



DIGITAL MARKETING RECODED
BY **IMPACT 18**

IMPACT REPORT 2018

10 Things That Every Marketer Should Be Aware Of

1

Data Privacy/Security for Modern Marketers

After recent events in online privacy, what are the major shifts that will take place and how will it affect the digital landscape?

2

Blockchain & Cryptocurrencies

Smart contracts, decentralized apps, initial coin offerings: How will blockchain and cryptocurrencies change the market? What are the risks and opportunities presented by this whole new world?

3

Market Dynamics, Trends and Macro Forecast

Today's market is changing at a faster pace than ever before. Who are the winners and losers? Why are some companies skyrocketing while others are left on the sideline?

4

Artificial Intelligence, Machine Learning and Other Emerging Technologies

How is Artificial Intelligence being used today and what are practical tools to enhance your business?

5

Creative To Move the Needle

The creative process is about to run head-first into a world of algorithms and optimizations. How do those two worlds co-exist, or can they? How can you maintain creative authenticity in a quant-driven marketing world?

Millennials: WTF? (Why Them First?)

What do Millennials expect from brands today? How (and why) are businesses changing internally and externally to meet the demands of this transformative generation?

6

Organizational Leadership Crosses Marketing Communications

How can we as business professionals continue to grow? Empower yourself and the people around you to reach a higher level of productivity.

7

Evolving Business Models Through 2020

Niche subscriptions, crowdsourcing, pop-up shops, brick-and-mortar: What's working, what's not working? Who is getting scale and how are they doing it?

8

Marketing With the Big 3 (Google, Microsoft, Amazon)

What are Google, Microsoft and Amazon marketing programs up to and how will it impact strategy and tactics?

9

Evolving Channels, Influencers & Brands, Social Media, Media Landscape

In a world of mass media and advertising, what is truth and who can you really trust? How is the marketing landscape changing with the surge of influencers, platforms and tech.

10

DIGITAL MARKETING RECORDED

...was the theme for this years IMPACT18, the eighth consecutive conference presented by the Internet Marketing Association (IMA). It was an incredible gathering of **marketing professionals, technology experts and other industry leaders from around the world** to highlight the creativity and impact achieved by top practitioners in internet marketing.

IMA Chairman Sinan Kanatsiz welcomed attendees to a fabulous Japanese-style evening reception at Sake Rok on day one with an overview of the event facilitators and partners, which included **Amazon, The Walt Disney Company, TransPerfect and Microsoft**. Before concluding his remarks, Sinan brought Neel Grover, CEO of Indi, to the stage to introduce the **Indi Challenge**, a social media challenge that brought fun and excitement to sharing photos from IMPACT, with the winner of the challenge receiving an Oculus Go.



Neel Grover, Sinan Kanatsiz

Data Privacy and Security for Modern Marketers



Finding the right advisors for AI, machine learning and data security is as tough as it sounds.

Kelley was followed by a fascinating panel with Peter Lopez, Principal Program Manager at Microsoft, and Perry Viscounty, Litigation and Trial Partner at Latham & Watkins, provided marketing perceptions related to data privacy and security. Peter noted that companies are getting well prepared for artificial intelligence and



Sinan Kanatsiz, Perry Viscounty, Peter Lopez

machine learning, yet very few people understand its practical application.

In light of the recent GDPR regulations, Perry asked the audience to reflect on a few key questions like who do you call about a data breach and what is your time limit. Both speakers mentioned that finding trusted advisors on the subject poses difficulty for enterprises, as **there is no exact litmus indicator of where AI is today and where it's headed**.

IMA strongly supports non-profits like the Seneca Family of Agencies. Southern California Development Director Kelley McGregor spoke movingly about their mission to confront the U.S. foster care crisis. They aim to educate industries nearby to potentially save children's lives.

"1 out of 100,000 kids are placed in the foster care system."



Blockchain & Cryptocurrencies

There's more potential to blockchain and cryptocurrency than we realize

Kevin Maloney, Co-Founder of the International Executive Council (IEC), moderated the panel, which comprised Susan Akbarpour, CEO of Mavatar, Kyle Herron, Chief Growth Officer at Frontier Mining, and Jeff Marks, Managing Partner of Alliance Legal Partners. When asked about who is actually benefiting from blockchain, Kyle said,

"No one is benefiting from it quite yet, as there is a lot of speculation in the market. There are some financial rewards, but there's a lot to be realized, too."

