

COMMERCE MARKETING BOOTCAMP

Discover how to put customers at the heart of your eCommerce marketing strategy to deliver data-driven experiences and drive growth. Our bootcamp is packed with practical tips, including email trends and insights, conversion opportunities using research, customer engagement, and how to expand into the US.

Email Trends and Insights

Jim Clark, Senior Analyst, eConsultancy

In this exclusive session, Senior Analyst Jim Clark will bring some of the latest email trends to life using best practice case studies from leading brands in the UK. Topics include the future of email, mastering successful automated campaigns, effective use of data and the growing role of attribution.

Identifying Conversion Opportunities through Analytics & User Research

Ben Schweitzer, Manager, Usability, THE SHOP, an eBay Enterprise Agency

Jill Brittlebank, Head of Cross-Channel Performance, eBay Enterprise

Exceptional, highly relevant experiences can attract, convert, and retain loyal customers across the entire marketing ecosystem. We'll explore how to identify smart, nimble, customer-delighting approaches that drive conversion by leveraging data and insights, identifying critical interaction signals and continually exploring the customer's personalised experience.

Multiplying Customer Engagement: How to Move Campaign Dialogue Beyond Email

Andrew Stephenson, Senior Planner, eBay Enterprise

As consumers elongate their purchase paths across channels, marketers have an opportunity to build multi-trigger dialogue campaigns that form to multi-channel behavior. We'll discuss actionable tactics that will amplify consumer engagement using your existing resources, while also allowing you to plan for true end-to-end lifecycle marketing.

CRM Workshop: Build Personas to Understand Your Customers

Andrew Stephenson, Senior Planner & Marise Treseder, Strategy Specialist, eBay Enterprise

Understanding customers' expectations is key in today's connected retail environment. Explore how to successfully create a persona, define your customers' needs – and use that information to give consumers relevant communications and content that will enhance the customer journey.

Global Affiliate Expansion

Allison Fox, Marketing Manager, eBay Enterprise

Industry experts, both advertisers and publishers, will discuss their global affiliate strategy. They'll focus on best practices and personal experience, including data regarding the US opportunity and insights on how to expand your business into the US.