Data Driven Business
CUSTOMER CENTRICITY THROUGH DATA

28-29 OCTOBER 2015
ETC. VENUES, BISHOPSGATE | LONDON

Free WiFi
Network: etcvenues
Password: wifi7105

DIAMOND SPONSOR
DELL Software

PRODUCED BY risingmedia
The World’s leading SEO, PPC and Online Marketing Conference is coming back to London

18-19 MAY 2016
ETC VENUES | 155 BISHOPSGATE
LONDON

www.smxlondon.com
Dear Conversion Optimisers,

Your market is growing! Job titles like Conversion Optimiser are no longer the exception, no matter how big or small a company is, no matter if it is an agency or if it is a corporate and Conversion optimisation is becoming more integrated with disciplines like analytics, psychology and product development - and this year’s agenda reflects that. Welcome to Conversion Conference London!

This year we’ll hear from in-house evangelists and agency optimisers. We’ll go into more detail than ever before on testing statistics, cross-platform analytics and mobile optimisation. Get ready for two days of intellectual stimulation as Conversion Conference brings together the industry experts and leaders. And of course there is much more: once again Conversion Conference runs as part of Data Driven Business. Being co-located with eMetrics Summit and Predictive Analytics World will provide excellent networking opportunities in the coffee breaks, at lunchtime and at the evening reception after the first conference day. We’ve brought together the speakers, the sponsors and your fellow colleagues. We’ll do everything we can to make this the best learning experience ever.

Thank you for coming!
Welcome to eMetrics Summit

Welcome to the 13th annual eMetrics Summit in London, bringing our unique way of learning, networking and brainstorming. Be prepared to be informed, updated and intellectually stimulated like never before.

The eMetrics Summit attracts the most passionate people to help you keep up with the changing landscape. The best, the brightest and the most informative experts, peers and vendors want to meet you.

It’s time to:
• Soak up intelligence from keynotes, breakouts and exhibit hall booths
• Take advantage of unparalleled networking with experts and peers
• Enjoy the parties, the receptions, and your amazingly intelligent peers

We ask that you take some responsibility for your experience and take full advantage of this gathering:
• Do not miss the keynotes. They’re not here for decoration - they have valuable insights.
• Write it down. Taking notes will serve you well now, next week and next month.
• Go to a session outside your comfort zone. Learn something novel.
• Take advantage of the Exhibit Hall. Press the sponsors for details.
• Ask questions. Do not be a passive receptacle. Reach. Stretch. Excel.
• Mingie. Introduce yourself. The audience is also the content.
• Let your hair down. You’re among friends.

We’ve brought together the speakers, the sponsors and your fellow travelers. We’ll do everything we can to make this the best learning experience ever.

Thank you for coming!

Sincerely,

Peter O’Neill
Founder & Lead Consultant, L3 Analytics
eMetrics Summit Conference Chair

Jim Sterne
eMetrics Summit Founder

Welcome to Predictive Analytics World

Analytics is evolving fast, with more companies driving innovations and improving decision making than ever before. Analytics upgrades the way we do business, from decisions in operations and supply chain, to marketing, sales and finance. And PAW’s extensive array of case studies proves that these innovations deliver.

With so much new insight on Analytics to share, I am confident that you made the right choice to join us at PAW 2015, the leading UK business event in Predictive Analytics. In its 5th edition, this conference is loaded with three full days with case studies, expertise, resources and optional tutorials. You can experience first-hand how today’s analytical pioneers and champions discuss their project experiences and views of past, present and future developments. PAW brings together both analytics experts and executives from a range of industries, to share their knowledge and facilitate networking, in order to keep the predictive analytics deployment moving forward.

Our unique goal of this conference is to enable an ever-growing number of organizations to win with predictive analytics, irrespective of the software vendor you are considering.