Susan mentioned Mavatar's initiatives to increase development of more user-friendly interfaces for blockchain technologies, while Jeff remarked on how **everyone is going to soon have their own cryptocurrency in the rising "crypto economy."** The discussion led to how large tech companies like Google and Facebook own a majority of consumer data. Jeff went on to say that,

"Blockchain is a way to deter that and allow consumers to hold the data, hold the key that is currently held by the retailers."

Bree Jacoby from BREE JACOBY Inc. stepped in to present her Fashion Minute presentation and her "go-to" approach for acquiring customers - **product personalization direct to consumer**, by providing custom styling and fashion tips for her clients.

Mike Matuz of Matuz Ventures and Sean Conrad of EPIC Insurance Brokers & Consultants shared their perspectives on workplace wellness:

- Mike pointed out **the importance of gamifying strategies and not adding time to the workplace.**

He also spoke about how companies that allow employees to be "intrapreneurial" better incorporate workplace wellness on their own platforms.

- Sean spoke of his goal to impact 1 million lives and how EPIC **moves beyond employee benefit plan design and financial management**, while looking for new ways to positively impact the health and wellness of their clients' workforce.



Mike Matuz, Sean Conrad



Jay Symonds, Kevin Akeroyd, Jay Calvert, Kerry Barden, Bob Sabouni

Entertainment & Earned Media

Don't focus on the technology, but what you share with your target audience

Kevin Akeroyd, CEO of Cision, contributed to the Entertainment and Earned Media panel with the wisdom behind his success in marketing communications, **pointing out how the tracking of digital and consumer levels of data continues to grow.**

Kevin was joined by Kerry Barden of Barden Schnee Casting, Bob Sabouni, Chief Marketing Officer of POW! Entertainment, and Jay Calvert, MD on the stage, with Jay Symonds, Senior Manager at Amazon, moderating the panel. They all emphasized that it's **no**

longer about "the tech" for any agency, but the content that's delivered and how profiling responses from target audiences leads to further activation and development.

The final event featured the amazing return of mentalist Kevin Viner, who stunned the audience with a variety of mind games. His act was followed by an hour of close-knit networking just before the chairman's dinner, which brought together a select group of executive leaders to enjoy more of Sake Rok's fine dining and concluded the first night of IMPACT18.

Day Two

...of DMR by IMPACT18 brought attendees to the lavish spaces of the **Primrose Ballrooms at ARIA**. Breakfast was served courtesy of ARIA, energizing everyone for the eventful day ahead. The exhibitor hall was packed with informative booths from companies like **Adobe, Seneca, SOCi, Epic, United Way and Evite**.

Attendees were welcomed to the main stage soon after with a brief promo video on IMA. Sinan complemented the video with his kick-off address, sharing what DMR and IMA are all about - **creating bridges between companies**.



He also gave an update on the ongoing progress of the **International Executive Council (IEC)**, a Southern California-based group of executives and thought leaders that he formed with Kevin Maloney, as a combination of their increasing networks. Sinan closed his address by reintroducing the **Indi Challenge** for the day.

Adam Coughran, President of Safe Kids Inc., then talked about the impact of using broadcast media for marketing. His company strives to foster a more engaged thinking generation and create more age-appropriate areas with lesson plans, such as **the HERO program**, to better educate kids on what to do in crisis situations.

Jason McDowell, CEO of Caribbean Local, followed and shared the next exciting venue for next year's **IMPACT19 conference in the Bahamas**. He aims to host the event at the luxurious Baha Mar Casino & Hotel and showcased many of the industries that currently inhabit the island.



The Literacy Project took the stage afterwards, as Founder Sue Grant and Director of Regional Programs & Operations Kimberly Vig shared their **goal to help 8,500 kids with the gift of literacy** through collaborative learning environments.

Kimberly Vig, Sue Grant



Main Stage - AI & Machine Learning Panel

Artificial Intelligence & Machine Learning Block



Companies that close their knowledge gap of AI & Machine Learning increase their capacity to build great digital experiences.

