Thursday, July 31, 2014

7:30 – 8:30 a.m.  Registration
Nikko Ballroom Foyer

7:30 – 8:30  Breakfast
Nikko Ballroom I

8:30 – 8:45  Welcome and Overview
Nikko Ballroom II
Kevin Lane Keller, Dartmouth College, and Executive Director, Marketing Science Institute
and Earl L. Taylor, Chief Marketing Officer, Marketing Science Institute

8:45 – 9:30  Getting to ROI: Realizing Big Benefits from Big Data and Analytics
Jeanne Harris, Managing Director of Information Technology Research, Accenture Institute for High Performance
How must companies evolve in order to realize big value from analytics and big data? Investing in data, technology, and data scientists is just a first step. Jeanne Harris, co-author of Competing on Analytics and Analytics at Work, will explain how leaders who want to consistently out-smart and out-execute their rivals are also transforming their decision processes, culture, organization and managerial skills. She will share examples from leading companies (such as UPS, Google, Walmart and the St. Louis Cardinals) which illustrate how to avoid the management errors of previous analytical efforts to build a sustainable, robust organizational analytical capability that gets big results from analytics.

9:30 – 10:15  The Dos and Don’ts of Big Data
Scott A. Neslin, Dartmouth College
Scott Neslin will discuss a series of challenges in applying big data to marketing, offering perspectives on what practitioners should—and should not—do in addressing these challenges. Examples from his and others’ research will include cross-selling, multichannel customer management, churn management, customer acquisition, targeted promotions, and recommendation systems.

10:15 – 10:45  Break

10:45 – 11:30  Understanding Our Customers in a New Marketing World (Led by Data)
Joseph Puthussery, VP Marketing, Global Demand Center, Cisco Systems, Inc.
Joseph Puthussery, VP of Global Demand Generation, will walk through how data and marketing transition to influence the customer point of view at Cisco. He will discuss current challenges faced by large B2B companies in a world where customers are leading the conversation, and what Cisco has done to bridge the void between data and marketing.
11:30 – 12:15 p.m.  Producing Marketing Knowledge  
*Carl F. Mela, Duke University*  
Marketing decisions require marketing knowledge. This knowledge depends upon a production process that converts large amounts of raw data to material marketing insights. As with any production process, the transformation requires the right tools (methods) and the right raw materials (data). Drawing on recent research regarding consumer durable goods search online, Carl Mela will discuss some characteristics of good data and options for processing it in order to develop actionable marketing insights.

12:15 – 1:30  Lunch  
Nikko Ballroom I

1:30 – 2:15  Big Data Isn’t Enough  
*Will Bullock, Quantitative Researcher Manager, Facebook Inc.*  
Big data analytics have proliferated throughout the advertising world, and real-time optimization is increasingly the standard for online advertising. Leveraging a platform built on true identity, marketers have run hundreds of field experiments with Facebook to understand what really drives online and offline sales. Relying on these experiments, Facebook has learned that many pitfalls remain in the big data analytics world, and that there is no substitute for sound research design. Will Bullock will share experiences and provide guidance on how to ensure that ever-greater investment in analytics really does lead to greater profitability.

2:15 – 3:00  Social Media’s Role in Data-Driven Marketing  
*David A. Schweidel, Emory University*  
Today’s data-driven marketing landscape provides a fertile playground for customer-centric organizations. Moving away from one-size-fits-all marketing, firms’ investments in customers can be linked more closely to the value they provide. But the value customers deliver to a firm is not restricted to their transactional activities, especially when social media enters into the equation. In this presentation, David Schweidel will consider how customers’ engagement via social media fits into the mindset of customer-centric marketers.