In addition, PAW is a part of the Data Driven Business conferences. This multi-conference “überevent” spans topics beyond predictive analytics, reflecting the growing importance and visibility in the online and media industry. You benefit from this cross-pollination by access to cross-conference expositions, shared workshops, and cross registration options. We hope that these complimentary sessions increase the value of this event, so please consider visiting them as well.

Enjoy the conference

Prof. Dr. Sven Crone
Program Chair
Director, Lancaster Research Center for Forecasting
Data Driven Business (DDB) Combo Pass

- You have access to all sessions in the agenda
  (Conversion Conference, eMetrics Summit and Predictive Analytics World)
- You have access to the exhibition
- Enjoy food and drink at the breaks

Two Day Conference Pass

- You have access to all sessions of the conference you have booked
  (conference logo is displayed on your badge)
- You have access to the exhibition
- Enjoy food and drink at the breaks

One Day Conference Pass

- You have access to all sessions of the conference you have booked
  on the day you have booked (conference logo and day of access are displayed on your badge)
- You have access to the exhibition
- Enjoy food and drink at the breaks

Social Networking Pass

- You have access to all Keynotes and sessions labeled Social Networking Pass of the conference you have booked on the day(s) you have booked (conference logo and day(s) are displayed on your badge).
- You have access to the exhibition
- Enjoy food and drink at the breaks

I have booked a workshop. Where can I get my ticket?

If you have booked a workshop please come directly to etc.venues, Bishopsgate Court, 4-12 Norton Folgate, London E1 6D. We have you on our list. If you decide during the conference that you would like to add a workshop to your ticket, please see us at registration and we will check if there is still availability.
## Agenda

**DAY 1 • WEDNESDAY - 28 OCTOBER, 2015**

### Registration
- 8.00 am - 9.15 am

### Conferences
- 9.15 am - 9.20 am
  - Welcome & Opening

### TRACKS

#### ROOM: Broadgate 2

- **Opening Featured Session:** Conversion Optimisation 2016
  - Stephen Pavlovich, Director, Conversion Factory

- **KEYNOTE:** Einstein Was Wrong: Everything That Can Be Counted Counts
  - Jim Sterne, Founder, eMetrics Summit

- **Digital Analytics as a Driver:** Integrating with Agile Optimisation
  - Dan Grainger, Lead Online Conversion Analyst, TUI

- **Transforming Tag Management from a Project into a Process**
  - Dave Sottimano, Lead Strategist, Define Media Group

- **KEYNOTE:** What Happened to Data Warehousing? Challenges & Opportunities in the Rapidly Changing era of Predictive Analytics
  - Usama Fayyad, Chief Data Officer, Barclays

#### ROOM: Bishopsgate 2

- **Opening Featured Session:** Analytics for TV Audiences – A Case Study on Combining Descriptive, Predictive and Prescriptive Analytics
  - Prof. Dr. Sven Crone, Director, Lancaster Research Centre for Forecasting

- **Sponsored Session:** How Analytics is Adapting in a Rapidly Changing World
  - Nuno Antonio, Pre and Post Sales Senior Manager, Dell

- **KEYNOTE:** What Can be Measured, Cannot Be Controlled
  - Alex Wakefield, Analytics Manager, Shell Oil Company

- **Analytics in the Supply Chain – Forecasting, Cross-Selling and Patient Recognition at Shell**
  - Alana Wakefield, Analytics Manager, Shell Oil Company

- **Shop Direct Experimentation – A Way of Learning**
  - Gareth Holder, UX Research, Shop Direct

#### ROOM: Broadgate 1

- **Opening Featured Session:** A Whole New Dimension of Insights: Advanced Analytics Across Multiple Platforms
  - Martijn Scheijbeler, Lead Growth, SEO & Analytics, The Next Web

- **Vistaprint Case Study:** From Last Click Attribution to Touchpoint Incrementality
  - Sergio Romero, Director of External Marketing & Performance Analytics, Vistaprint

