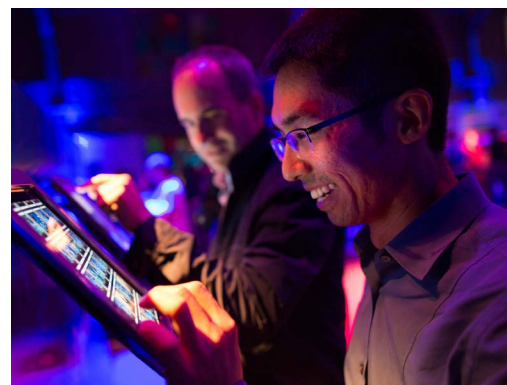


3 Perfect Days at the Digital Marketing Event of the Year

From May 10-12, Atlanta will be the center of the marketing universe – and we’ve created the perfect three-day agenda of insights, inspiration, and fun for advertising marketers like you.

As you arrive, you’ll find yourself surrounded by the latest technology, newest ideas, and brightest talents of the digital marketing community. The three most connected days of the year begin in this moment. And just in case you caught a very late (or very early) flight in, we’ll bring the coffee.



#WhyCNX16

Hundreds of reasons to attend the Digital Marketing Event of the Year. Find yours.

Did you know?

High-performing marketing teams are 7.7x more likely to agree they’re leading customer experience initiatives across their business.

“2016 State of Marketing”
Salesforce Research, March 2016

#65

Be inspired by an all-star lineup of keynote speakers.



ROBIN ROBERTS

Co-Ancor for ABC’s *Good Morning America*



SCOTT KELLY

History-Making U.S. Astronaut & Retired U.S. Navy Captain



DANIELLE WEISBERG AND CARLY ZAKIN

Co-Founders & Co-CEOs, theSkimm



Opening Keynote: Join Your Customers on a 1-to-1 Journey

10:00 a.m.–11:30 a.m.

Marketing Cloud CEO Scott McCorkle has been instrumental in creating a better digital customer experience since 2000. Join Scott and special guests for inspiring insights, customer success stories, and a glimpse of the latest Marketing Cloud technology.

Did you know?

In 2016, the second biggest priority for marketers was overall customer engagement – a goal 73% of marketers agree was more easily met by adopting a customer journey strategy.

“2016 State of Marketing”
Salesforce Research, March 2016

Breakout Session

How Luxottica Is Enhancing Its Email Marketing with Advertising

2:00 p.m.–2:40 p.m.

As a contact management owner of major brands, Ryan McGuire (Luxottica) knows a thing or two about reshaping email marketing strategies by brand. In this session, he shares insights on using advertising to grow email reach, finding new subscribers, and re-engaging inactive users on channels like Facebook.

Breakout Session

How Instagram Is Changing the Way Brands Interact with Their Customers

4:00 p.m.–4:40 p.m.

200,000 advertisers globally use Instagram to reach customers in immersive, new ways. Join Jeff Taylor (Instagram) for an insightful look at how to find ideal customers where they are already spending a lot of their time: on mobile devices. See how major brands make the most of this popular tool and apply it to your own social strategies.



Connections Music Festival

7:30 p.m.

Check out a night of world-class live music and entertainment at the Georgia Dome. Cut loose while A-list DJ and entertainer Casey Connor spin records, and stick around as a legendary musical guest takes the stage.

Breakout Session

Use Facebook and Salesforce Products Together to Drive More Leads

8:45 a.m.–9:45 a.m.

Paul Harrington and Jonathan Webb (Salesforce) have some invaluable advice for advertising marketers, and it all comes down to that ever-present social media sensation, Facebook. Learn to seamlessly bring existing audience data from the social site into Marketing Cloud and engage in other channels like email.



Product Keynote

10:00 a.m.

Marketing Cloud CPO Bryan Wade has played a key role in Salesforce marketing, sales, and service since 2005. Hear about the latest trends in digital marketing technology, and get a glimpse at Marketing Cloud's future.



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Hundreds of reasons to attend the Digital Marketing Event of the Year. Find yours.

#89

You're due for your next marketing aha moment.

Did you know?

Customer satisfaction is the number one success metric for marketers today.

"2016 State of Marketing"
Salesforce Research, March 2016

Breakout Session

3 Advanced Strategies to Supercharge Your Facebook Marketing

2:00 p.m.–2:40 p.m.

Facebook has a comprehensive suite of products to help forward-thinking omni-channel marketers connect their advertising with the rest of their marketing. Martin Gilliard (Facebook) introduces attendees to invaluable tools including Lead Ads, Audience Network, Advanced Match, and Custom Audiences.





Breakout Session Twitter 101: Connect Social Listening & Competitive Insights to your Advertising 3:00 p.m.–3:40 p.m.

Twitter is the real-time pulse of the world, and brands are embracing it to listen to their customers. Join Susan Posner (Twitter) to learn how to take your customer data to extend the power of your advertising to Twitter.

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Hundreds of reasons to attend the Digital Marketing Event of the Year. Find yours.

#92 Meet your marketing inner circle.



Customer Panel 5:00 p.m.

Join Barb Agoglia from American Express and Jason Kirchheimer of L'Oréal for a live, in-depth discussion of the best practices and Marketing Cloud use cases of these global leading brands.

Did you know?

2,900% ROI for furniture retailer Room & Board after implementing Marketing Cloud's Predictive Intelligence for targeted email and Web marketing.

“Connections ... was easily one of the most engaging, beautifully curated, and well-attended digital marketing events of the year.”

Yeva Roberts
Technology Evangelist

Inspirational Speakers and Expo

8:00 a.m.–12:00 p.m.

The conference isn't over yet. Visit the Expo Hall for exclusive product demos, hands-on workshops, and inspirational viewing at the Innovation Theater. Learn how to become a Marketing Cloud Ambassador, or cheer on your favorite brand and team at the Fanatics customer showcase. Finally, round out your morning by attending an inspirational keynote to head back to work with renewed enthusiasm.

“This is truly the most remarkable time to be a marketer. The way that a customer engages gives a brand the opportunity to know potentially what they want before they even ask for it. Because of the real-time nature of data, you can make a huge impact very quickly.”

Glen Hartman
Senior Managing Director
Interactive Global Lead Digital Marketing
Accenture



Did you know?

65% of marketers currently use social media platforms for advertising, making social the most popular digital advertising strategy.

“2016 State of Marketing”
Salesforce Research, March 2016

#WhyCNX16

Hundreds of reasons to attend the Digital Marketing Event of the Year. Find yours.

#97 It's where your success story begins.



Register for the Digital Marketing Event of the Year, and prepare to transform your business in just three days.

salesforce.com/connections