Marketing Analytics & Insights 2015 is a vendor-neutral event featuring learning sessions and case studies from some of the leading thought leaders working in analytics and business intelligence today.

In today’s marketplace, good analytics are the key differentiator for smarter decision making and gaining competitive advantage. An organization’s ability to harness and leverage the wealth of available organizational data is a key factor in effective, strategic and tactical planning.

Marketing Analytics distinctly addresses how analytics impact and optimize marketing planning, operations and performance. This track gives attendees access to cutting edge marketing analytics methodologies and thought leadership on sessions related to measuring and monitoring marketing performance and effectiveness of campaign and marketing spend.

Web, Mobile & Digital Analytics hones in on what organizations are doing to enhance their digital marketing capabilities through analytics. This track looks to answer the questions surrounding customer buying path, search engine optimization, lead scoring, testing and more.

Customer Analytics explores customer-driven analytics that encourage innovation, enhance engagement capabilities, enhance retention and loyalty, and promote growth. Sessions are developed specifically for customer-centric organizations that are motivated to learn the true value of their customers to their organization and want to enhance their ability to retain customers through focused offerings.

Marketing Analytics & Insights 2015 is a unique opportunity for those looking to expand their ability to effectively leverage analytics to predict future events relative to their business.

Attendees will instantly realize the difference between this forum and other conferences. Learning sessions are vendor agnostic and there are NO sales pitches. Presentations will be conducted by the most talented corporate experts and thought leaders, both regionally and nationally. For those who are interested in learning more about available tools, a select few vendors will be invited to provide demos and information by request.

Why you should attend?

Learn tactical skills on developing data-driven insights

Interact with

Effectively manage data resources and leverage them into new products and services

Network with peers working in the field of data science and advanced analytics

1-to-1 Q&A and discussion opportunities with some of the top minds working in the space

Who should attend?

Marketing – Analytics – Data Scientists – Analytics Practitioners
Data Management and Governance
Big Data Managers – Statisticians
Web and Social Analytics
Data Engineers and Architects
Chief Officers – Insights and Research
Scientists – Business Systems and Systems Engineering

510-984-3620
www.PredictiveAnalytics2015.com
For group rates or detailed speaker information contact
Alex Smith: asmith@gmi-solutions.com
## Event Agenda

### Monday, February 9th

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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| 8:30 am| **Opening Address:** Pursuing Excellence through Analytics<br>
Pursuing Excellence – Analytics + Process + Technology = Advantage |
| 9:45 am| **Keynote**<br>Competitive Advantage through Analytics<br>Harness analytics to promote better strategic planning and drive execution |
| 11:00 am| **Leveraging Customer Insights**<br>What drives your customers and creating value through customer analytics |
| 12:00 pm| **Lunch** |

<table>
<thead>
<tr>
<th>Time</th>
<th>Marketing Analytics</th>
<th>Web &amp; Mobile Analytics</th>
<th>Advanced Analytics &amp; Data Science</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 pm</td>
<td>Advanced Marketing Analytics&lt;br&gt;Marketing analytics, mix optimization and lessons learned in high tech</td>
<td>Multi-Channel Insights &amp; Analytics&lt;br&gt;Develop insights through a holistic analytics approach to a multi-channel/multi-screen audience</td>
<td>Advanced Data Platform&lt;br&gt;Develop a data driven enterprise that delivers sustainable value and real business impact</td>
</tr>
<tr>
<td>2:15 pm</td>
<td>Marketing Mix Optimization Modeling&lt;br&gt;Marketing analytics, mix optimization and lessons learned in high tech</td>
<td>Viral Growth Measurement &amp; K-Factor&lt;br&gt;Leverage analytics to better understand the results of how social marketing is driving awareness and conversion rates</td>
<td>Big Data Architecture &amp; Analytics&lt;br&gt;A comprehensive approach to harness big data architecture and analytics for business growth</td>
</tr>
<tr>
<td>3:30 pm</td>
<td>Marketing Analytics Enablement &amp; Deployment&lt;br&gt;Create a rock solid foundation to grow your marketing analytics practice</td>
<td>Digital Marketing Optimization&lt;br&gt;Maximize resource allocation for most effective use of marketing spend</td>
<td>Real-Time Data Analytics and Visualization&lt;br&gt;Utilize real-time data measurement, data integration, analytics and data visualization to drive decision making</td>
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<tr>
<td>4:30 pm</td>
<td><strong>Networking Reception</strong></td>
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### Tuesday, February 10th