- **Collecting Meaningful Data for Conversion Optimization Across Multiple Platforms for ROI**
  - Martin Schleijphagen, Lead Growth, SDO & Analytics, The Next Web

### Lunch Break
- 12.30 pm - 1.15 pm

### Coffee Break
- 10.30 am - 11.00 am
## DAY 1 • WEDNESDAY - 28 OCTOBER, 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
</table>
| 1.40 pm | **Conversion Conference**  
From Storytelling to Microtargeting: From Obama for America to Ready for Hillary — The Next Practice Campaigning  
Julius van de Laar, Digital Media Strategist & Campaigns Consultant, van de Laar Campaigning  
**KEYNOTE:**  
Ninja and Pirates and Jedi - Oh My! Driving Cultural Change Within a Complex Organization  
Dave Rhee, Global Marketing Analytics, adidas group |
| 2.40 pm | **TRACK 1**  
Data-Driven User Experiences  
Luigi Reggiani, Head of Data Analytics, Google EMEA  
**STRATEGY TRACK**  
Your Results are Invalid: Advanced Statistics for CRO  
Tom Capper, Analytics Consultant, Distilled  
**TACTICS TRACK**  
Get Your Facts Straight — Campaign Tracking: Invest in Doing it Right  
Stein Rasmussen, Senior Partner and Scandinavian Online Optimisation Specialist, IM Nordic  
Henrik Stenmann, Senior Partner & Scandinavian Online Marketing Specialist, IM Nordic |
| 3.30 pm | **Coffee Break** |
| 3.55 pm | **TRACK 2**  
Isolation versus Batch Testing — Its all About Time, Money, Traffic & Ambition  
Paul Rouke, Founder & Director of Optimisation, PMWO  
**Roundtable Discussion:** Nobody Knows the Trouble I’ve Seen |
<p>| 4.40 pm | <strong>Session Change</strong> |
| 4.45 pm | <strong>Session Change</strong> |
| 5.45 pm | Networking Reception in the Exhibit Hall |
| 7.00 pm | End of First Conference Day |</p>
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.30</td>
<td>Registration</td>
</tr>
<tr>
<td>9.30</td>
<td>Track 1: Conversion Conference</td>
</tr>
<tr>
<td>10.55</td>
<td>Track 2: Omni-Channel UX Research with Eye Tracking</td>
</tr>
<tr>
<td>11.45</td>
<td>Keynote: Top Optimisation Mistakes &amp; How To Learn From Them</td>
</tr>
<tr>
<td>11.40</td>
<td>Session Change</td>
</tr>
<tr>
<td>12.30</td>
<td>Lunch Break</td>
</tr>
</tbody>
</table>

**Track 1: Conversion Conference (Room: Broadgate 2)**

- **Conversion Techniques for the Cross Channel, Multi-Device Buyer**
  - Charles Nicholas, SVP Product Strategy, Chair the SAP Conversion Academy, SAP

- **Top Optimisation Mistakes & How To Learn From Them**
  - Chris McCormick, Optimisation Strategist, PRWD
  - Derek Gallagher, Conversion Optimisation Manager, Trend Micro

- **Featured Session: Using Data About How You Shop for Data to Help Sell You Data**
  - Andrew Morris, Senior Digital Analyst, TalkTalk

**Track 2: Omni-Channel UX Research with Eye Tracking (Room: Broadgate 1)**

- **From Boots to Bytes: Schult’s Approach to Data and Analytics**
  - Stuart McMillan, Deputy Head of Ecommerce, Schuh Limited

**Strategy Track (Room: Bishopsgate 2)**

- **Measuring the Business Impact of Your YouTube Videos – and Beyond**
  - Vincent Kormogrant, Senior Web Analyst, IF Insurances Finland

**Tactics Track (Room: Bishopsgate 1)**

- **KEYNOTE: Leveraging Big Data With Predictive Analytics**
  - Dean Abbott, Co-Founder and Chief Data Scientist, SmarterHQ

