fast. The 89 Degrees Customer Engagement practice then matches each client with an experienced Partner who offers deep industry and CRM expertise for strategic campaign oversight. Our analysts start the engagement journey, turning data into insights that guide our creative team to shape compelling experiences that both attract and engage consumers. And our technology group delivers those experiences within custom applications, website development and omni-channel executions using a number of digital marketing platforms. This powerful combination of marketing analytics, technology and targeted creative helps clients like IKEA, Hyundai, World Vision, Genzyme/Sanofi, Toyota, and Vitamin World break through the digital walls for unparalleled connections and stronger, and more profitable customer relationships. www.89degrees.com

Acxiom
Acxiom is an enterprise data, analytics and software as a service company that uniquely fuses trust, experience and scale to fuel data-driven results. For over 40 years, Acxiom has been an innovator in harnessing the most important sources and uses of data to strengthen connections between people, businesses and their partners. Utilizing a channel and media neutral approach, we leverage cutting-edge, data-oriented products and services to maximize customer value. Every week, Acxiom powers more than a trillion transactions that enable better living for people and better results for our 7,000+ global clients. www.acxiom.com

Affinity Solutions
Affinity Solutions partners with our retail clients to drive measured, incremental sales from their existing customers and to acquire new customers who are actively shopping in their category. We can see where, when, how frequently and how much these consumers spend when they shop with a given retailer, their competitors, in the same category and everywhere else. We use that information to develop transaction-informed, precision marketing programs that deliver our retail clients’ promotional campaigns to the very same consumers making those transactions. We have this data and marketing access through our partnerships with over 4,000 banks. With access to over ten billion retail transactions annually, Affinity Solutions has exclusive insight into the spending behavior of 100 million+ consumers. In addition to driving incremental revenue, our solutions deliver unparalleled share of wallet and customer profile insight, along with a fully integrated promotional platform, enabling retailers to target competitive spenders across marketing channels. Our vast database of retail transactions and advanced analytics capabilities, allow us to provide retail partners with in-depth, relevant information about their customers, and competitors’ customers. We serve our clients by delivering value through unique INSIGHT, broad and targeted ACCESS, response measured ACTION, and incremental IMPACT. Our customized programs will deepen customer loyalty, improve acquisition and retention and increase retail transaction revenues, ultimately driving incremental sales for your business. www.affinitysolutions.com

Aginity
The largest brands and retailers in the world rely on Aginity software to predict and Own their Customer’s Journey, increasing market share, revenue and profit. Aginity empowers marketing and analytic organizations to integrate any customer and marketing data, create enterprise-wide analytics for a single version of the truth, and connect to any marketing and execution systems for real time customer interactions. 30,000+ users at over 60% of the Fortune 500 use our Big Data tools and Software to drive insight and grow their business. Learn how Aginity software can help you change the game in ≤ 90 days. www.aginity.com

Aimia
Aimia Inc. (“Aimia”) is a global leader in loyalty management. Employing more than 4,300 people in 20 countries worldwide, Aimia offers clients, partners and members proven expertise in launching and managing coalition loyalty programs, delivering proprietary loyalty services, creating value through loyalty analytics and driving innovation in the emerging digital, mobile and social communications spaces. Aimia owns and operates Aeroplan, Canada’s premier coalition loyalty program, Nectar, the United Kingdom’s largest coalition loyalty program, Nectar Italia, and Smart Button, a leading provider of SaaS loyalty solutions. In addition, Aimia owns stakes in Air Miles Middle East, Mexico’s leading coalition loyalty program Club Premier, Brazil’s Prisma Fidelidade, China Rewards – the first coalition loyalty program in China that enables members to earn and redeem a common currency, and i2c, a joint venture with Sainsbury’s offering insight and data analytics services in the UK to retailers and suppliers. Aimia also holds minority positions in Cardlytics, a US-based private company operating in card-linked marketing for electronic banking and Think Big, the owner and operator of BIG - AirAsia and Tune Group’s loyalty program. Aimia is listed on the Toronto Stock Exchange (TSX: AIM). For more information, visit us at www.aimia.com.

