

## POSTBACK 2017 AGENDA - JULY 20TH

8:00am - Breakfast and meetings

9:30am - Welcome and keynote: Peter Hamilton, Chief Executive Officer at TUNE

10:30am - Being people centric and MobileBest

MobileBest is delivering the best experience to a customer via whichever avenue they're accessing your company. It means creating a dominating strategy across web and app. It means becoming a master of the buying cycle. It's not enough anymore to just build a great app, or even to focus your efforts on just an optimized mobile website. Hear from this group of mobile-first marketers and enterprise marketers on how they key in on their strengths to deliver the right message, to the right person, at the right time.

Patrick McCarthy, Head of B2C Marketing at Citi FinTech  
Amy Loesch, Vice President of Consumer Marketing at RetailMeNot  
Sid Jatia, Vice President of Global eCommerce at Under Armour  
Stewart Rogers, Director of Marketing Technology at VentureBeat (Moderator)

11:00am - Lightning keynote: Leveling up iconic Uber moments - Kellyn Kenny, Vice President of Marketing

11:15am - Face the F word: How to understand and fight fraud

Fraud is a familiar foe in the digital marketing world. Many performance marketers know what it's like to experience traffic patterns that just don't add up or to question whether every click really is delivering the value they're paying for. We saw equal frustration from partners who have no way to defend their claims or who have frustration watching other partners running fraud and still getting advertising budgets. Hear the greatest challenges that are still left to be solved and how we can all help build trust in the industry.

Oliver Mills, Global Mobile Marketing Manager at Hotels.com  
Will Phung, Vice President of Media at M&C Saatchi  
Piyush Shah, Chief Product Officer at InMobi  
Dan Koch, Chief Technology Officer at TUNE (Moderator)

12:00pm - Diversifying your media mix

As a marketer, your main goal is to deliver the right message to the right person at the right time – at scale. Since attention is diversifying across a growing number of channels, you aren't able to just pick five advertising channels and have most of your audience covered anymore. The largest digital advertising partners own a significant amount of the supply inventory – but what about the thousands of other advertising partners? To scale your unique reach, you have to be thoughtful with your channels to plan a strategic media mix based on your campaign goals. This panel will discuss the clear advantages of diversifying your media mix.

Bryan Davis, Senior Manager of Audience Marketing at The New York Times  
James Peng, Head of Social and Mobile at Match Group  
Amanda LaBroscian, Mobile Media Manager at Experian Consumer Services  
Doug Zanger, Editor at The Drum (Moderator)

12:30pm - 1:30pm Lunch on the promenade

1:30pm - Better together - paid and organic

In the online world, marketers clearly recognize the value of both paid and organic channels, and consequently, the time and resources needed for each strategy - achieving a certain balance. Unfortunately, this balance seems to have been lost somewhere along the way in app marketing, and companies appear to focus more heavily on a single channel (i.e. either paid or organic). Having a strategic mix between paid and organic marketing efforts is vital to success. The reason this strategic mix is so important is because of the unique relationship that exists between paid and organic installs. In the app world, running paid install campaigns boosts two (of the many) specific metrics that impact an app's rank in the app store: total downloads and download velocity. With these paid campaigns, the boost to both metrics also increases the app's ranking in the Top Charts and search, which leads to greater visibility and more organic downloads. This panel will dive into winning strategies across paid and organic.

Jen Taylor, Senior Director of Digital Audience Development at A+E Networks  
Esther Hwang, Senior Marketing Manager at Poshmark  
Richard Ha, Mobile & Social Marketing Manager at Zillow  
Sean Ellis, Chief Executive Officer at GrowthHackers (Moderator)

### 2:00pm - The power of understanding your return on ad spend

To measure return on ad spend (ROAS), marketers have historically had to deal with multiple spreadsheets and sources in order to consolidate data on their own. Alternatively, they've had to rely on data aggregation platforms that use unreliable and probabilistic methods to match data sets. Hear how marketers are reconciling the cost of marketing campaigns and the results collected from their web and mobile apps.

Beth Murphy, Senior Vice President of Marketing at iHeartMedia  
 Mike Schmid, Head of Marketing at Ember Entertainment  
 Gina Kwong, Senior User Acquisition Manager at Smule  
 Allison Schiff, Senior Editor at AdExchanger (Moderator)

### 2:30pm - Lightning keynote: Building for a new mobile medium: Instagram Stories - Ashley Yuki, Product Manager

Instagram has always been a destination for visual communication and inspiration, and the introduction of Stories has brought the ultimate immersive visual experience with full-screen vertical video. In this session, we'll share some of the ways our community is embracing this new form of communication and how brands can effectively take advantage of this immersive format to tell their story.