**Track 2: Multi-Device Buyer**

- **Developing Predictive Web Analytics at iProspect - Statistical Techniques or Machine Learning?**
  - Costas Mantziaris, iProspect

- **Spotting unusual behavior in internet traffic data: A case study of Predictive Analytics usage at uSwitch**
  - Abigail Lebrecht, Principal Analyst, uSwitch.com

- **How to Surf a Data Lake without Drowning?**
  - Dr. Ralph Wirth, Head of Data Lab, GfK
  - Dr. Anna Machens, Data Scientist, GfK Data Lab

**Keynote (Room: London)**

- **Bang! 15 Cases of Real CRO Impact by Applying Data & Psychology**
  - Bart Schutz, Chief Persuasion Officer, Online Dialogue

- **The AB Testing Hype Cycle: Escaping the Trough of Useless Testing**
  - Craig Sullivan, CEO, Optimal Visit

**Featured Session (Room: Bishopsgate 2)**

- **Using Data About How You Shop for Data to Help Sell You Data**
  - Andrew Morris, Senior Digital Analyst, TalkTalk

---

**DAY 2 • THURSDAY - 29 OCTOBER, 2015**
<table>
<thead>
<tr>
<th>Time</th>
<th>TRACKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.40 pm</td>
<td><strong>INTERACTION BETWEEN CHANNELS FOR THE GORE-TEX® BRAND: CONVERSION OPTIMISATION FOR COMPLEX MULTICHANNEL CAMPAIGNS</strong>&lt;br&gt;Dr. Korbinian Spann, W. L. Gore &amp; Associates GmbH&lt;br&gt;<strong>IMPROVING CUSTOMER TARGETING WITH MOBILE DATA</strong>&lt;br&gt;Victor Schlegel, Head Business Intelligence/BigData Services, Swisscom Schweiz AG</td>
</tr>
<tr>
<td>2.40 pm</td>
<td><strong>USING STRATEGIC COMPETITOR ANALYSIS TO IMPROVE YOUR CONVERSION RATE</strong>&lt;br&gt;Theo van der Zee, Owner, ConversionReview&lt;br&gt;<strong>DANALYTICS AS A DRIVER: INTEGRATING WITH AGILE OPTIMISATION</strong>&lt;br&gt;Den Grainger, Lead Online Conversion Analyst, TUI</td>
</tr>
<tr>
<td>3.30 pm</td>
<td><strong>INTERNET ECONOMY EXPERIMENTATION</strong>&lt;br&gt;Colin McFarland, Head of CRO, Skyscanner&lt;br&gt;<strong>KEYNOTE: HOW ANVLYTICS HELP CONTENT CREATORS</strong>&lt;br&gt;Joe Jenkins, Mobile Editor, Telegraph Media Group&lt;br&gt;<strong>FEATURED SESSION: MAN VS. MACHINE IN MARKETING</strong>&lt;br&gt;Rob Fenton, UK MD, fifty-five&lt;br&gt;Mike Thornhill, CEO, ActivInstinct</td>
</tr>
<tr>
<td>4.40 pm</td>
<td><strong>LIVE LANDING PAGE REVIEW - FOCUS MOBILE</strong>&lt;br&gt;Bart Schutz, Chief Persuasion Officer, Online Dialogue&lt;br&gt;<strong>KEYNOTE: THE STATE OF THE ANALYTICS NATION</strong>&lt;br&gt;Sébastien Hamed, Digital Analytics Thought Leader, Consultant&lt;br&gt;<strong>CLOSING NOTE AND FEEDBACK</strong>&lt;br&gt;Prof. Dr. Sven Crone, Director, Lancaster Research Centre for Forecasting</td>
</tr>
<tr>
<td>5.30 pm</td>
<td><strong>END OF CONFERENCE</strong></td>
</tr>
</tbody>
</table>
Workshop: Persuasive Psychology Class – Optimize Your Website

30 October, 2015 | 9.00 am – 4.30 pm
etc.venues,
Bishopsgate Court
4-12 Norton Folgate
London E1 6DQ

Leader: Ton Wesseling
CEO,
Testing.Agency

Leader: Bart Schutz
Chief Persuasion Officer,
Online Dialogue

Masterclass: Evidence based growing your business

How to apply digital data & psychology

After a huge success on Conversion Conference Las Vegas in May 2015 - Bart Schutz and Ton Wesseling will repeat their data & psychology masterclass at Conversion Conference London and Berlin.