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8:30 am</td>
<td><strong>Opening Address:</strong> Beyond Big Data&lt;br&gt;Framework to enable analytics teams to drive business impact through Big Data</td>
</tr>
<tr>
<td>9:45 am</td>
<td><strong>Next Generation Marketing Analytics</strong>&lt;br&gt;The future of marketing analytics as the ultimate decision provider</td>
</tr>
<tr>
<td>11:00 am</td>
<td><strong>Maximizing Digital ROI through Attribution</strong>&lt;br&gt;Assigning value to conversions to better understand marketing spend and allocation</td>
</tr>
<tr>
<td>12:00 pm</td>
<td><strong>Lunch</strong></td>
</tr>
<tr>
<td>1:00 pm</td>
<td><strong>Social Media Market Insights</strong>&lt;br&gt;Deliver faster, more informed market insights through social media listening</td>
</tr>
<tr>
<td>2:15 pm</td>
<td><strong>Analytics for All</strong>&lt;br&gt;Bringing simplicity, ubiquity, and actionability to analytics, without sacrificing statistical rigor, to empower all levels of the workforce</td>
</tr>
<tr>
<td>3:30 pm</td>
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www.PredictiveAnalytics2015.com
8:30 am – Opening Address

**Pursuing Excellence through Analytics**

*Pursuing Excellence – Analytics + Process + Technology = Advantage*

- Leverage business intelligence and predictive analytics to make better decisions
- Maximize decision management for applying predictive analytics in operations
- Turn uncertainty about the future into usable probability
- Incorporate a system of aligning decision management with strategic execution

9:45 am

**Competitive Advantage through Analytics**

*Harness analytics to promote better strategic planning and drive execution*

- Leverage the full spectrum of organizational data and organize it in a way that enables analytics
- Discover and communicate meaningful patterns in both structured and unstructured data sets
- Move from a culture of data analysis to analytics
- Enable analytics across strategy, product offering, execution and measuring of results

11:00 am

**Leveraging Customer Insights**

*What drives your customers and creating value through customer analytics*

- Using data to develop effective customer retention programs
- Acquire new customers based on existing customer analytics
- Applying customer data to predict future behavior and sales
- Measuring the lifetime value of customers for better forecasting
- Create good impact assessments based on customer reactions
Day One, February 9th

Break-Outs; Best practices, case studies, workshops and strategy sessions

1:00pm
**Advanced Marketing Analytics**
Marketing analytics, mix optimization and lessons learned in high tech
- Leverage the marketing transformation; moving from 1-to-many to 1-to-1 interactions with customers
- Re-examine all traditional methods and approaches to marketing
- ...and begin leveraging more advanced future (rather than past) driven customer behaviours coupled with advanced analytics to drive more predictable future brand and marketing decisions

1:00pm
**Multi-Channel Insights & Analytics**
Develop insights through a holistic analytics approach to a multi-channel/multi-screen audience
- Harness data from multiple touchpoints such as web, mobile, POS and more
- Integrate data from all sources into one unified Big Data CRM
- Utilize analytics techniques to gain user and customer insights
- Leverage analytics to increase conversion rates

2:15pm
**Viral Growth Measurement & K-Factor**
Leverage analytics to better understand the results of how social marketing is driving awareness and conversion rates
- Measure and increase viral results
- K-Factor fundamentals to support viral analytics
- Read deeper into K-Factor analysis to identify brand advocates and gauge customer loyalty

3:30pm
**Digital Marketing Optimization**
Maximize resource allocation for most effective use of marketing spend
- Increase customer lifetime value through optimal online engagement approaches
- Focus on digital platforms with the highest acquisition potential
- Develop digital marketing investment strategies that maximize conversion

1:00pm
**Advanced Data Platform**
Develop a data driven enterprise that delivers sustainable value and real business impact
- Create a framework that allows you to get the most out of your data
- Optimize cloud and open source software to drive your data platform
- Manage an ecosystem of tools that enable automation and data efficiency
- Implement evolving techniques for effective data driven strategic planning and execution

2:15pm
**Big Data Architecture & Analytics**
A comprehensive approach to harness big data architecture and analytics for business growth
- Develop technical strategies that allow your organization to harness Big Data
- Understand the requirements of effective data preparation for Big Data analytics
- Develop data organization methodologies that allow quick adaptation to changing business demands
- Align business objectives with Big Data capabilities to ensure successful analytics enablement and deployment

3:30pm
**Real-Time Data Analytics and Visualization**
Utilize real-time data measurement, data integration, analytics and data visualization to drive decision making
- Gain insight into customer behaviors in real time through Big Data analytics
- Optimize marketing spend by allocating resources real-time for more effective engagement
- Use “Just-In-Time” decision making to enhance customer interaction in real-time
- Generate more moments of interaction via media properties, brands and each other
8:30 am – Opening Address

