

## POSTBACK 2018 AGENDA - JULY 19TH

8:00am - Breakfast and meetings

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

### 10:30am - Making Measurement Count

Poor optimization: It's a common pitfall too many growth marketers encounter, even after careful campaign planning and execution. They optimize for metrics that don't take into account the full capabilities of modern tools and technology, then wonder why their ROI doesn't measure up. They measure paid marketing spend, but not the organic amplification resulting from the efforts. They measure the acquisition cost, but do not take into account the full customer lifetime value. They measure the last click, but fail to account for the relationships that drove the initial awareness. No longer. During this panel, we'll showcase the metrics that move the needle so you can avoid falling into this trap in the future.

Allison Schiff, Senior Editor, AdExchanger  
 Patrick McCarthy, SVP, Global Head of Marketing - Citi FinTech  
 Michael Brooks, SVP of Revenue, WeatherBug  
 Steve Lok, Global Head of Martech, The Economist

### 11:00am - Monetizing the Fridge

Just when you think that ad inventories are getting tight, new media and form factors proliferate. From smart televisions to refrigerators and voice assistants, an increasing abundance of screens, mobile apps, and voice-controlled appliances are changing customer relationships. They're also enabling brands to reach targeted, opt-in audiences in new — and at times unexpected — moments. Where is the mobile ad world going? What is the next frontier? When will we be monetizing the fridge? Learn more about how emerging supply-side opportunities are providing context-rich connections both pre- and post-sale.

Cameron Stewart, COO, TUNE  
 Sean Webster, VP of Business Development, Applovin  
 Andrew Gerhart, VP of Publisher Platforms, InMobi  
 Benjamin Chen, SVP & GM of Developer Relations, Tapjoy

### 11:30am - Tech That Ties Us Together

Mobile devices are pillars of modern life that we depend upon for daily tasks and interactions. Mobile-best brands know this and focus on pre- and post-sale activities that move beyond the traditional customer journey to encompass the entire customer lifecycle. It's this lifetime commitment that's helping marketers and ad partners expand possibilities at every touchpoint. Dive deep into the behind-the-scenes technologies that are bringing the world of the customer together. Come see how brand-tech integrations are making mobile technology more essential than ever before.

Jeff Hasen, Mobile Strategist, Possible Mobile  
 Andrew Birnbryer, Managing Director, Applift  
 George Deglin, CEO, OneSignal  
 Adam Biehler, VP of Business Development and Partnerships, mParticle  
 Jude McColgan, CEO, Localytics

12:00pm - Engineering Trust: Fireside Chat with Steve Lok, Head of Martech, The Economist and Peter Hamilton, CEO TUNE

12:30pm - Lunch on the promenade

### 1:45pm - The TL;DR on GDPR: What's Next?

May 25, 2018 was not the end of GDPR's story — it was just the beginning. Through case law, regulatory guidance, additional legislative changes, and industry evolution, the next few months will reveal best practices and illuminate murky "Is this good enough?" ambiguities. In the meantime, remember these GDPR TL;DRs to navigate today's regulatory requirements while continuing to grow your business.

Ben Golden, General Counsel, TUNE  
 Meredith Halama, Partner, Perkins Coie  
 Steffen Wachenfeld, Chief Product Officer, WeQ  
 Carey DiJulio, SVP Product and Marketing, Big Fish Games

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## 2:15pm - Over-the-Top TV: H-OTT or N-OTT?

Audiences are growing. Spend is up. Buzzwords abound. What is OTT? How are marketers using it to grow their respective businesses. What is the path and trajectory for OTT? How do marketers measure it and extract value from it? As a brand, how do I remain proactive? As an advertising partner, how can I prepare? Join us for a discussion of how new screens are reshaping customer engagement options, and what's needed to make them better.

Rimma Kats, Senior Editor, eMarketer  
 Robin Chacko, SVP for OTT, Starz  
 Jen Taylor, Sr. Director Digital Audience Development, A+E Networks  
 Julia Beizer, Chief Product Officer, Bloomberg

## 2:45pm - Mobile Fraud: It Takes an Ecosystem

Digital advertising fraud cost marketers an estimated \$16.4 billion in 2017 – twice as much as in 2016 – and is expected to top \$19 billion in 2018. Despite improved detection and prevention, mobile ad fraud remains an industry-wide problem. Hear marketers and advertising partners compare notes on how transparency, technology, and trusted relationships are empowering the fight against mobile fraud.

