

agenda

Accelerate Acquisition: Put Data to Work

Ritz-Carlton New York, NoMad • May 14, 2025

Wednesday

1:30 – 2:00

Welcome & Opening Remarks

Mike Gray: SVP, Enterprise Sales Leader, Acxiom

2:00 – 2:35

Unleash Data's Potential: A Client Story

In a candid fireside chat, Prashant Kapahi, Head of Digital Sales and Digital Marketing Capabilities at Citi, will share his thoughts and experiences with using data to deliver more predictive experiences, building successful co-marketing partnerships and big bets his team is placing to modernize their customer acquisition process.

Greg Morton: SVP, Industry Partner, Financial Services, Acxiom

2:35 – 3:10

Unlock the Value of Data and Tech Investments

You've invested in the latest technologies, but are you generating the customer acquisition and revenue growth numbers you expected? Learn how the right data and identity foundation can be the difference maker in acquiring the customers you'd love to have and driving increased ROI from your investments.

Katie Feuer: Vice President Client Growth Strategy, Acxiom

3:10 – 3:40

Enabling Customer Acquisition as a Full-funnel Journey – Adobe Partner Spotlight

Marketers are rapidly shifting from linear, channel-based campaigns to full-funnel journeys to support customer acquisition. Adobe and Acxiom have aligned their products and services to support marketers in making this transformation through value assurance. This session will include a case study outlining how Acxiom supported a home improvement retailer navigating this transition by redesigning their approach to analytics.

Peter Kulupka: Managing Director, Adobe Consulting Practice, Acxiom

Sam Garfield: Head of Digital Strategy for Communications, Media and Travel, Adobe

3:40 – 4:20

Acquisition Strategies for Faster Incremental Growth

Prospecting with email marketing is a whole different animal from CRM emails. Are you using a multi-touch email strategy to supercharge customer acquisition results? This session will provide actionable insights and show how leading brands across financial services, auto and travel have taken a data-driven approach to produce amazing results.

Mike Danley: Head of Solutions Consulting and Strategy, Acxiom

Mary Schlafly: Leader, Growth Strategies, Acxiom

4:20 – 4:30

Wrap up

4:30 – 6:30

Networking and Cocktails at Nubeluz Rooftop