

2:00 p.m.

**Welcome**

**Tate Olinghouse**

Chief Revenue Officer, Acxiom

2:10 - 3:00 p.m.

**Consumer Transformation: Understanding the Opportunities and Challenges in Selling to Millennials and Gen Zs**

Millennials and Gen Zs share a high degree of engagement with new technologies, devices, and services, but these two generations differ dramatically from each other. Join us as IDC Senior Analyst Kelly Brown shares insights about consumer behaviors, attitudes, and satisfaction and how it all relates to what marketers need to know about customer acquisition in 2024. Consumer technology adoption continues to accelerate, making it vitally important to understand the unique sentiments of Millennials and Gen Zs.

**Kelly Brown**

Senior Analyst, IDC

3:00 - 3:20 p.m.

**Where Marketing and AI Collide – What It Means for Healthy Acquisition**

The competition for a consumer's dollar has never been higher. But the good news is 73% of consumers say they're willing to stay loyal to brands that deliver great customer experiences. How can AI help? To understand how brands and their customers are experiencing this AI revolution, we surveyed consumers and brands across the U.S. and U.K.

**Tammy Ammon**

Head of Thought Leadership and Research, Acxiom

3:20 - 3:50 p.m.

**Acquiring Customers in a Changing Landscape**

To uncover actionable insights and increase conversion rates, your brand must have a solid foundation of data and identity to fuel successful marketing. Learn how a data-driven approach can help you thrive in a changing landscape in 2024.

**Dustin Raney**

Director of Identity Innovation, Acxiom

3:50 - 4:10 p.m.

**Customer Acquisition in a Cookieless World**

Many marketers are still strategizing on how to scale top-of-funnel initiatives once third-party cookies are fully deprecated. To solve for acquisition and scale, brands need to work with durable first-, second-, and third-party data in one centralized customer data platform. In this session you'll learn how you can scale acquisition, drive loyalty, and build customer trust – all with one connected approach.

**Ryan Fleisch**

Head of Product Marketing for Adobe Real-Time CDP and Audience Manager, Adobe

**Eileen Granata**

Sr. Director Strategic Partnerships, Acxiom

4:10 - 4:30 p.m.

**Boost Acquisition Results by Upgrading Your Email Marketing**

Maximizing owned channels is more important than ever, and brands are investing to help drive better customer acquisition. Discover proven email marketing best practices and audience segmentation strategies that yield results. You will gain actionable insights to drive higher ROI and cost-effective performance using a multichannel marketing approach to amplify messages and acquire more new customers.

**Carolyn Nye**

Director of Digital Interactive Strategy, Acxiom

4:30 p.m.

**Cocktails and Networking**