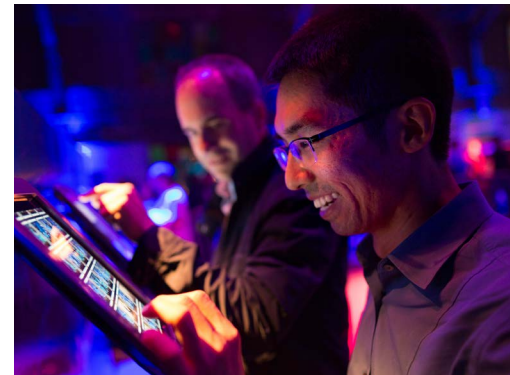


3 Perfect Days at the Digital Marketing Event of the Year

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 mobile 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?

82% of Millennial consumers surveyed agree that banks should offer mobile banking for their customers.

“What Millennials Expect from Retail Banks”
Salesforce Research, 2015

#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?

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

Breakout Session

100% Delivered: Five Ways to Start a Mobile Program Today

1:00 p.m.–1:40 p.m.

Whether you have a small mobile team, or just a marketer that covers all channels, Megan Collins and Greg Murphy (Salesforce) will help guide you in the right direction with these five steps for launching a mobile program.

Breakout Session

How WeddingWire Maximizes Email Conversions with Mobile

2:00 p.m.–2:40 p.m.

Hear how WeddingWire considers data, design, and subscriber behavior to take advantage of the world's most unified platform – the mobile device – through email, SMS, and multiple mobile apps.



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.



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.

Breakout Session Who Wore It Best in 2015: Mobile Success Stories Featuring VUDU and Papa John's 1:00 p.m.–1:40 p.m.

Get inspired from what we think are 2015's best of the best in mobile messaging programs. Marketing Cloud customers VUDU and Papa John's share their success stories and best practices for mobile.



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

Did you know?

70% of consumers say they delete emails immediately if they don't render well on their mobile device.

#44

Your customers ought to have your number by now.

Breakout Session Mobilizing Your Organization with the Marketing Cloud Mobile App 2:00 p.m.–2:40 p.m.

Join the conversation to hear how Berkshire Hathaway Travel Protection is mobilizing its organization with the Marketing Cloud app – and be inspired for your own mobile strategy.





Breakout Session How Rack Room Shoes Drives Customer Loyalty with a Mobile Cross-Channel Journey

3:00 p.m.–3:40 p.m.

Paul Voss, CRM Director of Rack Room Shoes, takes you through his strategy for aligning the brand’s email, mobile, and service strategies to create 1-to-1 customer journeys.

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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.



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?

89% of companies plan to compete based on their customer experience.

Brian Solis,
X: The Experience When Business Meets Design

“If you want to succeed in this new era, you will need to put customers at the center of everything you do.”

Todd Dean
Vice President, Cross-Channel and eCommerce
Aldo

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.

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

Yeva Roberts
Technology Evangelist



Did you know?

79% of marketing leaders agree that mobile marketing – including SMS, push notifications, mobile apps, and geofencing – is core to their business.

“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