

MOBILE

Announcing Luxury Daily's Mobile Insights Summit 2016 New York June 23

April 22, 2016



Karl Lagerfeld-shot advertising campaign for Fendi

By MICKEY ALAM KHAN

[Please click here to register for Luxury Daily's Mobile Insights Summit 2016 on Thursday, June 23 in New York](#)

Join senior executives and decision-makers at Luxury Daily's Mobile Insights Summit 2016, the nation's only data-led executive conference discussing how evolving mobile consumer behavior is affecting brands and retailers' marketing, retail, media and digital efforts. Analyst speakers from Deloitte, Strategy Analytics, GfK, BIA/Kelsey, comScore, McCann Truth Central, Shullman Research Center and Boston Retail Partners.

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Focus: Invaluable insights, data and analysis on how consumers are responding to advertising, marketing, researching and buying via mobile devices such as smartphones and tablets and what it means for digital and in-store retail and marketing

Why you should attend: Hear a cross-section of the nation's leading analysts share exclusive data, insights and analysis on rapidly shifting consumer and marketer mobile behavior and what that means for the company's strategy to gain or retain market share

One more reason why you should attend: Get the most valuable data on evolving mobile behavior in one day without interruption from pay-to-play sessions. Just the facts and the analysis to enable smarter marketing, retailing, media and digital decision-making at the 3rd annual Mobile Insights Summit

Venue: National Museum of the American Indian, Diker Pavilion, One Bowling Green, New York, NY 10004 (directly across from Battery Park in Lower Manhattan)

Price: Only \$695, which includes breakfast, lunch and cocktails

Sponsorship: For lunch roundtables and keynotes, tables, breakfast, cocktails and other sponsorships, please email ads@napean.com

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AGENDA

Mobile Insights Summit 2016

Thursday, June 23

A Napean presentation

7:30 a.m. 8:30 a.m.

Registration and Breakfast

8:30 a.m. 8:45 a.m.

Welcome Address

New Realities of Marketing and Retailing in a Data-Driven Mobile Environment

Speaker:

Mickey Alam Khan, editor in chief, Luxury Daily, Mobile Marketer and Mobile Commerce Daily

8:45 a.m. 9:30 a.m.

Opening Keynote

Deloitte Digital: The New Digital Divide and the Age of Smartphone Commerce

As historically bricks-and-mortar retailers attempt to build their digital business, they continue to focus on, build and measure things that customers do not value, or more simply put, the wrong things. As a result, these retailers are steadily losing market share in sales, shopping and search. Consumers have not stopped going to stores, but digital has altered their behavior. This session will discuss:

How consumers are researching more across all their devices and more so on their mobile devices

How Holiday 2015 became a tipping point for commerce for consumers actually buying on their smartphones

How it is not just about the Buy button

Speaker:

Paul do Forno, director for Deloitte digital customer experience and commerce, Deloitte Consulting LLP

9:30 a.m. 9:45 a.m.

Break

9:45 a.m. 10:30 a.m.

Strategy Analytics: Mobile Advertising's Role in the Larger Advertising Market

There is no doubt that mobile advertising is growing by leaps and bounds. In 2015, advertisers spent \$19.1 billion on mobile ads in the United States and \$44.3 billion globally, up nearly 37 percent and 40 percent, respectively year over year. By itself this sounds like quite an impressive feat, but mobile advertising does not operate in a vacuum. How does this compare to what advertisers are spending in digital overall? Or on desktops? And despite the sky-is-falling prognostications regarding television advertising, it continues to grow. So where is all this money that is expected to flow into mobile advertising going to come from? This session will examine where mobile advertising fits in the larger advertising market. Some of the key issues that will be addressed include:

What is mobile's share of digital advertising? Advertising overall?

Which segments are growing fastest: search, display and video

What is driving this growth?

What impact are macro trends in digital advertising having on mobile advertising?

Speaker:

Michael Goodman, director of digital media strategies, Strategy Analytics

10:30 a.m. 10:45 a.m.

Break

10:45 a.m. 11:30 a.m.

GfK: Making Mobile Ad Targeting More Effective: Passive and Custom Research Joining Forces

To target more effectively in a mobile environment, marketers and advertisers need deeper information about

consumers. Many targeting profiles currently are based simply on location. Understanding where people are, though, does not tell us who they are or why they are there. Digging deeper into consumers' mobile use is a huge challenge, though. Mobile operating systems create ever-changing obstacles, and applications are walled gardens rich in insights that app owners mostly keep to themselves. For advertisers and agency planners, a bigger insight and effectiveness payoff can come when passively collected data is supplemented by learnings from other sources primarily custom surveys and syndicated databases. Here, traditional research modes and offerings find common ground and a shared purpose with the new "MR-free" world of passive data collection. Key topics include:

How offline data can make mobile targeting more effective

The market researcher's new role as data integrator

The key part research panels play in creating richer mobile data

How passive and custom work together to illuminate purchase journeys

Speakers:

Kevin King, senior vice president for mobile product management and innovation, GfK MRI

Natasha Stevens, senior vice president for digital market intelligence, GfK

11:30 a.m. 11:45 a.m.