The morning was followed by a block of discussions around AI and machine learning in the digital marketing space. Starting off was Andrea Ward, VP of Enterprise Marketing at Magento, an Adobe Company, with a speech on efficient AI, sharing how,

"If you ask 10 people about AI, you'll get 10 different answers, yet they're all correct. In simplest terms, AI is the 'brain' that connects all the data, all the content, all the behaviors to be able to deliver on great experiences for customers, marketers, for everyone"

Andrea also mentioned how Adobe uses its own machine learning algorithm to allocate resources appropriately when there are incremental budgets available so they can achieve the highest impact.

Andrea moderated the next panel on AI, which comprised Peter Lopez from Microsoft, Guy Yalif, CEO of Intellimize, and Tatiana Mejia, Group Product Marketing Manager at Adobe Sensei. Guy made a key point on myths surrounding AI, saying that

"AI it is a lot sexier than it actually is, but still in its infancy. AI is not good at empathy and creativity, but has the potential to be a great complement to our jobs."

The entire AI panel agreed that **storage is a big factor for the successful implementation of AI** and will be the main focus for companies that work with big data in the coming months. Tatiana highlighted how AI is helping three elements of digital experiences: **creative intelligence** (staying creative), **content intelligence** (personalization at scale), and **experience intelligence** (staying relevant).

Guy shared his closing remarks on AI by talking about how teams can better apply AI in their marketing, using one example from Stella & Dot, a company that enables women to run their own business.

Emotionally contributing language brought out by AI helped move customers down the funnel and brought a 52% lift for their business.



Victor Cho, Roland Hess, Tricia Lee

Creative to Move the Needle

5

A unique tension arises between the authentic and creative mind behind fast and scalable ML tech.

Victor Cho, CEO of Evite, helped moderate the next panel with Roland Hess from Google and Tricia Lee, SVP Product and Development, Sony DADC New Media Solutions, as they discussed the differences in application between authenticity and creativity as technology advances. Roland introduced key points around Google's use of ML, a technology they've been using for 15 years for predictive click-through. He also shared his excitement about his access to **new generations of tensorflow processing units that help with ML applications**, mentioning that,

"The thing that makes ML different is scale and speed. It can do hundreds of dimensions almost instantly"

Tricia acknowledged the **apparent tension between right-brain and left-brain activities when it comes to the layers behind AI and ML tech**. One area she mentioned that ML can help with is customer service, saying,

"There are more patterns that can be matched, which can help with overall costs for a business."



Devon Williams, Colt Foutz, Alan Ochoa

Maximizing Global Customer Engagement

Improve your owned properties with relatable content behind a sound mobile-first strategy to improve your user experience.

The next panel brought moderator Devon Williams, Regional Director of Business Development for TransPerfect, together with Alan Ochoa, Senior Global Web Officer at Alcon, and Colt Foutz, Global Director of Digital Strategy at TransPerfect, as panelists. They are setting their sights on improving the basis for user experience at their companies.

One challenge Alan shared in regard to campaigns and data analytics was from Dailes.com, whose website looked outdated but was significantly improved for French and Canadian markets with **a mobile-first strategy in mind**. Also shared were a few data points from Google Analytics for MyCataracts.com to analyze engagement. Overall, their work showed that **43% of page views are consideration-related content**, indicating that users are post-diagnosis and considering surgery options through the site.

Alan also mentioned how MyCataracts.com visitors align with the overall U.S. cataract population, and their data suggests that **owned properties are successfully targeting an appropriate audience compared to their benchmark analysis**.



Carson Kropfl, Nanxi Liu

Millennials, WTF! (Why Them First?)

The next series of breakout sessions occurred across the hall, with the Millennials panel hosted by Nanxi Liu, CEO of Enplug, and Carson Kropfl, Founder of Lockerboard.

Carson shared his inspiring story on how **seizing the moment, believing in yourself and not letting fear hold you back can introduce opportunities**. Nanxi shared her background in music, tech and science and how it influenced her to form Enplug, where her mission is to allow businesses to have the most effective visual communication on digital displays. She also shared some interesting stats around Millennials themselves, highlighting their **diversity and growing reach within a more social and connected workforce**.



Lisa Pool



Tod Novak



Kamin Samuel

Organizational Leadership

Know the culture within your teams or your audience to improve your overall leadership and sales.