Alliance Data
Alliance Data Retail Services is one of the nation’s leading providers of branded credit card programs, with more than 130 marketing-driven private label, co-brand and commercial programs in partnership with many of North America’s best-known brands. The business delivers upon its Know more. Sell more. commitment by leveraging customer insight to drive sales for its client partners. Leveraging deep-rooted marketing expertise, transaction-based customer data, and advanced analytics, Alliance Data Retail Services creates turnkey, multichannel credit programs designed to help its clients develop stronger, more profitable customer relationships. Alliance Data Retail Services is part of the Alliance Data family of companies. To learn more about Alliance Data Retail Services, visit www.alliancedata.com.
Anchor Retail Solutions

Anchor Retail Solutions celebrates 40+ years, providing hundreds of retail clients with multi-channel CRM database solutions and leading technology for optimal data accuracy, enhancement, and interactive marketing services. Anchor services afford retail clients the solutions necessary to turn customer information into profitable strategies. Achieve a higher level of data quality, more precise targeting, purchase and response history, advanced reporting and analytics, profiling and other key elements needed when making business decisions that are critical to retention and prospecting strategies. Join industry-leading retailers who benefit from using Anchor Retail Solution’s technology and services, including: CRM Database Services, Database Management, Modeling, Response Analysis, Merge/Purge, Data Hygiene, Data Enhancements, Email Marketing, Mobile Marketing and Creative and Interactive Services. Call us today for a free consultation. www.anchorretailsolutions.com

Capillary Technologies, Inc.

Capillary Technologies, Inc. is a leading provider of cloud-based software solutions that helps retailers to quickly and easily manage their customer data, gain insights and personalize that engagement through social media, mobile, e-mail, online, and in store channels, driving a significant increase in sales. Our mission is to help every retail marketer form successful and personalized relationships with their customers based on insights derived from customer analytics across multiple channels by harnessing the power of Capillary’s integrated marketing platform. Capillary’s platform powers more than 150 major brands across 10,000 retail locations, bringing instant shopper gratification to over 75 million consumers across the United States, United Kingdom, Middle East, South Africa and the Asia-Pacific region. Our customers include industry leaders such as Benetton, Pizza Hut, Nike, Marks & Spencer, KFC and Puma. Capillary has been named a Gartner 2013 Cool Vendor, Marketing Magazine’s CRM & Loyalty Agency of the Year 2013 and one of Mint/WSJ Bloomberg Businessweek’s Hottest Technology Businesses 2013. For more information, visit www.CapillaryTech.com. Stop by for a complimentary caricature during the conference.

brierley+partners

Brierley+Partners is a pioneer in customer Relationship Management -- advancing loyalty, CRM and Customer Experience Marketing. The company has designed and implemented some of the world’s most successful loyalty and CRM programs for major clients: Express, GameStop, Hard Rock, 7-Eleven and Hertz to name a few. Brierley offers a complete suite of loyalty services: program design, loyalty/CRM technology, marketing strategy, research, analytics, Omni-Channel communications, account management, interactive/print production and fulfillment. The industry-leading Brierley LoyaltyWare™ technology platform is uniquely robust, flexible and quick-to-market. All services focus on a single mission: making clients’ customer relationships dramatically more profitable. www.brierley.com
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**Cardlytics**

Cardlytics is a leading advertising & technology company and the pioneer in Card-Linked Marketing. Through partnerships with nearly 400 financial institutions, including Bank of America, PNC Bank and Regions Bank, the company has insight into consumer purchase behavior for ~70% of U.S. households, capturing spending across all stores and categories. Cardlytics’ patented technology allows advertisers to make a direct connection to millions of active buyers, through online banking and mobile banking applications. Cardlytics data insights and analytics services informs the targeting of high-performing ad campaigns as it provides uniquely valuable insights into customer profiles, preferences and incentives.

www.cardlytics.com

**Conversant**

Conversant, Inc. (Nasdaq: CNVR) is the leader in personalized digital marketing. Combining the strengths of ValueClick Media, Commission Junction, Mediaplex, Greystripe and Dotomi, Conversant helps the world’s biggest companies grow by creating personalized experiences that deliver higher returns for brands and greater satisfaction for people. We offer a fully integrated personalization platform, personalized media programs and the world’s largest affiliate marketing network – all fueled by a deep understanding of what motivates people to engage, connect and buy. For more information, please visit www.conversantmedia.com.