Break

11:45 a.m. 12:30 p.m.

BIA/Kelsey: Mobile Ad Forecast: Highlights and Peeking Behind the Numbers

This session will offer a thorough forecast of mobile advertising, as well as an interpretation of what it means for marketers looking to acquire, retain and reactive customers and prospects. In particular, the session will focus on:

Updated forecast for major mobile ad categories

An inside view of BIA/Kelsey's forecast model drivers and the changing dynamics it is seeing

Unlocking the luxury market with mobile path to purchase

Increased importance of location signals in building consumer graphs for data-driven marketing

Looking ahead at market directions and setting expectations

Speaker:

Rick Ducey, managing director, BIA/Kelsey

12:30 p.m. 1:30 p.m.

Lunch Break

1:30 p.m. 2:15 p.m.

ComScore: Understanding Mobile Video Consumption

With today's technologies, consumers are in control of not only what they watch, but also when, where and how they watch video content. With this control, brands must understand all of consumption behavior to reach audiences where they consume content, and also look closer at users who are consuming mobile video to engage with the liquid consumer. This session will focus on cross-screen consumption habits, including a discussion of optimal ad formats, as well as a look at long- and short-form content performance.

Speaker:

Josh Chasin, chief research officer, comScore

2:15 p.m. 2:30 p.m.

Break

2:30 p.m. 3:15 p.m.

McCann Truth Central: Unearthing Gen Z: A New Species Changes the World Order

If millennials are their own breed of mobile consumer, the Snapchat-wielding Generation Z is surely a new species

entirely. Those under the age of 20 are living in a complex, post-authentic world where "Finstagram" is the "real" Instagram, the notion of "live streaming all day" is a viable career option and mobile bullying is an everyday reality. Only the marketers most tapped into evolving youth mindsets will survive in this complicated new world. Attendees will learn:

How are teens using mobile phones today and how that differs from millennials

What do marketers need to know about new modes of expression and the emergent language of Gen Z?

What are the new rules of engagement and how do brands engage in this new youth landscape?

Speaker:

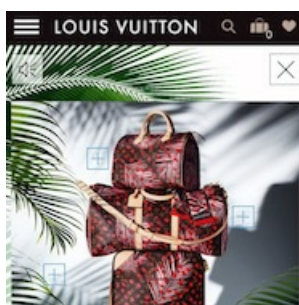
India Wooldridge, senior vice president and director, McCann Truth Central

3:15 p.m. 3:30 p.m.

Break

3:30 p.m. 4:15 p.m.

Shullman Research Center: Luxury Shoppers and Mobile: Digital's Role In Today's Omnichannel Marketplace



Louis Vuitton summer 2016 collection on mobile site

Luxury marketers have been relatively slow in embracing mobile solutions. Typically, luxury shoppers can search for and research what they wish to buy digitally, but actually buying what they want on mobile devices many times is not a pleasant experience from the consumer's perspective. Takeaways from this presentation will include:

Which luxury categories' consumers are currently buying via mobile devices?

What are the current obstacles to buying luxuries digitally through the eyes of the consumer?

Why digital and mobile solutions are critical to luxury brands and retailers' success in the future

Which luxury marketers are currently innovating using mobile and digital to enhance the luxury shopper's experience

Speaker:

Bob Shullman, Founder/CEO, The Shullman Research Center

4:15 p.m.

Raffle for Dom Perignon

4:30 5:15 p.m.

Closing Keynote

Boston Retail Partners: Mobile and Retail: The Future is Now

Mobile technology has long been evangelized as the future of retail. From empowering both associates and consumers to easing and securing payment processing, mobile devices are believed to hold the answer for how shopping was always intended. But for too long, mobile technology has been considered more for its promise and less for its practical application. Data from the Boston Retail Partners 2016 POS/Customer Engagement Survey, along with real-world case studies, will show that mobility and retail are no longer far-off partners. This session will focus on:

How mobile technology can be broken down into three main categories for retailers

How mobile technology can help retailers ensure that employees are offering a consistent and informed message

to their customers

How personalization remains a key differentiator for retailers looking to drive more sales via mobile technology 2015 and the first half of 2016 have seen tremendous advances in the mobile payment processing space. If the future is now for mobile technology and retail, what is coming next?

Speaker:

Ryan Grogman, vice president, Boston Retail Partners

5:15 p.m. 6 p.m.

Sponsored Cocktails

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[Please click here for the Web site](#)

[The Ritz-Carlton Battery Park](#)

Two West Street, New York, NY 10004; tel: 212-344-0800

[Please click here for the Web site](#)

[New York Marriott Downtown](#)

85 West Street at Albany Street, New York, NY 10006; tel: 212-385-4900

[Please click here for the Web site](#)

[W New York Downtown](#), 123 Washington Street (entrance on Albany Street), New York, NY 10006; tel: 646-826-8600

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55 Church Street, New York, NY 10007; tel: 212-693-2001

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