While the younger generation of entrepreneurs were sharing their ideas, Lisa Pool, Marketing Executive at The 20 MSP, Tod Novak, CEO of The Novak Group, and Kamin Samuel, a wealth consciousness coach and strategist, joined to talk about improving company leadership, management and sales.

Lisa shared a series of insightful stories on how she worked with her team to develop strategies and relationships to better the outcomes of her work. Tod listed the importance of **determining the personality of who you're talking to** and **driving a sales culture** based on training and motivation. Kamin shared how creating **habits of execution** can help foster better communication and collaboration among teams. Sinan then helped close out the morning breakouts by directing attendees to a wonderful Asian-style lunch.



Evolving Business Models Through 2020



The conference continued its momentum after lunch with Thomas Bartke of Humble Global Media, who covered in his breakout how **business models are changing as a result of technology and consumer expectations**. For an especially engaging session, he and his team asked for an existing product example from one person in the audience, then split the room up into teams with each team tasked to come up with a modern business model and marketing strategy.

Search Engine (re)Optimization

Legacy website data can still be relevant, while new Ad technology can be difficult to understand.



Jeff Preston, Tony Chopp, Erik Leist

At the same time, the world of SEO was discussed among Jeff Preston, SEO Manager from The Walt Disney Company, Tony Chopp, Founder of Claim Your Space, and Erik Leist, Chief Digital Officer and Co-Founder of Baker Street Labs. Jeff mentioned that there's **too much data in SEO**, that there's a skill to deciding what to look at and what to ignore. His secondary points focused on **old redirects still being useful in the long term** for a website and **domain name changes generally taking a long time to reach ranking visibility**.

Tony, who targets small to medium sized businesses (SMB's), shared how they don't fully understand Google Ads and funnel integration. His focus is on elements of conversion tracking and fine tuning the approach for his market. saying how

"Google Ads is an auction. The amount that clicks cost is equal to the economic potential each keyword has."

Lastly, Erik made key observations that **only 8% of companies are very satisfied with agency partners** and that the **#1 thing brands look for from agency partners is trust**. All three panelists agreed on the importance of choosing the right keyword or phrase, which can make or break ad campaigns.

IMPACT18 COURAGE AWARD TODD BLYLEVEN

As attendees transitioned to the main stage, Sinan turned their attention to the heroism and bravery displayed by Todd Blyleven, IMA member and former professional baseball player, during the Route 91 Harvest Festival

incident last October, where he **helped carry 30-40 people out to safety**. After Todd's touching video was shown, Sinan awarded Todd the first **IMPACT Courage Award**.

Sinan also acknowledge CEO of Jewish Big Brothers Big Sisters of LA Randy Schwab, whose organization developed the app **Teen Talk**, a youth health education program that provides services for youth from a harm reduction, prevention and education perspective.



Justin McCully, Dan McClory, Mike Matuz, Bree Jacoby,
Brandon Goethals, Sean Conrad, Kevin Maloney

International Executive Council (IEC)

Movement to online spaces offer better, more scalable customer interaction.

Shifting gears to the main conference topics, the International Executive Council panel moderated by Kevin Maloney brought together Mike Matuz, Bree Jacoby, Sean Conrad, Brandon Goethals, Principal & VP of Business Development at The File Group, Justin McCully, Founder of Fighters Connection, and Dan McClory, Managing Director & Head of Equity at Capital Markets and Head of China at Boustead Securities.

When asked how they differentiate their organizations in the marketplace, they all agreed that there is a big **movement to online spaces for better, more scalable customer interaction**. They shared examples from each of their businesses, which include: personalized shopping (Bree), Using AR to feature homes (Brandon),

a live analytics marketplace with customer incentives (Justin), the removal of paper certificates via blockchain and a shift to security token offerings (Dan). Dan also mentioned that more funding portals are being located online, as he sees the **capital-raising process democratizing as a whole**.

Marketing With The Big 3



The future of digital marketing involves the democratization of ML systems

Bree Jacoby stayed on stage to help moderate the next panel, which included Victor Cho, Peter Lopez, Roland Hess and Jay Symonds to talk more about marketing with "The Big 3" - Amazon, Microsoft and Google.