Summary of the masterclass

Knowing how to be data-driven and run experiments in a valid way is not enough for you to outperform your competitors’ growth. The winner in your market will be the one that boosts his online persuasiveness the quickest!

Yes we will teach you how to be data driven and apply the FACT & ACT optimization cycle, but as peculiar as it sounds, the better you are at influencing your users’ mostly subconscious brain processes, the higher your growth curve will be.

So in this Master Class, we will spoil you with mind blowing scientific insights about your customers’ brain. We will learn you how to apply these insights in a continuous optimization culture and make sure you are not going to make the mistakes that your competitors are making in growing their business.

What You Will Learn

• The way your users’ brain works while making decisions
• 20 Pragmatic Persuasion Techniques to apply on your own digital efforts
• How to outgrow optimization, and achieve exponential growth

Workshop: Dashboard & Data Visualization (with Tableau) “Oh magic tool, reveal to me what I can’t see”

30 October, 2015 | 9.00 am – 4.30 pm
etc.venues,
Bishopsgate Court
4-12 Norton Folgate
London E1 6DQ

Leader: Stéphane Hamel
Digital Analytics Thought Leader,
Consultant

This hands on workshop led by Stéphane Hamel, one of the industry’s most influential contributor (DAA, 2012), reveals how to turn dull metrics into engaging data visualizations and powerful executive dashboard that inform decisions.

If you want people to act on your data, it has to be meaningful. If you want to drive action in your organization, you have to go beyond canned reporting options and learn how to create great dashboards. And if you truly want to become data driven, you have to empower your stakeholders with the ability to slice & dice the data at will.

Who should attend:

This workshop is ideal for anyone interested in obtaining an effective, broad-based overview of the concepts and features provided by Tableau, with a focus on application for digital analysts.

Learning objectives:

By the end of this workshop, you will be familiar with concepts, will have learned tips, tricks, techniques to create compelling dashboards & visualizations with Tableau:

• Identify and prioritize what to include in dashboards and visualizations
• Design effective dashboard layouts
• Create meaningful tables, graphs and other visualizations
• Understand how to adapt dashboards for multiple stakeholders and bring interactive elements to them
• Decide when and why to graduate from dashboards in Google Analytics (or other web analytics tools) to Tableau

BONUS: Participants who bring a sample dashboard or executive report to the workshop will receive specific feedback on how to improve it!
Workshop: The Best and the Worst of Predictive Analytics: Predictive Modelling Methods and Common Data Mining Mistakes

30 October, 2015 | 9.00 am – 4.30 pm • etc.venues, Bishopsgate Court
4-12 Norton Folgate
London E1 6DQ

Leader:
John Elder, Ph.D.
CEO and Founder
Elder Research, Inc

A free copy of John Elder’s book Statistical Analysis and Data Mining Applications is included.

Intended Audience: Interested in the true nuts and bolts
Knowledge Level: Familiar with the basics of predictive modelling.

Attendees will receive an electronic copy of the course notes via USB drive.

Workshop Description

Predictive analytics has proven capable of enormous returns across industries – but, with so many core methods for predictive modelling, there are some tough questions that need answering:

- How do you pick the right one to deliver the greatest impact for your business, as applied over your data?
- What are the best practices along the way?
- And how do you avoid the most treacherous pitfalls?