3:00 – 3:15  Break

3:15 – 4:15  Panel: The Future of Data Analytics  
Moderator: *James Lattin, Stanford University*  
Panelists: *Maria Saltz, Sr. Manager, Social Media Analytics, Adobe Systems Inc.*  
*Mark Schwartz, Senior Director, Research & Marketing Analytics, Visa Inc.*  
*Tatiana G. Shusterman, Manager, Marketing Analytics, Intel Corporation*

4:15 – 5:00  Market-Making with Personal Data  
*John Deighton, Harvard Business School*  
There is no single big data industry. Instead, an ecosystem of firms emerges to support each particular application of data, as we see with healthcare data, terrorist surveillance data, and Moneyball’s sports performance data. John Deighton will analyze the data ecosystem that exists to create and enhance markets: to match sellers to buyers at the individual level. He will map the system of firms that gathers, processes, and applies data...
in pursuit of insight and matching, each firm operating in competition and collaboration with others. It is a large system, estimated to cost $156 billion to operate annually in the U.S., and is attracting regulatory scrutiny because it touches on the rights of citizens to be free of monitoring and surveillance. His presentation will identify the ecosystem’s value chain, its sub-structures, and its pattern of evolution, and will make conjectures about its future.

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<tbody>
<tr>
<td>5:00 – 6:30</td>
<td>Reception</td>
<td>Bay View Room</td>
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**Friday, August 1, 2014**

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<td>8:30 – 9:15</td>
<td>From Surveys to Big Data Analytics: CPG Perspectives on the Journey</td>
<td>Nikko Ballroom II</td>
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<td>Brandon Paris, Sr. Manager, Strategic Analytics, Global Consumer Insights, General Mills, Inc.</td>
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<td>General Mills has been a leader in the marketing research industry – from embracing Internet survey research at the turn of the millennium to leveraging mobile and emerging technologies today. The analytics unit has evolved from exclusive focus on survey research to an emphasis on “big data analytics” for strategic and real-time insight. Brandon Paris will discuss the transition journey that’s underway, and some aspects of what General Mills has learned along the way.</td>
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<td>9:15 – 10:00</td>
<td>Big Value from Big Data with Marketing Science</td>
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<td>Sanjog Misra, UCLA</td>
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<td>Never has marketing science been more relevant or valuable than in the context of big data. Using case studies, Sanjog Misra will discuss key principles that articulate how marketing science can be used to build superior decision-making infrastructure by leveraging big data. These real-world studies span marketing functions including salesforce management, promotion targeting, and media allocation from a variety of industries. His discussion will demonstrate that thinking structurally, coupled with established marketing science methods, can deliver novel insights, better decisions, and significant value to firms.</td>
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<td>Break</td>
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<td>10:15 – 11:00</td>
<td>Driving Lifetime Value Using Available Data</td>
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<td>Cerita D. Bethea, Behavioral Science Technical Leader, Global Marketing Research and Analytics, Kimberly-Clark Corporation</td>
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<td>Kimberly-Clark’s CMO Clive Sirkin has laid down a challenge: “no more focus groups.” This has led K-C to move beyond traditional research techniques and embrace emerging areas such as behavioral science and next-generation big data analytics to determine when and how to influence the consumer decision journey and create customer lifetime value for K-C products. Cerita Bethea will discuss this transformation and share how</td>
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K-C is using “available data” and new approaches to tell a powerful and compelling new story. She will offer “lessons learned” about communicating insights from such analyses (storytelling) based on her experience.

11:00 – 11:45  
**Mobile Marketing Data Analytics and Targeting Strategies**  
*Xueming Luo, Temple University*

Xueming Luo will present new findings, based on randomized field experiments conducted with one of the world’s largest service providers, that identify effective mobile targeting strategies. For example:

- Marketers can boost sales and reduce costs via appropriate combinations of temporal targeting and geo-fencing strategies.
- Consumers are more receptive to promotions on crowded subway trains where “mobile immersion” leads to higher involvement and more mobile purchases.
- Mobile “geo-conquesting” has enormous profit potential. Marketers can offer deep discounts to consumers near a competitor while preserving margins on sales to consumers near their own locations.
- Mobile ads for utilitarian products are most effective during morning hours, peaking between 10:00 a.m. and noon. Ads for hedonic products are most effective during the afternoon, peaking between 2:00 and 4:00 p.m.

By better understanding the “when, where, and how” of mobile targeting strategies, marketers can harness the potency of real-time mobile data to improve marketing effectiveness.

11:45 – 12:00 p.m.  
**Conclusions**  
*Kevin Lane Keller, Dartmouth College, and Executive Director, Marketing Science Institute*