Bree Jacoby, Victor Cho, Peter Lopez,
Roland Hess, Jay Symonds

When talking about marketing predictions in the next 12 months, Peter noted that there will be **vast changes in processing power of memory and CPU for ML** and that the majority of people will soon take advantage of that leap. Roland stated that there will be a **democratization of ML tools**, as well as **development of open standards for ML systems**. On using AI and ML in marketing, Jay added that,

"We're getting to a stage, if advertising is relevant enough, it's content."

As the market shifts dynamically toward bigger tech companies, Victor asked the other panelists how they deal with **"kill zones"** - areas in the market that are getting more difficult as technology develops. Peter and Roland agreed that their companies' kill zones are far too large to worry about, but that the concept will definitely change, while Jay noted how small boutique and niche markets are having more success through Amazon than without it.

Doug McKay, Director of Strategic Initiatives at United Way, spoke about the mission behind the organization in dealing with social and emotional intelligence for their communities, such as their **United To End Homelessness initiative**. He finished his segment with a famous quote from Mahatma Gandhi that reflects their overall vision,

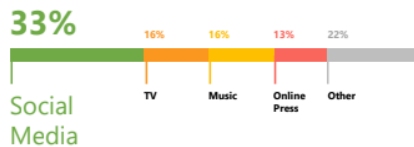
"The best way to find yourself is to lose yourself in the service to others."

IMA x SOCi Research: Crisis and Reputation Management

Warren Kay, Chief Revenue Officer and Director at SOCi, shared research on crisis and reputation management. SOCi is a platform that can help manage, respond to and control customer reviews in real time for multiple locations in one place. His work at SOCi uncovered that **businesses need to proactively manage their brand** and that having no oversight across all channels where customers are leaving feedback is a risk, especially during a time of crisis. To support his claim, he shared the following statistics with the audience:

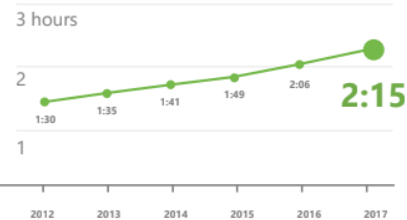
Social Accounts for 30% of Our Digital Time

Social Media as a Share of Online Time



Time Spent on Social Media

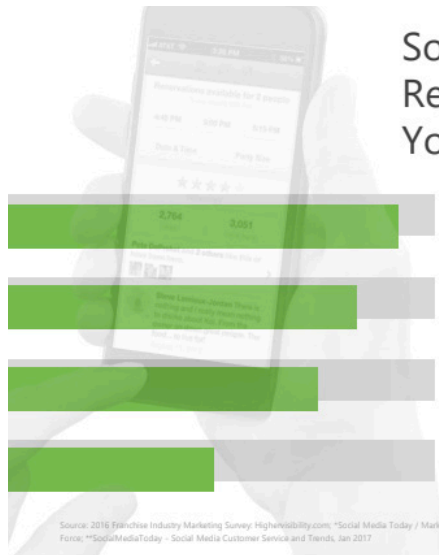
Daily Average (Hours: Minutes)



Source: Global Web Index 2012-2017

WWW.MEETSOCI.COM 2

Social UGC from Conversations to Reviews Now Affect Every Part of Your Business



Source: 2016 Franchise Industry Marketing Survey, Highnet50.com; "Social Media Today / Market Force"; "SocialMediaToday - Social Media Customer Service and Trends, Jan 2017"

WWW.MEETSOCI.COM 3

More than 3/4 of brand activity is happening on local pages.

Sources: Facebook Internal Data July 2017, LSA/SOCI Guide to Facebook Marketing for Multi-Location Brands, Aug 2018

75% of marketers have a crisis management plan in place, with less than 50% thinking it is effective.

Sources: IMA x SOCi Marketer Survey - Aug 2018

33% of customers that received a response from a company after posting negative feedback turned around and posted a positive review.

Sources: <https://community.constantcontact.com/t5/Conversations/5-Steps-To-Take-When-Responding-To-Negative-Reviews/td-p/226777>

Marketers believe **company website** is the most important channel for online reputation. Consumers place it 5th on the list, behind **search engines, social media and online ratings**.