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**Customer Communications Group, Inc. (CCG)**

At CCG, a focus on customers is at the heart of our CRM loyalty marketing expertise. After more than 35 years as a full-service direct marketing agency, we truly know customers: How they think and what it takes to keep them. And we know retailers: Our team has extensive experience in designing, implementing and managing customer marketing and loyalty programs for nearly 50 of the top retailers in the U.S. and Canada. Our team is cross-functional, comprised of experts in strategy, data analytics, loyalty technologies, creative services and loyalty program implementation. We are skilled at leading change management at both the corporate and store level; bringing customer-centricity to an entire organization; developing and refining a corporate loyalty vision; taking that vision to reality through a detailed, actionable plan; developing a business case and ROI analysis for initiatives; and building CRM loyalty metrics and benchmarks. Most importantly, we know where and how to focus the programs so our clients can achieve their objectives and realize maximum sales lift and return on investment. CCG works with a national clientele from our headquarters in Denver, Colorado. Follow us on Twitter @CustomerProfit, contact us at cccinfo@customer.com or visit us at www.customer.com/crmc.

**Discover**

Discover Card, as a sponsor of this year’s CRMC conference, is pleased to showcase how we can drive retail growth by partnering with merchants through our Discover Deals platform. With turnkey programs, handled by Discover’s in-house team, our goal is to develop campaigns that benefit both our cardmembers and our merchant partners. By using our unique targeting capabilities, merchants can drive new customers, incremental sales and repeat visits into their locations while shifting share from their competitive set. Our cardmembers benefit by receiving relevant offers based upon their transactional history and other selection criteria. We leverage multiple media channels to deliver these offers and are very excited about our robust and expanding digital capabilities. Stop by and see us in the Normandie Lounge and learn more about how Discover can help your company drive growth through partnership marketing. You can also contact us at partnership@discover.com. www.discover.com

**dunnhumbyUSA**

dunnhumby is the world’s leading customer science company. We analyze data and apply insights from more than 400 million customers across the globe to create better customer experiences and build loyalty. Our insights and strategic process help clients create competitive advantage and enjoy sustained growth. dunnhumbyUSA is a joint venture of The Kroger Company and London-based dunnhumby. dunnhumby employs more than 2,000 employees in offices throughout Europe, Asia and the Americas, and serves a prestigious list of companies including The Kroger Co., Tesco, Coca-Cola, General Mills, Kimberly-Clark, Macy’s, PepsiCo and Procter & Gamble. www.dunnhumby.com
Epicor

Epicor Software Corporation provides advanced solutions for retailers seeking to streamline processes, integrate channels, leverage intelligence and inspire customers, to maximize profitability. Our end-to-end suite includes: Planning, Sourcing and PLM, Merchandising, Store/Mobile Store, Cross-Channel Order Management, CRM/Clienteling, Audit, Loss Prevention, Business Intelligence, Secure Data Management and Financials, plus professional services and 24/7 support. Epicor Retail CRM leverages customer data and insights with sophisticated tools to enable effective target marketing, increase loyalty, and build profitable, durable customer relationships. This advanced suite provides integrated capabilities for customer analysis and segmentation, campaign and loyalty points program management, clienteling, plus real-time targeted communications to point-of-sale (POS) or other sales channels. Our latest release, Epicor Retail CRM 7.0, extends these capabilities and simplifies CRM tasks for all retail personnel. It also offers comprehensive loyalty program automation, sophisticated query tools, and support for the needs of today’s multidivisional retail enterprise. Developed with more than 40 years of best practices, Epicor Retail solutions are trusted by hundreds of leading specialty, general merchandise and apparel retailers, from Aeropostale and Build-A-Bear Workshop to Tory Burch and Vitamin Shoppe. Epicor employs 800 professionals in retail operations and 3,000 company-wide from offices in North America, Latin America, Europe, Asia, and Australia.

www.epicor.com

Epsilon

Epsilon is the global leader in creating customer connections that build brand and business equity. A new breed of agency for a consumer-empowered world, our unique approach harnesses the power of rich data, world-leading technologies, engaging creativity and transformative ideas to ignite connections between brands and customers, delivering dramatic results. Recognized by Ad Age as the #1 U.S. Agency from All Disciplines, #1 World CRM/Direct Marketing Network and #2 U.S. Digital Agency Network, we employ over 5,000 associates in 60 offices worldwide. Epsilon is an Alliance Data company. For more information, visit www.epsilon.com, follow us on Twitter@EpsilonMktg or call 800.309.0505.

