Agenda

All events are in the Main Ballroom except as noted below:

Breakout Room 1
Breakout Room 2

Tuesday, October 14

3:00 p.m.  Registration Opens

4:15 p.m.  Keynote Speaker: David Murphy, President—U.S., Team Detroit

What’s True in Life is True in Marketing

Older brand marketing models are increasingly out of step with the ways in which consumers currently absorb media and interact with brands. Empathic marketing helps companies build customer relationships by mirroring how people form real, human relationships. In a digitally-driven world, the 4Es of personal relationships—empathy, experiences, endorsement and energy—gives marketers a clear framework for creating deeper and lasting customer relationships. After all, to connect with customers that increasingly prize authenticity in companies and brands, it pays to remember that what is true in life should be true in marketing.

5:15 p.m.  Marketing Leaders Discuss Their Challenges

Building on the success of last year’s Marketing Leaders panel, key marketing leaders gather again to discuss the current challenges related to digital marketing, as well as creative solutions to them. Panel members share their thoughts on the anticipated major digital marketing issues of tomorrow. Each leader has a unique perspective on marketing, as well as direct experience guiding their company’s efforts.

Moderator: Arianne Walker, Senior Director, Media & Marketing Solutions, J.D. Power

Panelists: Jon Beebe, Director, Digital Advertising and Analytics, GM
Kim Kyaw, Manager, Digital Marketing & Social Media, Land Rover
Brent Hillyer, VP Marketing, Gulf States Toyota

6:00 - 8:00 p.m.  AMR Kickoff Gala

Wednesday, October 15

7:00 a.m.  Networking Breakfast

8:00 a.m.  Welcome and Announcements

8:15 a.m.  J.D. Power Automotive Marketing Review: How Online Behavior Impacts Offline Outcomes

Findings from the latest analysis of the digital ecosystem and its impact on new vehicle purchases. This presentation will focus on how consumers leverage digital information, when and why they utilize the information, and what is most impactful in helping them make their ultimate car buying decisions. A deeper look at how to connect the online behavior to offline sales will also be explored.

Arianne Walker, Senior Director, Media & Marketing Solutions, J.D. Power

9:00 a.m.  Diving Deeper into Vehicle Price Transparency: What’s the Impact for Consumers and Dealers?

Use of the Internet and smartphones during the auto shopping process increasingly empowers consumers by providing access to on-the-spot information. What does price transparency mean in the car buying process and how is it important for both the dealer and the consumer? Why are leading third-party automotive websites offering pricing programs and how do they compare? What is the impact on dealers? Can dealers use price transparency to improve their business? Is price transparency working? Are dealers honoring pricing programs and are consumers satisfied? What will this look like in the future?

Moderator: Steve Finlay, Editor, WardsAuto Dealer Business Magazine, WardsAuto

Panelists: Seth Berkowitz, President, Edmunds.com
Mark Rikess, CEO, The Rikess Group
Stewart Easterby, Chief Operating Officer, TrueCar
Langley Steinert, CEO CarGurus
Steve Lind, President, Kelley Blue Book
Alex Vetter, Senior Vice President, Cars.com

10:00 a.m.  Networking Break

10:20 a.m.  Transforming Automotive Retail: The Strategies and Technologies Shaping Today’s Car-Buying Experience

As dealerships evolve away from traditional marketing and transactional relationships toward creating experiences that build trust and loyalty, new tools enhance efficiency and effectiveness at every stage along a vehicle shopper’s path to purchase. Dealertrack Technologies’ Amit Maheshwari and Matt Murray discuss the strategies and technologies at the forefront of this industry-wide paradigm shift.

Matt Murray, Vice President, Enterprise Solutions, Dealertrack Technologies, Inc.
Amit Maheshwari, Sr. Vice President, Corporate Strategy, Business Development and OEM Relations, Dealertrack Technologies, Inc.
## 10:20 a.m.  
**Latest Trends in Data-Driven Digital Marketing for Auto Marketers**

Programmatic, data-driven marketing has been a hot topic in the world of digital media for the past several years, mainly due to its ability to transform the way the industry sells, buys, measures, and optimizes media. But, what specific power and what critical efficiencies benefit auto marketers? Join a discussion among panelists representing perspectives from auto brands and their agencies, as well as leaders in marketing technology and data science.