This one-day session surveys standard and advanced methods for predictive modelling.

Dr. Elder will describe the key inner workings of leading algorithms, demonstrate their performance with business case studies, compare their merits, and show you how to pick the method and tool best suited to each predictive analytics project. Methods covered include classical regression, decision trees, neural networks, ensemble methods, uplift modelling and more.

The key to successfully leveraging these methods is to avoid “worst practices”. It’s all too easy to go too far in one’s analysis and “torture the data until it confesses” or otherwise doom predictive models to fail where they really matter: on new situations.

Dr. Elder will share his (often humorous) stories from real-world applications, highlighting the Top 10 common, but deadly, mistakes. Come and learn how to avoid these pitfalls by laughing (or gasping) at stories of barely averted disaster.

If you’d like to become a practitioner of predictive analytics – or if you already are, and would like to hone your knowledge across methods and best practices, this workshop is for you!

What you will learn:
- The tremendous value of learning from data
- How to create valuable predictive models for your business
- Best Practices by seeing their flip side: Worst Practices

Online Workshop: Predictive Analytics Applied
An Online Introduction

Registration details here: http://pawuk.risingmedia.eu/london2015/workshops/#workshop2

New to predictive analytics? Take this online course to ramp up before Predictive Analytics World.

Online ½-hour training program:
- On-demand at any time start now for 3 months of access
- Self-paced e-learning at your convenience
- Internationally-friendly taken from over 30 countries

Knowledge Level: No background in statistics or modeling is required. The only specific knowledge assumed for this training program is moderate experience with Microsoft Excel or equivalent.

Attendees will receive 3 months of unlimited online access, a course materials book, and a certificate of completion.

Workshop Description

Business metrics do a great job summarizing the past. But if you want to predict how customers will respond in the future, there is one place to turn predictive analytics. By learning from your abundant historical data, predictive analytics delivers something beyond standard business reports and sales forecasts: actionable predictions for each customer. These predictions encompass all channels, both online and off, foreseeing which customers will buy, click, respond, convert or cancel. If you predict it, you own it.

The customer predictions generated by predictive analytics deliver more relevant content to each customer, improving response rates, click rates, buying behavior, retention and overall profit. For online applications such as e-marketing and customer care recommendations, predictive analytics acts in real-time, dynamically selecting the ad, web content or cross-sell product each visitor is most likely to click on or respond to.

Predictive Analytics Applied is a self-paced online course instructed by the founder of Predictive Analytics World that covers the following topics:

- **Applications**: Business, marketing and web problems solved with predictive analytics. The many ways its predictions can be used to drive various business decisions.
- **Core Technology**: How a predictive model works and how it’s created. What a predictive model looks like under the cover. What data is required for predictive modeling.
- **Evaluation**: How well a predictive model works and how much revenue it generates
- **Management**: Project leadership and business process for predictive analytics; the organizational challenges and how to overcome them.
- **Illustrations**: Live demos and detailed case studies
- **Hands-on**: “Get your hands dirty” with a revealing Excel-based exercise, bringing a predictive model to life and seeing it improve before your eyes
Diamond Sponsor

**Dell Software • software.dell.com/products/statistica/**

Rapidly turn big data into your biggest competitive advantage with solutions from Dell Software. We make it simple to analyze, manage, visualize and mine your data, giving you the power of a team of Ph.D.’s — in solutions that offer unrivaled simplicity for business users and data professionals alike. With our powerful, yet easy-to-use, software, you’ll improve decision making, achieve compliance, automate analytic processes, make accurate predictions, reduce costs and errors and break down data silos. Learn more at software.dell.com/solutions/business-intelligence/ and software.dell.com/products/statistica/

Lifetime Association Partner

**Digital Analytics Association • www.digitalanalyticsassociation.org**

The DAA is a not-for-profit, volunteer-powered association that helps members like Adobe, Expedia SAS and Yahoo! become more valuable through education, community, research and advocacy. The DAA was founded as the Web Analytics Association in 2004. The organization has more than 2000 members worldwide, representing forty countries and a broad spectrum of expertise. For more information about the DAA, or to become a member, visit the DAA website at: www.digitalanalyticsassociation.org.

