

Agenda

Vertical Strategies: Direct Purchase
 Vertical Strategies: Considered Purchase
 New School Marketing Strategies
 Tactics for Responsys Interact Users

Tuesday, February 15

7:30AM — 5:00PM Responsys University
 6:00PM — 9:00PM Opening Reception / Partner Pavilion

Wednesday, February 16

9:00AM — 11:45AM Welcome and General Session
 11:45AM — 12:45PM Break / Partner Pavilion
 12:45PM — 1:45PM Bids of a Feather lunch / Network with like-minded marketers
 1:45PM — 2:30PM Show me the money:
 Cross-channel permission capture as the foundation for revenue.

Identify top quality leads before your campaigns launch.

Building the data foundation:
 The right data design for New School Marketing.

Data best practices:
 Modeling, integration, and ongoing tuning.

2:30PM — 3:00PM Break / Partner Pavilion
 3:00PM — 3:45PM No more guessing:
 Increasing revenue and engagement through better segmentation.

Targeting and the considered buying cycle.

Close the loop between cross-channel campaigns and full site experience.

Stop looking in the rear view mirror: Your customers are ahead of you.

3:45PM — 4:00PM Break / Partner Pavilion
 4:00PM — 4:45PM Time to step up your automated lifecycle programs.

Nurture vs. nature:
 From lead to customer and beyond using cross-channel lifecycle programs.

Cross-channel personalization:
 Optimizing the customer experience no matter what the touch point.

Remarket based on cross-channel customer profiles.

4:45PM — 6:15PM General Session / Blake Mycoskie, Founder + Chief Shoe Giver, TOMS Shoes, Inc.
 6:15PM — 9:00PM Reception / Partner Pavilion
 9:00PM — 10:30PM Private concert by Grammy + Emmy-winning icon, Cyndi Lauper

Thursday, February 17

9:00AM — 10:30AM General Session / Keynotes
 10:30AM — 11:15AM Break / Partner Pavilion
 11:15AM — 12:30PM Put cross-channel behavior to work.

Hit your target on the go! Mobile text messaging for personalized and timely communications.

Hitting the bulls-eye:
 Reaching the right customers every time.

The moment of truth:
 Tactics for targeting and timeliness.

12:30PM — 1:30PM Lunch
 1:45PM — 2:30PM Best in class:
 How to get top marks in cross-channel campaign creative.

The fine art of promoting to your social media community.

Imagination, innovation, automation:
 An end-to-end perspective on the campaign management process.

You talkin' to me? Get face-to-face with your customers with dynamic content and personalization.

2:45PM — 3:30PM Reputation management needs
 to be a competency, not an afterthought.

Start with the end in mind:
 Marketing metrics you should be tracking.

Program fit: Get the most out of your automated interactions.

Moving on up:
 What to expect with Version 6 and the Responsys Interact Suite.

3:30PM — 4:00PM Break
 4:00PM — 4:45PM It's not the size of your list...it's how well you can read the signals.

Unlock the value of your program data with Responsys Interact insight.

The answer is 42! A super user's guide to the Responsys Interact galaxy.

Just getting started? The five Responsys Interact features you should be using already.

4:45PM — 5:15PM Closing General Session / Product roadmap
 5:30PM — 8:30PM Responsys brings Napa to San Francisco / Closing reception