**Moderator:** Christopher Hansen, President, Netmining  
**Panelists:**  
Matthew Goldstein, Co-Founder and Principal MSG Inc., Korrelate  
Greg Johns, Client Director Digital Strategy, Initiative Media  
Saqib Mausoof, SVP, Programmatic Insights, IPG, Magna Global  
Matt Mendez, Director Client Partnerships, Automotive, Datalogix

### Mobile Is Here—Are You Driving the Right Success Metrics?

To achieve true mobile success, you must first identify the best practices in mobile and, more importantly, how to measure their results. In this panel discussion, xAd will report the findings of its groundbreaking mobile measurement study on automotive mobile benchmarks. Join Scion, Land Rover/Jaguar, and Nielsen in a riveting unveiling of true automotive mobile success. Gain a competitive advantage by seeing what a successful lot-visitation rate looks like, measuring the most important secondary engagement rates, and much more.

**Moderator:** Monica Ho, Senior Vice President of Marketing, xAd  
**Panelists:**  
Andrew Feigenson, Managing Director, Digital, Nielsen  
Kim Kyaw, Manager, Digital Marketing & Social Media, Land Rover  
Ruslan Polinovsky, Regional Marketing Manager, Scion Division, Toyota Motor Sales, U.S.A., Inc.

## 11:10 a.m.  
**Panel: Is the Traditional 3-Tiered Automotive Marketing Model Obsolete?**

Changes in consumer shopping behavior as well as the proliferation of digital media choices have disrupted the traditional “buy this,” “buy now,” and “buy here” hierarchy. As a result, there is greater potential for duplication, competition, and contradiction across tiers and screens, creating a potential crisis in efficacy. Is it time to rethink this model in order to create a new ecosystem that eliminates redundancies and capitalizes on new channels, dynamic advertising, and third-party capabilities to maximize ROI? A diverse panel will tackle this issue as they define their new role in the automotive marketing ecosystem of the future.

**Moderator:** Cindy Scott, Founder and Principal, Brand Traction  
**Panelists:**  
Ciaran Bossom, Managing Director, Digital Enterprise and Social Media Strategy, Saatchi & Saatchi LA  
Michel Brennan, Marketing VP, Southeast Toyota Distributors, LLC  
Scot Cottick, Senior Manager, Social Media Marketing, Nissan North America  
Mike Dillon, Account Director, Automotive, PointRoll  
Kristi VandenBosch, Chief Digital Officer, Meredith Xcelerated Marketing

## PRESENTATION SET: A Year of Innovative Marketing Campaigns

### Presentation 1: FIAT Drives Awareness by Putting Mobile Consumers First

The presentation will highlight FIAT’s recent mobile campaign for the launch of the FIAT 500L, which resulted in above-average interaction rates and video completion rates twice the industry level. Chrysler and Millennial Media will offer a deeper dive into how targeting and creative put consumers first and create successful campaigns.

Alia Lamborghini, RVP Sales, South and Central U.S., Millennial Media  
Denise Smith, SVP, Client Business Partner, Universal McCann

### Presentation 2: Mobile First: How Auto Shoppers Have the Power in the Palm of Their Hands

Consumers are spending more time than ever on their mobile devices, giving them real time access to information and more control when shopping for a vehicle. This comprehensive research study, including behavioral and attitudinal data, examines the role of mobile devices—specifically the impact of video—in the automotive shopping process. Attendees will learn how these devices influence each stage of the process, the most beneficial types of video during each stage, and how this evolving process is changing consumers’ relationships with brands and dealers.