Sources: IMA & SOCi Marketer Survey - Aug 2018, LSA & SOCi Consumer Survey - Aug 2018

Speed matters, as **62% of marketers say you need to respond to feedback within 24 hours**, while **25% of marketers** suggest within the hour.

Sources: IMA & SOCi Marketer Survey - Aug 2018, LSA & SOCi Consumer Survey - Aug 2018



Neel Grover, Vinod Varma, Thomas Bartke, Jen Kerns, Warren Kay



Karina Singer, Adam Hua, Ryan Foland, Neel Grover

Evolving Channels, Social Media, Media Landscape



Brands and consumers have a responsibility to authenticate sources and validate influencers.

Warren remained on stage to moderate the next panel on the current social media landscape. He was joined by Neel Grover, Thomas Bartke, Jen Kerns, a TV political analyst, and Vinod Varma, Co-Founder and CEO of Shop and Shout Ltd.

Jen, who wrote the infamous question that led to the “MeToo” movement, noted that **there’s a responsibility from the media to deliver the right information and to avoid anonymous sources**, since to her,

“It’s hard to look at the credibility of journalism when you don’t know what the source is.”

When asked about how influencers fit into the dialogue on validating their own authenticity from social platforms, both Vinod and Neel mentioned that it is the **brand’s responsibility to strategically use influencers**. For both public and personal interactions that go sideways, Neel shared that the platforms are not going to moderate what’s happening. Vinod added that

“There’s a point where a bad thing is a good opportunity to fix things publicly, and you have an opportunity as a brand to share and fix that experience.”

Influencers & Brands

Be specific in your influencer campaigns, and stick to creating meaningful content.

Neel Grover shifted his role as a moderator for the next panel on Influencers & Brands, made up of Director of On The Maps Karina Singer, Managing Partner at Influence Tree Ryan Foland and SVP Business Development at CitizenNet (A Conde Nast Company) Adam Hua.

They all agreed on the importance of two key ideas:

being specific about goals in influencer campaigns for better analysis and **purposely creating content that matters**. Ryan added on by saying that there is an **“invisible ROI”** that becomes apparent from creating consistent content.

Overcoming Challenges

Steve Schulze, CEO of Nekter Juice Bar, gave an entertaining and insightful outlook on challenges he faced developing and scaling Nekter from the ground up.

His key takeaways for the audience included **blocking out white noise** as well as **investing in curious people** and giving them the ability and the power to do what they think may be best.



Omar Tawakol, CEO of Voicera and former SVP Oracle Data Cloud & CEO BlueKai, mentioned a few key lessons from Oracle's Acquisition of BlueKai. He shared how **data is more valuable than media**, focus on the journey & not the outcome, and to

"Commoditize yourself, before others do it for you"



Omar Tawakol, Kevin Maloney, Dan McClory

IMPACT Awards

The annual IMPACT Awards showcase was the next big event for the day, as Sinan announced the names of select individuals and companies to recognize their exemplary work, best-in-class creativity and impactful results achieved through internet marketing. This year saw an outstanding group of marketing leaders who collected awards **in over 45 categories**.

Startup Pitch Battlefield

Omar Tawakol was joined by Kevin Maloney and Dan McClory to judge this year's edition of the Startup Pitch Battlefield. Three companies competed for this honor:

- ONE Basketball Organization - promoting basketball participation via cloud tournaments
- RateMyInvestor - reviews and ratings on angel and VC investors and groups
- Vaetas - creating personalized marketing and call-to-actions videos

Each company shared its development, plans and products and answered questions from the panel of judges. The winner was chosen based on relevancy to market, business model, presentation, team/staff, experience and competition.

When the final votes were in, the prize ultimately went to **ONE Basketball** in the form of **\$20k in promotional advertising from IMA**, a package that includes outbound communications to a network of marketing and business professionals, social media posts, a press release announcing the win, and two-month placement on the IMA home page.

The conference ended with an acclamation of all the speakers, panels, crew and attendees on the main stage, while the dining hall made way for pizza provided by the Five50 pizza bar, craft beer and more networking opportunities with fellow attendees. Guests were invited to attend a late-night lounge experience hosted by IMA Chairman Sinan Kanatsiz for drinks, conversation and a lovely night view of the Las Vegas Strip. DMR by IMPACT18 was a great success, and we all look forward to next year!



Main Stage - IMPACT Award Winners