Harte Hanks

Harte Hanks is one of the world’s leading, insight-driven multi-channel marketing organizations, delivering impactful business results for some of the world’s best-known brands. Through strategic agencies and our core marketing services, we develop integrated solutions that connect brands with prospects and customers, moving them beyond awareness to transactions and brand loyalty. www.HarteHanks.com or call (800) 456-9748.

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It’s a new digital media channel that delivers 1 billion impressions per month for thousands of retailers throughout the U.S.

Epicor Retail

A customer you know delivers profit you can grow. For life.

See how it works at: info.cardlytics.com/CRMC

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**Key Ring**

Key Ring is a smartphone application owned by Gannett, Inc. that allows users to digitally store loyalty cards, enroll in new loyalty programs, receive localized offers on their smartphone, browse weekly sales circulars, and create digital shopping lists. The top-ranked mobile shopping app, provides premium mobile marketing solutions for retailers and CPG companies including enhancement and digitization of loyalty programs, native advertising solutions, and distribution of geo-targeted promotions for retailers. The company operates under G/O Digital, the digital marketing division of Gannett. www.keyringapp.com

**Kobie Marketing**

Kobie Marketing is a global leader in loyalty marketing and an industry pioneer, delivering end-to-end strategy, technology and program management solutions. Forrester Research recently named Kobie a leading loyalty marketing service provider for the second consecutive time. Kobie was ranked highest for its overall current offerings and loyalty technology, and received high marks for analytics and program operations. To learn more, visit kobie.com.

**LoyaltyOne**

LoyaltyOne is a global leader in the design and implementation of coalition loyalty programs, customer analytics and loyalty services for Fortune 1000 clients around the world. LoyaltyOne’s unparalleled track record delivering sustained business performance improvement for clients stems from its unique combination of hands-on practitioner experience and continuous thought leadership. LoyaltyOne has over 20 years history leveraging data-driven insights to develop and operate some of the world’s most effective loyalty programs and customer-centric solutions. These include the AIR MILES Reward Program, North America’s premier coalition loyalty program; a majority stake in European-based BrandLoyalty, one of the largest and most successful campaign-driven loyalty marketers outside of the Americas; and a working partnership with Latin America’s leading coalition program, dotz. LoyaltyOne is also the owner of COLLOQUY, a group dedicated to research, publishing and education for the global loyalty industry. LoyaltyOne is an Alliance Data company. For more information, visit www.loyalty.com.

**MasterCard Advisors**

MasterCard Advisors’ Information Services for Merchants develops behavioral insights to help improve customer engagement and inform critical business decisions. We analyze anonymous account segment spending – both in-store and online – to offer a range of solutions based on a 360° perspective that informs a merchant’s holistic customer acquisition, loyalty and retention programs. It starts with understanding your customer. Based on MasterCard’s worldwide payments network, we leverage transaction data by integrating purchase patterns at a merchant and/or within a particular industry to gain a clearer understanding of your market. Our loyalty segmentation strategies can help merchants identify their best customers, analyzing both share of wallet and overall shopping behavior. Our anonymous data also provides insights into lifestyle choices, determining at an aggregate level when and where customers are most likely to purchase. Merchants can then act on this knowledge, translating it into acquisition and engagement strategies. We can help you determine the customers you want to reach and develop the promotional communications you need, using the right message, delivered at the right time, and through the right channels. This approach sets the stage for more effective program measurement using benchmarking metrics that allow for a more detailed view of your customer growth. www.mastercardadvisors.com.