Brian DeAngelo, Brand Communications Manager, MINI USA  
Doron Wesly, Head of Market Research Strategy and Research, Tremor Video

### Presentation 3: Digital Storytelling through Marketing Automation

Digital marketing needs to be about more than just churning out disconnected ads and emails and content. It needs to be about artfully and tactically weaving a story, presenting a sequence of logical messages in a particular order across various media, which in turn fosters a relationship between marketer and consumer; establishes trust and, most importantly, retains a customer’s attention longer, whereby forging greater results, read: generating more leads and selling more product. IgnitionOne’s Chris Knoch, VP Strategy will share his views on how to leverage user data and cross-channel orchestration to deliver powerful digital stories and Subaru’s Robert Font, Director, Digital Communications and would illustrate the brand’s successes with Marketing Automation for both desktop and mobile strategies.

Robert Font, Director, Digital Communications, Subaru  
Chris Knoch, VP Strategy, Ignition One
### Wednesday, October 15 (continued)

<table>
<thead>
<tr>
<th>Presentation Set: Reaching the Diverse Consumer: How to get the attention of Women, Hispanics and Millennials</th>
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| **Presentation 1: Navigate the Difference in Marketing to Female vs. Male Car Shoppers**  
This discussion will be a deep-dive into the respective marketing strategies designed specifically for female vs. male car shoppers. Kelley Blue Book will share its exclusive research on the differences in perception of car brands between male and female shoppers and will reveal which factors, from affordability to safety, are most important to the respective groups when considering purchasing a vehicle.  
Hwei-Lin Oetken, Vice President of Market Intelligence, *Kelley Blue Book* |
| **Presentation 2: The New American Reality: Effective Auto Marketing in a Multichannel and Multicultural World**  
As U.S. media consumption shifts and becomes more fragmented quarter after quarter, marketers are challenged to effectively reach young, digital-first consumers at scale and with impact. This session will showcase a distinct case study from Hyundai, with partners Innocean and Univision, illustrating the engagement and success Hyundai garnered this summer by tapping into Hispanic passion points, while still staying on-brand, on-message and on-strategy in their overarching #BecauseFutbol campaign. This unique perspective will provide POV on reaching the youngest and fastest growing consumer segment in the U.S., Hispanics, who are huge drivers of sales growth in the auto industry.  
Ben Gogley, Vice President, Hyundai Media Planning, *Innocean*  
Sara Hasson, SVP Strategy and Insights-Automotive, *Univision Communications, Inc.*  
Jason Croddy, Client Director, Strategy, *Initiative* |
| **Presentation 3: Realigning to the New Reality: How Millennials are Changing the Game Online and Offline**  
This session will identify the five realities that are changing the automotive shopping experience: the overwhelming amount of information and choices consumers now have; the fact they’re spending the majority of their time online; their increasing use of multiple devices; why Millennials are critical to your success; and why your messages need to be consistent no matter where you advertise.  
Rick Wainschel, Vice President Automotive Insights, *Autotrader.com* |

### 12:15 a.m. Networking Lunch

### 1:15 p.m. Big Advertisers Pay Big Money for Big TV Events; Bigger Data Can Prove Whether or Not It’s Worth It

Advertisers are now paying more than $1 million per commercial aired during major, live, TV events—spending more than $1.5 million for airtime for events such as the Oscars and as much as $4 million for the Super Bowl. Such events typically attract the largest audiences, but, are they key drivers of advertiser value? Does ad exposure during these big events equate to better brand awareness and more effectively direct consumers to specific action? Advertisers and media clients need to know whether their ad expenditures are smart short- and long-term investments. Kantar and Autometrics share their perspectives and data on what does and doesn’t pay.  
Moderator: Will Sayre, Senior Director, *J.D. Power*  
Panelists: Jeffrey Boehme, Chief Research Officer, *Kantar Media*  
Stephen Shaw, CEO and Co-Founder, *Autometrics* |

