



At Coremetrics Client Summit 2007, Attendees will participate in an action-packed agenda that starts on Monday night with a gala reception and networking opportunities. Tuesday and Wednesday include a host of keynote and breakout sessions, including presentations from industry luminaries and over 15 client case studies.

To register please visit: [www.coremetrics.com/clientsummit/](http://www.coremetrics.com/clientsummit/)

Coremetrics Client Summit 2007 -- New Orleans, LA	
Monday, March 19th	
4:00pm-8:00pm	<p align="center"><b>Registration</b>  <b>Queen Anne Ballroom Foyer - Mezzanine Level</b></p>
6:30pm-9:00pm	<p align="center"><b>Welcome Reception</b>  <i>Sponsored by Offermatica</i>  <b>Riverview Room/Pool Deck - 16th Floor</b></p>

Tuesday, March 20th	
7:30am-8:30am	<p align="center"><b>Breakfast - Best Practices Pavilion</b></p>
8:30am-9:30am	<p align="center"><b>"Revealing the Face of the New Marketer"</b>  <i>Joe Davis, President and CEO, Coremetrics</i></p>
9:30am-10:15am	<p align="center"><b>E-Marketing Becomes Strategic to the Marketing Organization</b>  <i>Adam Sarnier, Principal Research Analyst, Gartner, Inc.</i></p>
10:15am-10:45am	<p align="center"><b>AM Refreshment Break - Best Practices Pavilion</b></p>
10:45am-11:30am	<p align="center"><b>Increasing Cross Selling Revenue &amp; Efficiency—Intelligent Offer Best Practices</b>  <i>Mike Niemann, Coremetrics</i>  <i>Jerilyn Beckley, Benchmark Brands</i></p>

				<b>Breakouts</b>		
				<b>Marketing</b>	<b>Organizational Success</b>	<b>Site Design</b>
11:40am-12:30pm				<b>Behavioral Targeting 101</b> <i>Sara Hunter, Coremetrics</i> <i>Ranjana Sharma, Anthropologie</i>	<b>Data-driven Merchandising</b> <i>Chris Luton, Coremetrics</i> <i>Mike Ross, QVC</i>	<b>Customer Centric Multichannel Retailing</b> <i>Chris Mann, Coremetrics</i> <i>Devon Montoya, philosophy, Inc.</i> <i>Bill Holtshouser, IBM Corporation</i>
12:30am-2:00pm	<b>Lunch - Best Practices Pavilion</b>					
				<b>Breakouts</b>		
				<b>Marketing</b>	<b>Organizational Success</b>	<b>Site Design</b>
2:00pm-2:50pm				<b>Optimizing Natural Search</b> <i>Gilbert Ramirez, Coremetrics</i> <i>Bree Blazak, YourAmigo</i> <i>Leslie Carruthers,</i> <i>TheSearchGuru.com/Brookstone</i>	<b>SEM Strategies for the Time-Challenged Search Marketer</b> <i>Chad Baldwin, Coremetrics</i> <i>Tim Schaeffer, Coremetrics</i>	<b>Tracking &amp; Analyzing Key Non-Revenue Generating Site Events</b> <i>Mike Niemann, Coremetrics</i> <i>Marni Foster, People2People</i>
3:00pm-3:50pm				<b>Increasing Lifetime Customer Value Using Email Behavioral Targeting</b> <i>Ross Miller, Coremetrics</i> <i>Tom Holodak, Ecklers</i>	<b>Effective A/B testing</b> <i>Neil McGoldrick, Coremetrics</i> <i>Mike Amer, Victoria's Secret</i>	<b>Understanding the Impact of Web 2.0 on Your Business</b> <i>Brian Tomz, Coremetrics</i> <i>John Rosato, IBM</i>
3:50pm-4:15pm	<b>PM Refreshment Break - Best Practices Pavilion</b>					
4:15pm-5:15pm	<b>Birds of a Feather Sessions</b>					
5:15pm-6:30pm	<b>Partner Cocktail Reception - Best Practices Pavilion</b>					
7:00pm-10:30pm	<b>Gala Dinner</b>					