**Merkle Inc.**

Merkle, a technology enabled, data driven customer relationship marketing (CRM) firm, is the nation’s largest privately-held agency. For more than 25 years, Fortune 1000 companies and leading nonprofit organizations have partnered with Merkle to maximize the value of their customer portfolios. By combining a complete range of marketing, technical, analytical and creative disciplines, Merkle works with clients to design, execute and evaluate connected CRM programs. With more than 2,000 employees, the privately held corporation is headquartered in Columbia, Maryland with additional offices in Boston; Denver; Little Rock; London; Minneapolis; Montvale, NJ Nanjing; New York; Philadelphia; Pittsburgh; San Francisco; Hagerstown, MD and Shanghai. For more information, contact Merkle at 1-877-9-Merkle or visit www.merkleinc.com.
Olson 1to1
We are loyalty and CRM experts. We practice in fields such as technology, analytics, creative, strategy and more. We take great pride in the fact that we serve wonderful clients like Amtrak, Toys”R”Us, Luxottica, UnitedHealth Group, MolsonCoors and Best Buy and are building engaging experiences that are driving real results for them. We’re innovators. Some of what we do has never been done before. We were born in the digital age, but have assembled hundreds of years of experience along the way. We believe that good ideas can come from anyone and that excellent service is a lost art. And most importantly, we believe in problem solving, not forcing templated solutions. We are Olson 1to1, the Loyalty & CRM practice of Olson. Our loyalty platform, Tally, offers the proven technology you need to manage and monitor every aspect of a flexible and adaptable loyalty program. Bypass the challenges of in-house design or the limitations of non-configurable solutions and choose fast, seamless integration with Tally. Easily interface with existing corporate systems while retaining full power to administer program/promotion rules, track members and segment them for targeted communications all from your desktop. www.olson1to1.com

Propco
Since 1980, Propco has helped clients build loyalty campaigns that drive acquisition, growth and retention. Our incentive offers prove that you can drive spend and increase basket size more effectively than merchandise discounts. Specializing in digital code issued rewards suited for loyalty, appreciation, spend-and-get, and segmentation promotions, Propco’s offers create a bond between brands and their target consumers. Most offers can be instantly redeemed on your customers’ mobile device. Let Propco help you motivate shopper behavior to drive sales and continue to build loyalty among your best customers and new prospects. Programs include the hottest, most compelling, responsive and tested reward offers around. Capture the power of Propco’s best-in-class Travel Incentives like Airfare Savers $100 guaranteed savings offer, Airfare Cash, Hotel Cash (good at over 200,000 worldwide hotels and resorts), Lifestyle Rewards (Digital Content, Free Golf or Spa, Free Movie Tickets and More), Everyday Savings (Free Gas, Free Groceries and over 400 Retailer Gift Cards in stock) plus millions of Merchandise Rewards. Propco’s delivery and fulfillment options are industry leaders and the new Redeem-Easy mobile receipt validation and redemption reward system is second to none. Stop by our booth to learn how Propco can help you, or contact us at sales@propco.com, 773-463-1913.

rDialogue
rDialogue is the leading independent customer loyalty and relationship marketing firm focused on helping clients develop and implement brand-distinct, financially-disciplined and technology-neutral strategies to develop and sustain valuable customer relationships. Our clients range from Fortune 50 to mid-market — in a variety of industries including retail, financial services, travel & hospitality, telecommunications, manufacturers (B2B and B2C), healthcare (human and animal) and luxury goods. Our approach prioritizes creating unique solutions for each client rather than employing formulaic “programs” which typically fail to differentiate the brand, engage customers and drive profits. Blending the strategy of consultants with the execution mindset of a customer data-driven agency, we help our clients drive incremental profits and customer growth through improvements in customer marketing, starting with acquisition and spanning the breadth of the customer lifecycle. Marketing and sales leaders who are disenchanted with previous consultant and agency relationships find a refreshing alternative in rDialogue: smart, service-oriented, nimble, and results-driven. They find us disciplined but flexible as well as transparent and easy to work with. www.rdialogue.com

SDL
SDL allows companies to optimize their customers’ experience across the entire buyer journey. Through its web content management, analytics, social intelligence, campaign management and translation services, SDL helps organizations leverage data-driven insights to understand what their customers want, orchestrate relevant content and communications, and deliver engaging and contextual experiences across languages, cultures, channels and devices. SDL has over 1,500 enterprise customers, over 400 partners and a global infrastructure of 70 offices in 38 countries. We also work with 72 of the top 100 brands. For more information, please visit www.sdl.com.
SG360°, a Segerdahl company, provides EMPIRICAL MULTI-CHANNEL INTEGRATION to many of the world’s largest and savviest marketers, delivering measurable ROI, and creating deep connections with those who matter most. It’s an empirical circle. Defined by four arcs, Empirical Multi-Channel Integration is the perpetual process of gleaning insights and optimizing performance. That’s how we move the needle for our clients. That’s how we deliver the ultimate consumer experience. Based in Wheeling, Ill., SG360°’s centrally located campus enables it to provide tight control and consistency over every phase of the process, leading to exceptionally efficient, accountable and cost-effective results. For additional information, call us at 847-541-1080 and visit our website at www.SG360.com.