### Looking Under the Hood: Exploring Ad Viewability and Issues Related to Bots and Suspicious Traffic

From personalized display advertising to enhanced media efficiencies and dynamic pricing models, the digital advertising industry now offers more opportunities for marketers to reach audiences than ever before. However, with this new climate come new challenges, including viewability issues and wide-scale fraud across programmatic inventory. Regardless of whether you’re an auto advertiser or auto publisher either buying or selling inventory direct or via an exchange, it’s in your best interest to ensure that your ads have an opportunity to be seen. This interactive discussion will educate auto brands on the true meaning of viewability as it shares insights on how to combat ad fraud and block the bots.  
Moderator: James Green, CEO, *Magnetic*  
Panelists: Joshua Chasin, Chief Research Officer, *ComScore*  
Jeff Collins, Chief Revenue Officer, *Interactive Media Holdings, Inc.*  
Ari Jacoby, Founder & CEO, *Solve Media*  
Matt McLaughlin, COO, *Double Verify* |

### Presentation 1: Beyond Facebook: Content, Social, and Mobile Media Strategies for Increased Brand Engagement

The adoption of mobile devices and social media is showing no sign of slowing down. What are the megatrends in the ways consumer view, interact with, and share auto-related content? Is Facebook the only game in town? What metrics are important when it comes to content engagement? Hear the results from analyses that includes more than 100 million content interactions related to auto.  
Gregory Cypes, SVP Product Marketing, *AddThis, Inc.*  
Alex Hultgren, National Digital Manager, FCSD, *Ford Motor Company* |

### Presentation 2: Because Futbol: How Hyundai Leveraged Tumblr to Turn Futbol Fan Passion into Hyundai Brand Engagement

Tumblr is where consumers come to explore their passions. One of which we identified as being futbol. As an official sponsor of the FIFA World Cup since 2002, Hyundai wants passionate soccer fans to associate their brand and message with one of the biggest sporting events in the world. Tumblr is home to the world’s most avid fans and where they can act as curators of content related to futbol. This session will explore how Hyundai and their agency, *INNOCEAN USA*, executed the #BecauseFutbol campaign on Tumblr and how paid and earned media translated to meaningful results.  
Jennifer Klawin, Director, West Coast Sales, *Tumblr*  
Uwe Gutschow, VP Digital and Engagement Strategy, *INNOCEAN USA*
### 2:05 p.m.  
**Who Will Control the Vehicle Center Stack**

Millions of new-vehicle buyers focus on the infotainment screen in the center stack as they get into their vehicles. Who will control that screen? Will it be the car companies, the software companies, or the phone companies? How will this affect vehicle marketing in the future?

**Moderator:** Tim Dunne, Director Automotive Industry Analysis, *J.D. Power*

**Panelists:**
- Ben Anderson, President, *Automation Dealer App*
- Jim Bak, Director, *INRIX, Inc.*
- Robert Edwards, Manager of Creative Technology, *Team One Advertising*
- David Miller, Chief Security Officer, *Cavisint*

### 3rd Party Leads: Friend or Foe

The Internet has changed the way car buyers shop by providing more tools, vehicle information and pricing transparency than ever before. At the same time, it has given dealers a new way to reach prospective customers and promote their products and services. While digital has rapidly changed the shopping experience and empowered shoppers, the negotiation sales model has not adapted as quickly. As a result, a new player has emerged: the third-party lead, which provides a range of services and transparency between buyers and sellers monetized through advertising and identifying shoppers who are close to purchasing. How should we think about third-party leads moving forward—as a necessary function in a complex ecosystem or a tax contributing additional noise to an already burdensome process?

**Moderator:** Todd Thiessen, SVP Strategy, *Razorfish*

**Panelists:**
- Joe Herman, Executive Vice President, *Kuni Automotive Group*
- Jeffrey Tognetti, Product Development Lead, *DealerX*
- Eric Jillard, General Manager, Marketing Services, *Mercedes-Benz USA, LLC*

### Hyper Local Targeting: Time to Believe the Hype?

Hyper local targeting is being touted as the next big thing in mobile marketing; but does it live up to the hype? Panelists representing some of the top companies in the space—such as PlaceIQ, Voltari, and UberMedia—explain their company's offerings and the technology that drives their business, giving attendees an opportunity to better understand the differences and unique proposition of each company. Learn how automotive marketers are using hyper local targeting and what kind of results they have achieved. The panel will also discuss consumer sensitivity and privacy concerns about targeting at such a personal level.

