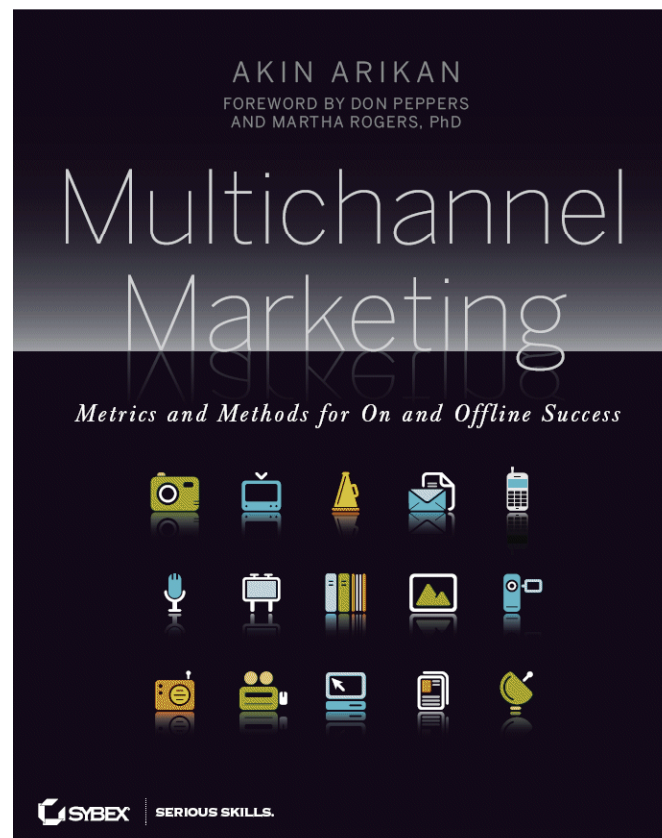


MARRYING ONLINE AND OFFLINE MARKETING TO INCREASE REVENUE

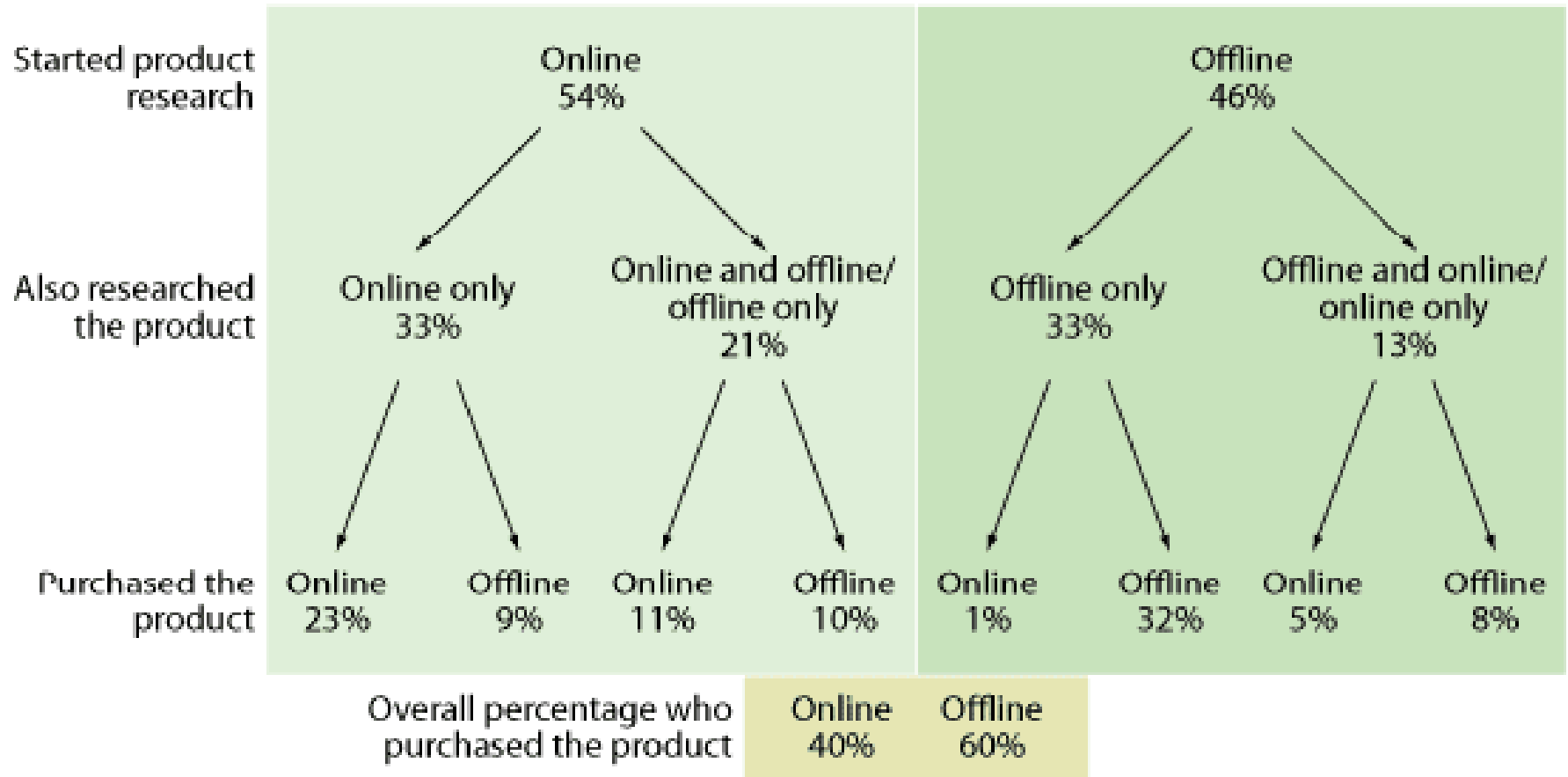




www.marketingintelligenceblog.nl

- M.I.B. is begin 2008 opgericht als weblog voor de LinkedIn groep Marketing Intelligence Netherlands (>900 leden)
- Op M.I.B. wordt geschreven over o.a. database marketing, web analytics, CRM & marktonderzoek
- Naast artikelen ook informatie over marketing intelligence events
- Wil je ook als blogger bijdragen aan M.I.B. of heb je een vraag, neem dan contact op met Bram van Essen (info@marketingintelligenceblog.nl)

Customer act multichannel

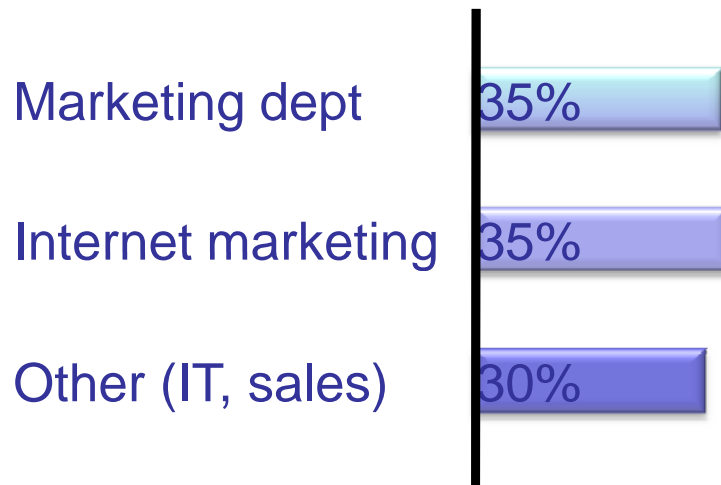


Base: US consumers who recently made a considered purchase (percentages may not total 100 because of rounding)

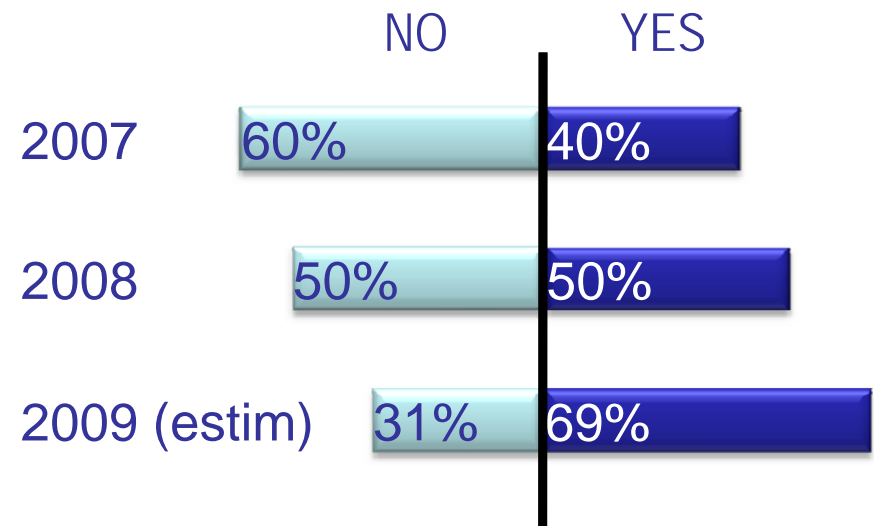
Source: North American Technographics® Finance, Retail, And Travel Benchmark Survey, Q3 2007

The Gap between Online and Offline Marketing

Who in your organization is responsible for online marketing?



Is your online marketing aligned with marketing on other channels?



Source: Unica European Customer survey 2008

MARRYING ONLINE AND OFFLINE MARKETING TO INCREASE REVENUE

Agenda

18:30 - 19:00	Reception
19:00 - 19:10	Welcome from the sponsors
19:10 - 19:40	Akin Arikan: <i>The impact of 1:1 marketing</i> The need for interactive marketing and the contribution of online channels
19:40 - 20:10	Daniel Markus: <i>The growing importance of Online Marketing</i> Trends and future of the internet: From tactical reporting to interactive Online Marketing
20:10 - 20:45	Akin Arikan: <i>Multichannel Marketing</i> Metrics and Methods for Online and Offline success
20:45	Questions and answers
21:00 - 22:00	Networking opportunity
22:00	Official close