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Wednesday, March 21st			
7:30am-8:30am	<b>Breakfast - Best Practices Pavilion</b> <i>Sponsored by Mercado</i>		
8:30am-9:30am	<b>Coremetrics—Driving the Future of Online Marketing</b> <i>John Squire, Senior VP of Product Strategy and GM of Search Services, Coremetrics</i>		
9:30am-10:15am	<b>Deceptively Simple Techniques That Impact the Bottom Line</b> <i>Bryan Eisenberg, Co-Founder, FutureNow Inc.</i>		
10:15-10:45	<b>AM Refreshment Break - Best Practices Pavilion</b>		
10:45-11:30	<b>Expanding and Optimizing Your Search Engine Marketing</b> <i>Jeremy Templer, Coremetrics</i> <i>Hilarie A. Pozesky, Calendars.com</i>		
11:30-12:15	<b>Measuring Site Tools—Chat, User Reviews, Blogs and Online Catalogs Panel Discussion</b> <i>John Lazarchic, PETCO, Kim Wellers, Circuit City, John Rosato, IBM, and Brian Tomz, Coremetrics</i>		
12:15pm-1:30pm	<b>Lunch - Best Practices Pavilion</b>		
1:30pm-2:20pm	Breakouts		
	Marketing	Organizational Success	Site Design
	<b>Optimizing Marketing Across Multiple Interactions</b> <i>Matt Lawson, Coremetrics</i> <i>Ken Mitchell, Hanover Direct</i>	<b>Optimizing Onsite Search Functionality &amp; Improving the Valuable Search Visitor Segment</b> <i>Cindy Lincks, Coremetrics</i> <i>Liz Weisend, Macy's</i>	<b>Developing Relevant KPIs</b> <i>Angie Brown, Coremetrics</i> <i>Ian Gruber, Pottery Barn E-Commerce</i>
2:30pm-3:20pm	<b>Maximizing the Shopping Comparison Site Channel</b> <i>Ian Strain-Seymour, Coremetrics</i> <i>Glenn Hamilton, Mercent Speaker TBD, customer</i>	<b>Creating an Action Oriented Culture</b> <i>Brian Tomz, Coremetrics</i> <i>Matt Cardwell, Quicken Loans</i>	<b>Why Tagging Matters—Maintaining Data Value Through Tag Maintenance</b> <i>Eliot Towb, Coremetrics</i> <i>Kim Nguyen, JC Penney</i>
3:30pm-4:00pm	<b>Closing Remarks,</b> <i>Joe Davis, Coremetrics</i>		

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# Keynote Sessions

At the Coremetrics Client Summit 2007, you will hear from Coremetrics executives and industry experts in a series of keynote sessions that complement our breakout and networking sessions. Keynote presentations will cover hot topics for marketers today, such as metrics driven marketing, how Web 2.0 is impacting web measurement, and multichannel marketing.

Keynote presentations include:

- **Revealing the Face of the New Marketer**  
**Joe Davis, President and CEO, Coremetrics**

The face of the marketer is changing. Gone are the days where simple branding and advertising campaigns were enough to attract high value clients to your site and recognize handsome profits for your businesses. Today, consumers have evolved into critical buyers with access to a vast amount of research, products and prices. In parallel, there is a dizzying array of new channels for reaching customers, which means larger and more difficult to manage campaigns. This complexity not only necessitates a shift in how you manage customer acquisition, but also a shift in the role of the marketer. Joe will talk about the evolution of digital marketing, its impact on marketing overall, and where companies need to focus.

- **E-Marketing Becomes Strategic to the Marketing Organization**  
**Adam Sarner, Principal Analyst, Gartner Inc.**

Companies are capitalizing on the inherent advantages and efficiencies of marketing and transacting through the online channel. While customers choose to interact with companies through an increasingly complex combination of channels, companies must understand the role of their online channels as part of a multichannel strategy to continually identify customers, understand their value to the business and apply that knowledge across all channels to create continual positive customer experiences.

Key issues include:

- What are the trends that will enable e-marketing to energize an enterprise's overall marketing strategy?
- How can enterprises develop e-marketing strategies to move from mass market to relevant customer dialogs?
- How will vendors evolve to deliver solutions that incorporate e-marketing as part of a mulichannel offering?