**Moderator:** Mark Brown, SVP, Communications Planning Director, *The Garage / Team Mazda*

**Panelists:**
- David Castillo, Chief Technology Officer, *Voltari*
- Michael Hayes, Chief Revenue and Marketing Officer, *UberMedia*
- Bill Clifford, Chief Revenue Officer, *SessionM*
- Duncan McCall, CEO & Co-Founder, *Place IQ*

### 2:55 p.m.  
**OEM Keynote Speaker:**

Steve Shannon, Vice President of Marketing, *Hyundai Motor America*

Are you interrupting or are you connecting?

Finding new ways to interrupt and disrupt people’s lives only motivates them to find new ways to tune you out. The solution: connect with people emotionally by sharing the experiences that they’re passionate about. In other words, stop interrupting people, and become what they are interested in.

### 3:40 p.m.  
**Networking Break**

Sponsored by: [AddThis](https://www.addthis.com)

### 4:00 p.m.  
**A la Carte Media Consumption: How to Reach the Unreachable**

New technology is making it easier than ever for consumers to control what, where, and when they consume content. Additionally, a growing percentage of viewers are choosing to avoid cable fees altogether in order to take control of their viewing choices and costs. They skip commercials, avoid cable bundling costs for channels they don’t use, and opt out of expensive sports packages. Consumers can also decide when and where they watch video through options like VOD and Netflix and when and where they listen to audio content through services like Spotify and Pandora. With consumers in control of their media consumption, how can auto advertisers be sure to reach critical target audiences?

**Moderator:** Lincoln Merrihew, SVP Transportation and Thought Leadership, *Millward Brown Digital*

**Panelists:**
- Richard Frankel, President & Founder, *Rocketfuel*
- Tod Sacerdoti, Founder & CEO, *BrightRoll*
- Michelle Morris, Vertical Manager, Auto, *Facebook*
- Jon Schulz, Chief Marketing Officer, *Specific Media*
### Wednesday, October 15 (continued)

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<th>Time</th>
<th>Event</th>
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<tr>
<td>4:45 p.m.</td>
<td>The U.S. Auto Industry: Healthy Growth or Risky Growth?</td>
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<td>To date, 2014 has been a strong year for the U.S. auto industry with new-vehicle demand and transaction prices rising above pre-recession levels. Simultaneously, extended term financing and leasing is becoming increasingly widespread, and more sub-prime consumers are buying new cars. Deirdre Borrego from J.D. Power highlights these and the other key trends of 2014 and discusses how they relate to a healthy U.S. auto industry. Deirdre Borrego, Vice President, U.S. Automotive Division, J.D. Power</td>
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<th>5:15 - 8:00 p.m.</th>
<th>Networking Nightclub Party</th>
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<td>Sponsored by: AutoGuide.com VOLTARI</td>
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### Thursday, October 16