**Beyond Big Data**

*Framework to enable analytics teams to drive business impact through Big Data*

- Transition from data reporting to advanced analytics
- Understanding patterns in large data sets to spot trends
- Optimize analytics results by including the breadth of organizational data inputs in the analytics process
- Develop a Big Data organizational framework which includes governance and strategic considerations

9:45 am

**Next Generation Marketing Analytics**

*The future of marketing analytics as the ultimate decision provider*

- Strategic and actionable insights and decisions generated by advanced analytics
- Evolve the Analytics function beyond a tactical information provider driving irrelevancy and inefficiency causing lost sales and wasteful spending
- Bridge the relevancy gap, reduce inefficiency, increase effectiveness within the Analytics function
- Ensure analytics will play the key role of a strategic advisor driving key decisions in future

Day Two, February 10th

**Keynotes & Thought Leadership**

510-984-3026
www.PredictiveAnalytics2015.com
For group rates or detailed speaker information contact
Alex Smith:
asmith@gmi-solutions.com
Day Two, February 10th

Break-Outs; Best practices, case studies, workshops and strategy sessions

11:00
Maximizing Digital ROI through Attribution
Assigning value to conversions to better understand marketing spend, allocation and ROI

- Use a scientific approach to ad attribution to optimize spend across multiple channels
- Identify the correct customer touchpoint to insure accurate attribution
- Utilize a complex analytics framework to correctly apply costs and revenue to a given conversion
- Use a scoring methodology to attribute and categorize conversions

11:00am
Voice of Customer Data and Intuition
What drives your customers and creating value through customer analytics

- Effective methodology used to capture Voice of Customer
- Using customer analytics to promote customer-driven innovation
- Product lifecycle analysis and linking VoC to product lifecycle stages
- Develop a growth strategy based on VoC that is rooted in lifecycle analysis

1:00pm
Social Media Intelligence
Social media measuring and monitoring for brand, campaign, product and customer insights

- Develop new ways to listen to your audience through data visualization
- Utilize a social media measurement framework that establishes KPIs that tell a story
- Gain valuable market and product insight through the use of social media data mining
- Advanced tactics in personalized one-to-one marketing
- Test marketing initiatives through social media

1:00pm
Advanced Framework for Lifetime Value Calculations
An analytical approach to measuring and evaluating the full value of your customers

- Determine the present value of the future profit from a customer to enhance forecasting capabilities
- Create a customer-centric orientation to marketing and management of customers
- Create better customer portfolio evaluation metrics to better allocate use of marketing dollars

Closing Keynote – 2:15pm

Advanced Analytics for All
Bringing simplicity, ubiquity, and actionability to analytics, without sacrificing statistical rigor, to empower all levels of the workforce

- Utilize analytics that support the most critical dimensions of your company’s strategy
- Framework for defining strategic goals then aligning analytics effectively and appropriately to help meet those goals
- Identify the obstacles to developing an analytics roadmap throughout organizational functions
- Understand the value of leadership buy-in and analytics champions
- Transform marketing and growth strategy from “intuition-drive to analytics-driven”

For group rates or detailed speaker information contact
Alex Smith: asmith@gmi-solutions.com
Not only do attendees come to learn innovative skills and best practices in Enterprise Performance Management, analytics enablement and KPIs, they also come to meet with peers from different industries across the nation. Keeping this in mind, attendees are given a chance to network with colleagues from an array of backgrounds and disciplines.

**Network with colleagues and thought leaders from a breadth of industries and functional disciplines**

This event includes a number of valuable networking opportunities over the course of three days, including an event-launch cocktail reception, multiple networking breaks and a networking reception. Additionally, pre and post-event forums are available to meet peers prior to the event and stay in touch following this engagement’s closure.