Specialty Print Communications

Specialty Print Communications (SPC) is a single-source provider of award winning loyalty marketing print communications for national retail marketers. As a family-owned business, we apply an entrepreneurial and collaborative approach to every program to help ensure the opportunity to impress you again in the future. At SPC we focus on quality of ideas and workmanship, transparency, agility, and new ways to enrich your print communications. Your ROI and the strength of your consumer relationships are our measuring stick. We offer expertise in direct mail, loyalty kits, card issuance, hybrid print production, in-line printing, digital imaging, lettershop, postal logistics, and digital brand execution. Our goal is simple: to help marketers produce powerful materials that inspire audiences to act. We put the intelligence into direct mail. www.specialtyprintcomm.com

Speedeon Data

Speedeon Data enables leading retail clients to achieve direct marketing success in a data-driven world by driving actionable insight, impactful communications, and measurable results. Speedeon Data delivers the highest quality contact and marketing data through innovative solutions, which include: Data Append Services, including Reverse Phone and Email Append, Mover Marketing Programs, Data Optimization and Advanced Hygiene Solutions, and Data Modeling and Analytics. By combining proven expertise in data analytics and direct marketing with comprehensive data sources and advanced data technologies, Speedeon Data facilitates multi-channel marketing capabilities across direct mail, email, telemarketing, mobile advertising, point-of-sale, and other direct marketing channels. Headquartered in Cleveland, OH, with data center operations in Atlanta, GA, Speedeon Data has distinguished itself as a leading data solutions provider by adopting leading-edge technologies, delivering superior data-driven solutions, and building collaborative client relationships and partnerships. www.speedeondata.com

HOW LOYAL IS YOUR LOYALTY AGENCY?

LOYALTY PROGRAMS THAT MAKE THE DIFFERENCE

Our latest findings suggest that most loyalty programs are falling short when it comes to making a long-term emotional connection. We help brands make the shift from data collection to authentic customer connections. You can read the full report and learn more at livingleal.themarketingstore.com

LOYALTY THAT MAKES THE DIFFERENCE.
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rDialogue helps clients develop, implement and grow solutions that are data-driven, unique to our clients’ brands, and grounded in financial analysis.

Let’s Start a Dialogue.
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TIBCO Loyalty Lab

TIBCO Loyalty Lab is a leading provider of loyalty SaaS technology and services to marketers worldwide. Our focus is to empower marketers to rediscover the relationship with their customers so that consumers gain greater value, differentiation, and convenience through these brand engagements. With our experience working with over 100 brands, we strive to deliver value in as little as 3 months and results that impact your business objectives. Our real-time unified marketing platform is easy-to-use and customizable so that all components that drive consumer loyalty—program development, data integration, analytics, communications and engagements via web, social and mobile—can provide a seamless experience for consumers. Our services team also ensures that business objectives are continuously met through proprietary data, predicative analytics, implementation, creative, and program management. www.loyaltylab.com.

VeraCentra

Put Your Data to Work for Greater Customer Loyalty and Profits. In today’s marketplace, the customer is in control. To understand and connect with your customers in meaningful ways – and create value for them and for your company – you need to harness the power locked in your data. For more than 20 years, VeraCentra has empowered leading brands, such as Costco Wholesale, Clark’s Shoe Company, Jewelry TV and Sport Chalet, to leverage their data so marketing can perform its job with greater confidence and precision. Tap into your data to produce insights, loyalty and higher profitability per customer. www.veracentra.com

Wiland Direct

Wiland Direct is a leading consumer intelligence company, providing marketing solutions to thousands of clients in a wide variety of markets. Leveraging billions of consumer transactions and other proprietary data—coupled with advanced analytical methodologies and technology—Wiland delivers a comprehensive set of services that enable retailers to generate Incremental Sales and Profit, boost ROI from digital and offline marketing programs, maximize customer value at every lifecycle stage, reengage and reactivate former customers, affordably acquire new customers, and gain valuable customer insights. Let us show you how we can enhance your marketing efforts, boost your bottom line...and help YOU achieve incrementality. Please visit us in the Normandie Lounge at CRMC!

Or to learn more, please contact Jerry Joyce at 330-240-5579 or via email at jjoyce@wilanddirect.com. We are ready to serve you and would be happy to answer any questions. Wiland Direct: 303.485.8686 www.wilanddirect.com
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