

# SmarterCommerce Global Summit 2014 Tampa

May 12-15, 2014 | Tampa Convention Center

Smarter Commerce: Moments Matter



## Marketing and Merchandising

*Content designed especially for you*

At the Smarter Commerce Global Summit, we will help you move beyond marketing and merchandising to continuous engagement for increased sales and better customer loyalty.

### **Exciting Keynote: Engaging at the Speed of Life: Moments Matter**

Are your customers begging for more? Have you earned a role in their lives by being relevant and rewarding? The very best marketers, merchandisers, commerce and customer experience professionals are embracing a continuous engagement approach, infusing intelligence into every interaction to deliver - and even predict -- where, when and what to serve up based on customer behavior in the moment.

Find out how you can transform your engagement practices to make the most of every moment.

Join host Jay Baer; Kevin Bishop, VP, Enterprise Marketing Management, IBM; Chris Wong, VP Products and Strategy, IBM and Kareem Yusuf, VP Development and SaaS Operations, and a customer panel for this exciting keynote session.

### **Topic and solution areas in this track include:**

- IBM Marketing Center
- IBM Mobile Push & Engage
- IBM Content/Product Recommendations
- IBM Campaign
- IBM Interact
- IBM eMessage
- IBM Marketing Operations
- IBM Contact Optimization
- Real-Time Personalization
- Tealeaf, Digital Analytics
- Omni-Channel Merchandise Optimization

**Register now: [ibm.com/summit](http://ibm.com/summit)**

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