

eMetrics Milan Summit 2017

Martedì 14 Novembre 2017

08:00 Breakfast & Registration

09:00 Welcome Remarks & Keynote Speaker

Chairman:

Gianpaolo Lorusso, Founder, ADworld Experience - Chairman, SMXL 2023

Bryan Eisenberg, Online Marketing Pioneer & Best-Selling Author - Eisenberg LLC

10:00 Refreshments & Expo Hall Time

10:30 Morning Sessions

Analytics - Analytics Hacks

Tips and suggestions on how to use Google Analytics and other javascript based data measurement platforms at their maximum potential

Chairman:

Pepe Moder, Giornalista e Conduttore, Radio24 - Founding Partner, Imaginars

Christina Sanders, Enterprise Campaign Manager - 97th Floor

Fabio Piccigallo, Imprenditore, marketing analytics specialist - Onmarketing.me

CRO - CRO Tools

Learn how to use the main CRO tools on the market directly from the representatives of some of the most renowned companies developing them

Chairman:

Enrico Pavan, Founder, Analyst & CRO - Analytics Boosters

Srikant Kotapalli, Head of Product - VWO

Valentin Radu, CEO & Founder - Omniconvert

11:45 Refreshments & Expo Hall Time

12:00 Mid Day Sessions

Analytics - Tag Manager & PRO Tools

Data management possibilities offered by Tag Manager and other professional tools.

Chairman:

Christian Stanzial, Cofounder - AP Consulting

Paolo Dello Vicario, Co-founder - Bytek Marketing

Valentina Tortolini, - Bytek Marketing

Matteo Zambon, Partner - In Risalto

CRO - Small Businesses CRO

Conversion Rate Optimization is often considered something only big companies can afford. Actually is possible to use some low cost tools and workarounds to fit it to SMB too.

Chairman:

Emanuele Arosio, Head of Seo - Triboo Digitale

Joe Doveton, Chief Consultant - Binary Bear

Enrico Ferretti, Web Marketer & Digital Strategist - Secret Key

13:15 Lunch & Expo Hall Time

14:15 Master Class: Anatomy of a Landing Page

Bryan Eisenberg, Online Marketing Pioneer & Best-Selling Author - Eisenberg LLC

Cyrus Shepard, SEO, Online Marketing, and Digital Publisher - Fazillion

Michael King, Founder and Managing Director - iPullRank

15:45 Refreshments & Expo Hall Time

16:00 Afternoon Sessions

Analytics - Data Visualization

Data visualization is a key asset when presenting the results of your web marketing activities. Learn how to use the best tools on the market to achieve powerful and self explanatory reports.

Chairman:

Fabio Sutto, Digital Strategist and Owner - Performance Based IT

Adam Singer, Analytics Advocate - Google

Ann Stanley, Enterprise Campaign Manager - Anicca Digital

CRO - CRO Tips

Set your company to Conversion Rate Optimization ready.

Chairman:

Tiziano Fogliata, Consulente Web Design, Web Marketing e WordPress -

Jim Sterne, Chairman - Digital Analytics Association

Shahina Meru, Associate Analytics Lead - Merkle | Periscopix

Megane Bellod, Specialising in Digital Marketing - Merkle | Periscopix

17:15 First Day Roundup

Kristjan Mar Hauksson, Co-fondatore and COO - SMFB Engineed

Michael King, Founder and Managing Director - iPullRank

18:15 Closing

20:00 After Dark

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Mercoledì 15 Novembre 2017

08:00 Breakfast & Registration

09:00 Welcome Remarks & Keynote Speaker

Hazjier Pourkhalkhali , Global Head of Strategy - Optimizely

10:00 Refreshments & Expo Hall Time

10:30 Morning Sessions

Analytics - The future of data analysis

Where are analytics going in the next months/years? All the latest news about Big G work in progress & future enhancements of the main data management platforms.

Chairman:

Giuseppe Mayer, CEO - Testa Digital Hub

Adam Singer, Analytics Advocate - Google

Vincenzo Cosenza, Consulente e autore - Vincos.it

CRO - Persuasion Psychology

CRO is nothing without a good knowledge of the basics of persuasion principles. Here you will see case histories and suggestions on how to maximize the power of persuasion in your online projects.

Chairman:

Fabio Sutto, Digital Strategist and Owner - Performance Based IT

Karl Gilis, CRO Specialist - AGConsult

Luca Orlandini, Consulente di marketing - Futura Immagine

11:45 Refreshments & Expo Hall Time

12:00 Mid Day Sessions

Analytics - Ecommerce Analytics

If Analytics are the backbone of every successful web project, they are absolutely vital to e-commerce projects. In these sessions we will see professional merchants sharing their best practices.

Chairman:

Christian Stanzial, Cofounder - AP Consulting

Alessandro Martin, Head of SEO - Reprise Media Italy

Fabio Sutto, Digital Strategist and Owner - Performance Based IT

CRO - Measuring UX

User Experience evaluation is mainly based on qualitative analysis, but actually is possible to measure it with some smart quantitative metrics. Here you will learn how simply you can do it.

Chairman:

Emanuele Arosio, Head of Seo - Triboo Digitale

Marco Biagiotti, Project Leader - Telemaco & Automoticon

Ricardo Tayar, CEO & Founder - Flat 101

12:45 Lunch & Expo Hall Time

14:15 Master Classes

Krista Seiden, Analytics Advocate - Google

15:45 Refreshments & Expo Hall Time

16:00 Afternoon Sessions

Analytics - PRO Tips

If using analytics like a professional has always been your secret dream, you definitely need to attend these sessions.

Chairman:

Gabriele Rapino, Head of Digital Consulting - DataBeat

Daniele Donzella, Digital Marketing Consultant & Analyst - Altura Labs

William Sbarzaglia, Digital Strategist & Data Scientist -

CRO - Neuromarketing & Surroundings

Looking at users behavioral patterns you will learn a lot of things on how we take decisions. Looking at how our brain works you will learn a lot on how to set your web projects.

Chairman:

Tiziano Fogliata, Consulente Web Design, Web Marketing e WordPress -

Andrea Saletti, Web Marketing Manager - CRO and Neuromarketing Specialist - Pronesis
Francesco Gallucci, Vicepresidente - Ainem (Associazione Italiana di Neuromarketing)

17:15 Masterclass

Larry Kim, Founder - WordStream

18:00 Closing