Jonathan Lacoste, Co-Founder & President, Jebbit  
 Paul Jeszenszky, VP Growth, Rover.com  
 Kristina Congiusta, Head of Growth Operations, TMGA  
 Brian Wong, CEO, Kiip

## 3:15pm - Finding more of your “star” customers: Fireside Chat with Starz &amp; Google

## 3:45pm - Closing Keynote: Tricia Wang

## POSTBACK 2018 AGENDA - JULY 20TH

## 10:00pm - Opening Keynote: James Veitch

## 10:45am - Destination Next: All Aboard

The influencer economy is alive and well, and can provide an unrivaled level of personal context to brands. As the primary channel for influencer engagement, mobile offers a range of ongoing storylines where influencers (and the savvy marketers working with them) engage with target audiences. Yet this ever-growing list of personalities and channels make effective influencer marketing a fine line to walk. We'll discuss how to build, understand, and leverage these influencer audiences, plus how to measure influencer impact for true ROI insights.

Stefania Pomponi, Founder/President & Chief Evangelist, CLEVER  
 Benjamin Von Wong, Photographer, Influencer & Founder, Von Wong  
 Adam Lieb, CEO, Innervate  
 Taylor Nolan, Influencer

## 11:15am - Ads to Outcomes

Marketing and advertising systems are complex to use, let alone build. Instrumented properly, however, the infrastructure becomes a crucial strategic asset that differentiates brands. Performance marketing depends on trustworthy, accurate, and connected systems. Performance marketing centers on driving targeted outcomes across mobile platforms and channels. In this session, leading product managers and technologists will discuss the core components of any modern marketing system. How does the system need to be built to properly tie the marketing investments to the desired outcomes? Which data handling and storage fundamentals need to be part of it? What are the biggest pitfalls in building measurement and management platforms? When does it pay to partner?

Dan Koch, CTO, TUNE  
 Eric Lau, VP of Partner Management & Audience Development, Viacom  
 John Gibbons, Principal Product Manager, Atom Tickets  
 Sherry Lin, Growth Marketing / Operations, Lyft

## POSTBACK 2018 AGENDA - JULY 19TH

12:00pm - Lunch on the promenade

1:15pm - Managing Your Ad Partnerships Directly

The Pareto principle is hard at work in performance marketing circles today. Take a look at your top traffic-driving relationships: What don't you know about this cohort? What tools and data do your marketing partners need to drive incremental growth? In days past, it was the job of your affiliate networks to supply you with these answers. Today, you might be shocked to learn that many modern brands are managing their top partners directly and evaluating them – on a level playing field – using modern marketing tech platforms. These brands are requiring their partners to become more accountable to driving results. We'll discuss how the traditional business development relationship is experiencing an extreme makeover in the world of performance marketing.

Hannah Nilsson, Sr. Product Marketing Manager, TUNE  
Matt Wool, Co-Founder, Acceleration Partners  
Jonathan Claydon, CEO, Streamline Marketing  
Marie Langhout-Franklin, Head of Partner Marketing, eBay  
Lindsey Vreeland, Global Online Partnership Marketing, Microsoft

1:45pm - Welcome to Agencyland

Navigating the world of advertising is like touring an amusement park. In the eyes of many brands, new technology and media loom on the horizon like roller coasters: enticing unknowns full of twists and turns, with entry points that are difficult to locate and strict requirements for participation. Enter the agency – your experienced, connected guide to this adult playground. Today's top creative and media agencies are blazing new trails in mobile, performance, and digital marketing. By helping brands align channels, content, and audience interests across new screens and contexts, they're identifying new paths to deeper customer bonds. This session will highlight best practices for getting the most out of agency partnerships and landing the breakthrough concepts brands need.

Colin Sutton, NA Agency and Sales  
Michael Kahn, Global Brand President, Digitas  
Mick Rigby, Founder & CEO, Yodle Mobile  
Eric Mugnier (SVP at M&C Saatchi Mobile)  
Al Harnisch, VP of Growth, Prolific Interactive

2:15pm - Wrap up