### 2:45pm - Lightning keynote: Last but not least: The art & science of retention marketing - Ben Clark, VP of Customer Retention at SeatGeek

### 3:00pm - CMO Connect

The success of an organization's mobile strategy lies with the C-suite and their leadership. Hear from a panel of CMOs as they share insights on where mobile lives within their organization, how they foster mobile talent and expertise among their staff, integrate and embrace new and changing technology platforms, optimize their media spend, and ultimately build deeper relationships with their connected consumers.

Michelle Broderick, Chief Marketing Officer at Simple  
 Kieran Hannon, Chief Marketing Officer at Belkin  
 Leigh McMillan, Chief Marketing Officer at ReachNow  
 Jennifer Wong, Vice President of Marketing at TUNE (Moderator)

### 3:30pm - Lightning keynote: Empowering the fan experience: Leveraging social to build a powerful online brand Aubrey Levy, Vice President of Marketing & Partnerships at theScore

### 3:45pm - A chat with the Global Head of Mobile App Ads at Google

Sissie Hsiao, Global Head of Mobile App Ads at Google  
 Ian Sefferman, Senior Vice President of Customer Experience at TUNE

### 4:00pm - Signals of success from Fortune 100 winners

These companies are financial winners, capturing outsized stock price growth: as much as 15% better than mobile laggards. In fact, companies that are tops in mobile are 1.9X more likely to be financially successful. Why? They connect with people one-on-one at scale via mobile, giving them unmediated and instant communication channels with their customers — an unparalleled advantage over their competitors.

Marie Langhout-Franklin, Global Head of Marketing, Partner Network at eBay  
 Brian Kim, Vice President of Media at Dollar Shave Club  
 John Koetsier, Mobile Economist at TUNE (Moderator)

### 4:30pm - Lightning keynote: A post-screen world - Adam Shlachter, President of Global Innovation at Publicis Media

### 4:45pm - 5:30pm Closing keynote: Pete Carroll

### 5:30pm - 7:00pm Meet and greet on the promenade

### 10:00pm - 1:00am Surprise artist at MoPOP (formerly known as EMP)

## POSTBACK 2017 AGENDA - JULY 21ST

8:00am - Breakfast and meetings

10:00am - Welcome and opening - Peter Hamilton, Chief Executive Officer at TUNE

10:30am - Building the future marketing technology stack

Miha Mikek, Chief Executive Officer at Celtra  
David Spitz, Chief Marketing Officer at mParticle  
Aurelie Genet, Mobile Marketing Lead at Trainline  
Ryan Buma, Chief Commercial Officer at TUNE (Moderator)

11:00am - Exclusive research: The near future of AI, VR, and AR in marketing, and why you should care

Stewart Rogers, Director of Marketing Technology at VentureBeat  
Jennifer Wong, Vice President of Marketing at TUNE (Moderator)

11:15am - Lightning keynote: Driving mobile success with personalization - Kevin Krone, Chief Marketing Officer at Southwest Airlines

11:30am - 12:30pm Brunch at McCaw Hall

12:30pm - Delivering the best experience with marketing: Fully connected with advertising

Having a great mobile experience that works regardless of how the customer wants to interact with your brand is the dream for every marketer. Success is going to require a smarter connection between advertising and marketing — from the ads the customer experiences, to the first engagement, and every behavior from the first purchase to the last. That customer experience occurs through various devices and platforms across the web and native apps, and there must be a way to pull it all together. Hear from brands that are connecting marketing with advertising, connecting every marketing event from attribution to engagement, and delivering the best customer experience.

Jacob Kreimer, Sr Product Growth Manager of MoPub at Twitter  
Nathan Coyle, Chief Executive Officer at Domino Media Group  
Aaron Lavin, Senior Manager, Advertising Marketing and Commerce at Deloitte Digital  
Brian Marcus, Director of Product Marketing at TUNE (Moderator)

1:00pm - Lightning keynote: Personalization - from marketing hype to experience expectation - Jennifer Wise, Senior Analyst at Forrester

1:15pm - Closing keynote: A chat with the Vice President at Apple

Todd Teresi, Vice President at Apple  
Peter Hamilton, Chief Executive Officer at TUNE

1:45pm - Peter closes and dismisses to garden party

2:00pm - 5:00pm - Garden party at Myrtle Edwards Park