Adam Sarner has been an analyst in Gartner Research for the last 9 years. With over 15 years of experience in the IT industry, Adam is responsible for Gartner's coverage on CRM, campaign management, e-marketing and ecommerce strategies and technologies. Prior to joining Gartner, Mr. Sarner was responsible for developing CRM applications for Signal Administration, a group of self-insurers in the maritime industry.

- **Coremetrics—Driving the Future of Online Marketing**  
**John Squire, Sr. VP of Product Strategy, and GM of Search Services, Coremetrics**

Coremetrics continues to lead the market with Analytics geared for leading marketers and business owners that are competing in the complex Web 2.0 environment. With the recent release of Intelligent Offer and Coremetrics Search, Coremetrics continues to invest in Precision Marketing Applications that deliver an automated action platform to help you address critical business questions and automate action.

Join John Squire for an interactive discussion regarding the latest innovations, features, and product enhancements that will be released in Spring and Summer 2007.

- **Deceptively Simple Techniques that Impact the Bottom Line**  
**Bryan Eisenberg, Co-Founder, FutureNow, Inc.**

Good marketers know that customer-centered marketing is mandatory. However, we are not the customer. What the customer perceives as relevant is the thing that successful marketers must anticipate, plan and deliver on. With the right amount of science and intuition, marketers anticipate different angles from which customers frame their questions and then coordinate messaging across multiple channels so that marketers can create, test, and modify predictive models of customer behavior. Yet, despite its simplicity, almost nobody does these things consistently correctly.

Bryan is the Co-Founder of Future Now, Inc. the pioneer in the field of optimizing online experiences to maximize

sales conversions. Bryan is the author of two New York Times bestsellers, "Call To Action" and "Waiting For Your Cat To Bark?" Bryan has worked with NBC Universal, GE, Dell and Volvo CE.

**In addition, a series of client-led best practice sessions will be held in the general sessions.**

- Increasing Cross Selling Revenue & Efficiency—Intelligent Offer Best Practices
- Expanding and Optimizing Your Search Engine Marketing
- Measuring Site Tools—Chat, User Reviews and Blogs—Panel Discussion

## Breakout Tracks

Client Summit 2007 attendees will be able to attend any five of the following breakout sessions geared to the needs of marketers, merchandisers, ecommerce managers, and web analysts. In these sessions you will hear best practices for marketing, merchandising and site design as well as customer successes, and tips and tricks. These informational sessions will provide you with insight into how leading online organizations are achieving success, and how they are leveraging Coremetrics in driving their online business. The hands on nature of the breakout sessions will enable you to apply findings to your organization immediately.

Topics for breakout sessions will cover a wide variety of areas, including:

Marketing	Organizational Success	Site Design
<ul style="list-style-type: none"> <li>• Behavior Targeting 101</li> <li>• Optimizing Natural Search</li> <li>• Increasing Lifetime Customer Value Using Email Behavioral Targeting</li> <li>• Optimizing Marketing Across Multiple Interactions</li> <li>• Maximizing the Shopping Comparison Site Channel</li> </ul>	<ul style="list-style-type: none"> <li>• Data-driven Merchandising</li> <li>• SEM Strategies for the Time-Challenged Search Marketer</li> <li>• Effective A/B testing</li> <li>• Optimizing Onsite Search Functionality &amp; Improving the Valuable Search Visitor Segment</li> <li>• Creating an Action Oriented Culture</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Centric Multichannel Retailing</li> <li>• Tracking and Analyzing Key Non-Revenue Generating Site Events</li> <li>• Understanding the Impact of Web 2.0 on Your Business</li> <li>• Developing Relevant KPIs</li> <li>• Why Tagging Matters—Maintaining Data Accuracy and Value Through Tag Maintenance</li> </ul>

## Birds of a Feather Sessions

In addition, based on customer request, we are including topical networking sessions in which you can directly interact with your peers. These highly interactive sessions will be focused on specific topics, and allow for attendees to share their challenges, best practices, and achievements with their peers.

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