Bronze Sponsors

**SimilarWeb • http://www.similarweb.com/**

SimilarWeb measures the digital world, providing online marketers with competitive market intelligence to make better business decisions. Our intuitive market intelligence gives PPC, SEO, Media Buyers and Affiliates an edge over the competition with actionable insights into their competitor’s marketing tactics. SimilarWeb reveals top traffic driving keywords and referrals for any website, app, or industry. Our data panel is the largest in the industry and the only one that offers website, mobile web and mobile app data.

**UBC The University of British Columbia • www.cstudies.ubc.ca/tmap**

UBC Continuing Studies offers the 100% online Award of Achievement in Digital Analytics program in collaboration with the Digital Analytics Association (DAA). This award-winning program is one of our most popular programs with over 1,200 graduates from 40 countries. Also in partnership with the University of California, Irvine Extension, UBC Continuing Studies jointly offers the Web Intelligence Certificate. For more information on these programs and our recently launched 100% online Certificate in Digital Strategy, visit our website.
OptiMonk • https://www.optimonk.com/

OptiMonk is the most powerful onsite retargeting platform that helps you recover abandoning visitors. It provides you an advanced still simple way to convert more visitors to buyers and build your email subscription list. Your messages show up with a special offer at the exact moment a visitor is about to leave your site – down to the millisecond. Basically, you get a second chance to convince your visitors.

OptiMonk was created by a team of passionate digital marketers out of simple necessity: they couldn’t find a reliable exit-intent tool, and felt that optimizing conversions shouldn’t be such a headache. As a result, OptiMonk’s basic features are focused on providing a simple yet effective solution that any marketer could implement with ease. In addition, OptiMonk has created advanced functionality for the most robust conversion optimization needs.
State of Digital • www.stateofdigital.com

State of Digital is one of Europe’s leading websites in Digital Marketing related topics. State of Digital is a unique platform, which helps those working in digital find the right content which fits their needs, their current position, their experience level and also the state of the digital marketing implementation of their companies. They can read and share the right content with the right people to take the next steps in digital marketing. Through the website, which holds a blog, whitepapers, guides, training, webinar, workshops and events etcetera, State of Digital connects the dots between different people and channels and it breaks down silo’s. It integrates all marketing channels. The website and the concept behind State of Digital was created and developed Bas van den Beld. The site is the successor of award winning blog State of Search.

datafloq • https://datafloq.com

Datafloq is the one-stop-shop for Big Data, empowering organizations to create value from data. The platform brings together all stakeholders within the global Big Data market. It includes a Big Data vendor search engine, covering most of the global Big Data vendors, as well as provides valuable knowledge around Big Data. The objective of Datafloq is to spur the global understanding and application of Big Data in order to drive innovation and growth.

Mixing Digital • www.mixingdigital.com

Mixing Digital is a full service agency which helps meet all your event management, digital marketing events, communications, networking, brand building and news-in-brief needs.

The team consists of six renowned specialists with over 20 years’ experience in events communications. Our newsletter is read by 6,000 digital marketers. We run our own monthly networking events.

The Ecommerce Club • www.ecommerceclub.org

We are a member-led group dedicated to encouraging and supporting retailers in developing ecommerce expertise. Building collaboration through information sharing, market insight, networking and events, we’re bringing the industry together to develop best practice for an omnichannel future.
Compete and win with big data analytics

Data scientists are scarce and data sources and environments can be highly distributed and difficult to leverage. Organisations that harness the power of IoT, big data and real-time analytics, create new avenues to innovation and huge competitive advantage.

Speak to Dell Software to discuss how collective intelligence and native distributed analytics can help you solve these real-life challenges.