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<th>Time</th>
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<tr>
<td>9:45 a.m.</td>
<td>Networking Brunch</td>
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<td>Sponsored by: PlaceIQ</td>
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<td>10:20 a.m.</td>
<td>Keynote Speaker: Jeffrey Cole, Director, Center for the Digital Future at USC Annenberg School</td>
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<td>Trends, Fads and Transformation: The Impact of the Internet</td>
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<td>Drawing on 14 years of data and insights from a worldwide study in 45 countries, Jeffrey Cole, director of the USC Annenberg Center for the Digital Future, will separate myth from reality as he describes how the Internet and mobile technology are changing the fabric of daily life. What are the cycles of social media and what is a friend of a brand really worth? Why has e-commerce changed so dramatically over the past two years and is Amazon really trying to take over the world? How do brands absorb all the data, insights and noise around them to learn from best practices and avoid mistakes? The latest trends and projected developments expected to occur in the next two to three years are examined in this presentation.</td>
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<tr>
<td>11:10 a.m.</td>
<td>Announcements</td>
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<td>11:15 a.m.</td>
<td>TV Advertising Is Changing: Get In The Driver’s Seat</td>
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<td>As TV viewing habits continue to change and the fragmentation of both consumer attention and devices sky rockets (an average of eight devices per household), there is no room for inefficiency in the buy cycle of this $200 billion a year industry. To maximize their investment, auto marketers should first consider the reasons behind this fragmentation to determine the most effective strategy for their spend. Join panelists from Maserati, Team Detroit, YuMe, and Delivery Agent as they discuss the latest research and insight surrounding this growing issue and provide examples of successful campaigns and ways in which marketers can successfully reach their target audience at the right time, on the right screen.</td>
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<td>Moderator: Trey MacLeod, Senior Vice President, MarketShare</td>
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<td>Panelists: Joe Farrell, Vice President of Sales, Midwest, YuMe</td>
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<td>Chad Beasley, Vice President of Advanced TV Sales, Delivery Agent</td>
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<td>Brian Bos, SVP Group Director of Emerging Media, Team Detroit</td>
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<td>Jeff Sayen, Advertising Manager, Volkswagen of America</td>
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<td>12:00 p.m.</td>
<td>The Customer Feedback Tsunami</td>
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<td>Customer feedback data is pouring in to automotive companies from sources and at volumes never seen before. Manufacturers go to great lengths to measure, monitor and influence brand perception and reputation. However, many of the drivers of brand perception happen in the dealership showroom and service drive. Gary Tucker discusses the importance of aligning customer feedback systems with social reviews and ratings in order to create alignment between OEMs and dealers and support brand image goals.</td>
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<td>Gary Tucker, CEO, DealerRater</td>
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<td>12:20 p.m.</td>
<td>Making Online Video More Visible</td>
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<td>Today’s consumers are: mobile, local, social, native, online, offline, OTT, and OOH. How is a marketer to know who’s behind door number three and when they’ll be there? The prize will go to the marketer that invests in the time, resources and technology to crack the omni-channel attribution nut. Marketers must understand how the consumer gets to the point-of-purchase and at which step in the journey they’re most influenced. Without this knowledge, they’ll continue to over-invest in channels that may not merit the dollars allocated.</td>
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<td>Moderator: Cory Cox, VP Industry Solutions, Shoutlet</td>
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<td>Panelists: Kevin Ascher, Group Director, National Reseller Channel, Mixpa</td>
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<td>Jeremy Crandall, SVP Operations &amp; Client Services, Adroit Digital</td>
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<td>Eric Mancini, Sr. Director, Business Leader, Initiative</td>
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<td>Aleck Schleider, VP, Data and Analytics, Videology, Inc.</td>
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<td>1:05 p.m.</td>
<td>Networking Break</td>
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<td>1:25 p.m.</td>
<td><strong>Winning Strategies for Effective Cross-Channel Automotive Advertising</strong></td>
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<td>Experts from leading brands and agencies discuss the challenges and opportunities auto marketers face in planning and executing digital ad campaigns in the era of cross-channel consumers. Panelists explore innovative methods for leveraging big data and cross-channel insights to target audiences across screens, as well as identify how to optimize campaigns to increase buying efficiencies. Attendees can take away key cross-channel advertising strategies to effectively reach auto intenders throughout the purchase cycle in today’s complex media environment.</td>
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<td>Moderator: Raj Gill, Vice President, Automotive, Amobee</td>
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<td>Panelists: Jeffrey Hey, Associate Digital Media Director, Team Detroit</td>
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<td>Scott Martino, Marketing Analytics Lead, Mercedes-Benz USA</td>
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<tr>
<td>2:10 -</td>
<td><strong>Farewell Beer Garden</strong></td>
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