

2:00 p.m.

**Welcome**

**Tate Olinghouse**

Chief Revenue Officer,  
Acxiom

2:15 - 3:00 p.m.

**Demystifying The Data Layer: The Transformation of Marketing Data Infrastructure**

The proliferation of digital media channels, devices, and customer touchpoints has greatly increased the complexity of capturing, storing, and using data for brands today. The limitations of rigid, on-premise solutions are driving rapid cloud adoption for the accessibility, flexibility and scalability the platform offers.

**Bruce Biegel**  
Senior Managing Partner,  
Winterberry Group

**Patrick Duggan**  
Head of Partnerships,  
Treasure Data

**Melissa Metheny**  
Vice President, Strategic  
Partnerships, Acxiom

**Stefana Rusu**  
Senior Vice President,  
Marketing, Acxiom

3:00 - 3:30 p.m.

**Is Your Martech Helping You Acquire New Customers?**

You've invested in the latest technologies, but are you getting the acquisition and growth you expected? Learn how the right combination of data, technology, and strategy can be the difference maker in acquiring the customers you'd love to have.

**Jess Simpson**

Vice President Head of  
Consulting, Acxiom

3:30 - 4:00 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**

Identity Evangelist & Senior  
Director, Industry Strategy,  
Acxiom

4:00 - 4:30 p.m.

**Unlock Growth: Master Your Data Game!**

**Part 1 - Boost Acquisition Results by Upgrading Your Email Marketing**

Maximizing owned channels is more important than ever and brands are investing to help drive 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 new customers.

**Carolyn Nye**

Director of Digital Interactive  
Strategy, Acxiom

**Part 2 - The New Way to Buy Data in an AI-Driven World**

Third-party data can accelerate customer acquisition and intelligence programs, but what's the right way to sort through the options and buy the data you need to meet your specific objectives? We share five simple steps buyers can take today to get the best value and show how AI is transforming the data marketplace.

**Ted Dixon**

Vice President, Partner  
Accounts, Acxiom

**Andrea Reichenbach**

Senior Director, Product  
Marketing, Acxiom

4:30 p.m.

**Cocktails and Networking**