**Organizations that attended 2013 events include:**

- Accuray
- Actelion Pharmaceuticals
- Adobe Systems
- Affymetrix
- AGCO
- Alere
- Allstate
- American Superconductor
- Amway
- Amica Mutual
- AppliedMicro Circuits
- Appro
- Array BioPharma
- Audi
- Atmel
- AutoTrader.com
- Bank of the West
- BASF
- Beekley
- Blessing Health
- Bose Corporation
- Briggs International
- Cadence
- Carlson
- Cedar Sinai
- Celanese Corporation
- Centura Health
- Cepheid
- Charles Schwab
- Chik-Fil-A
- Chipotle
- Chiquita
- Cisco
- Citrix
- CNN
- Comcast
- ConAgra
- Copa Airlines
- Cox
- Dean Foods
- Diebold
- Dolby
- Dominoes
- Electronic Arts
- eBay
- EJ Gallo
- Emerson
- England Logistics
- Eon US
- Ericsson
- ESPN
- Exelon Corporation
- Expedia
- F5
- Facebook
- FedEx
- Ferring Pharma
- Fifth Third Bank
- FL Smidt
- Flour
- Foot Locker
- FW Murphy
- Gap Inc.
- Genentech
- Gilead
- Grant Thornton LLP
- JCI
- JDS Uniphase
- JP Morgan
- Juniper
- Genworth
- Hamilton Beach Brands, Inc.
- Hardies
- Harvard Clinical Research Institute
- IHG
- IMClone
- Infinity Pharmaceuticals
- Ingram Micro
- Intuit
- Jabil Circuit
- JCI
- JDS Uniphase
- Johnson Matthey
- JP Morgan
- Juniper
- Keurig
- Kaiser Permanente
- KLA-Tencore
- Lam Research
- Lancer Corp
- Land O’ Lakes
- Levi’s
- Lexis Nexis
- Liberty Mutual Group
- Life Technologies
- McDean
- Maxwell Technologies
- Maxygen, Inc.
- Macys.com
- Mercedes-Benz USA
- MGM Resorts
- Micron Technology
- Microsoft Corporation
- Mutual of Omaha
- Nestle
- NetApp
- Nike
- Nissan
- Omnicell, Inc.
- Papa Murphy’s Int'l
- PayPal
- Popeyes® Louisiana Kitchen
- Procter & Gamble
- RCI
- Rent-A-Center
- Research In Motion
- Roche
- SanDisk
- Sara Lee
- Scottrade
- Sephora
- Stryker
- Symantec
- Tibco
- URS
- USAA
- Visa Inc
- Vonage
- WellPoint, Inc.
- Wells Fargo
- Turner Sports
- Sony Playstation
- Sigma-Aldrich
- Qwest
- HighMark Inc
- InComm
- Netsuite
- Parker Hannifin
- SunTrust Bank
- UTi
- Blue Cross
- Gen-Probe
- Lockheed Martin
- Ventura Foods
- Syncapse
- Assurant Solutions
- Abbott Laboratories
- Certipoint
- Camden
- JDSU
- Robert Half International
- Pamlab
- Harley Davidson
- Safeway
- Onvia
- Bally Tech
- Planview
- Manheim

For group rates or detailed speaker information contact
Alex Smith: asmith@gmi-solutions.com
Area – San Francisco International Airport

Located near San Francisco International Airport, our venue provides excellent access to Bay Area transportation as well as all the city has to offer. Gateway Management has on-the-ground knowledge of the area’s best restaurants, hotels and shows to maximize your experience outside the Summit.

Hotel and Accommodation Facilities

Our venue’s excellent location offers easy access to the entire San Francisco Bay Area. We have scouted locations throughout the region and find that the Westin San Francisco Airport offers excellent accommodations, a unrivaled meeting environment and tremendous value.

Travel

This event is best accessed by-way-of San Francisco International Airport. A hotel shuttle leaves every 20 minutes from SFO, directly to the event location. Oakland International Airport offers another convenient traveling option for our non-local guests and can be accessed by BART trains or taxi cabs.

Venue – Hyatt Regency San Francisco International Airport

Hyatt Regency SFO
1333 Bayshore Highway
Burlingame, CA 94010

Room Rate

$239/night

Reservations: 1-650-347-1234

Mention the AG Inc. block to the customer service agent to receive this exclusive reduced rate.

Online Reservations: TBA
Attendee Information

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Payment Information

- ☐ Check/Purchase Order
- ☐ Credit Card

Name on Card

Card Number

Expiration Date

CV2 (card verification number)

Billing Address

City/State/Zip

Pay By Check:
Checks should be made payable to Gateway Management. The mailing address for checks and tax forms is:

Gateway Management
2625 Alcatraz Avenue, #341, Berkeley, CA 94705

Cancellation/Rescheduling Policy:
All cancellations made four weeks or longer from the summit’s start date will be provided a full refund or credit toward current or future Gateway Management programs. Any cancellations made within four weeks of the programs start date will be provided with credit toward current or future Altamont Group programs.

Call
510-984-3026

Fax
510-380-7377

Online
www.gatewayanalyticsnetwork.com

For group discounts, packages and local information please email
Alex Smith:
asmith@gmi-solutions.com

For “Early Registration”, register December 19th, 2015

<table>
<thead>
<tr>
<th>Registration</th>
<th>Includes Monday &amp; Tuesday event plus networking reception</th>
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<td>☐ Standard Registration</td>
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