

9 ⁰⁰ - 10 ³⁰	ARRIVAL, REGISTRATION
10 ³⁰ - 17 ³⁰	DIGITAL ANALYTICS MATURITY MONDAY WORKSHOP Stéphane Hamel (IMMERIA - QUÉBEC, CANADA) In this workshop, Stéphane will present the five key areas of maturity and share a tremendous amount of tips and pitfalls gleaned from hundreds of practitioners and managers who gave the model the test of fire. Learn how to conduct an assessment of your organization's digital analytics maturity, interpret the results of your digital analytics maturity footprint, identify opportunities and threats uncovered by the assessment process, articulate the implications of your organization's rating and assess your place and position of influence within your organization to affect progression of your organization's digital analytics maturity.
13 ⁰⁰ - 14 ⁰⁰	LUNCH
15 ³⁰ - 16 ⁰⁰	COFFEE BREAK (coffee, fruit, sandwich, refreshments)
19 ⁰⁰ - 21 ⁰⁰	DINNER
20 ³⁰ -	FIRESIDE CHAT: GOVERNANCE AND BUILDING AN ANALYTICS TEAM - RUSSELL SUTTON (CONVERSIONWORKS) Caleb Whitmore (Analytics Pros) Jacob Kildebogaard (Webjuice) ...

8 ⁰⁰ - 9 ³⁰	ARRIVAL, REGISTRATION
9 ³⁰ - 10 ⁰⁰	EINSTEIN WAS WRONG: EVERYTHING THAT CAN BE COUNTED COUNTS Jim Sterne (Board Chair, Digital Analytics Association - USA) <p>The data we can collect for customer acquisition and life time value enhancement runs the spectrum from generic (postal code, age, gender) through behavioral (clickthroughs, pageviews, apps use) to the highly subjective (opinions, attitudes, motivations). The combination of these datasets moves us closer to getting the right message to the right person at the right time on the right device at the right frequency. Jim offers a marketing data taxonomy as the last step before handing the process over to machine learning algorithms to determine which attributes are useful at any given moment for a given purpose.</p>
10 ⁰⁰ - 10 ⁴⁰	WOULD YOU LIE TO A PHYSICIAN? Aurélié Pols (Mind Your Privacy, Spain) <p>A tale of caution about lack of transparency and rolling heads. Pragmatic Data Privacy take-aways for an era of Digital Entanglement and fluid Privacy legislation.</p>
10 ⁴⁰ - 11 ²⁰	WE DON'T NEED MORE DIGITAL ANALYTICS Caleb Whitmore (Analytics Pros - Seattle, USA) <p>It's nothing new that the landscape of technology is rapidly changing and this has changed the consumer landscape forever. But how are we in the Digital Analytics industry addressing that change? For the second year now I've attended the Consumer Electronics Show in Las Vegas where hundreds of thousands of attendees descend on the city to see the latest in consumer technology and, increasingly, all types of technology. This year had several highlight areas: Internet of Things, Smart(er/ish) appliances, fitness technology, "future" cars and mobility, drones, and so much more. What does this mean for the future of digital analytics and what steps must we take as practitioners to prepare for and lead in these times? The answer may surprise you.</p>
11 ²⁰ - 12 ⁰⁰	GOVERNMENT WEBSITES - THE ARGYLE SOCKS OF WEB ANALYTICS Damion Brown (Principal Consultant, Data Runs Deep – Melbourne, Australia) <p>Web analysts don't get excited about government websites. They need conversion rates to increase, checkout funnels to optimise, paid channels to evaluate, and AB?s to test. They love Ecommerce, they love non-profits, and they might, at a push, even love a B2B. Government websites have none of these things; they're about as far removed from the crazy rock'n'roll world of conversion optimisation as it's possible to get. However, as this session will demonstrate, there's a huge amount of untapped data on government sites and huge value in connecting the dots.</p>
12 ¹⁵ - 14 ⁰⁰	LUNCH
14 ¹⁰ - 15 ⁰⁰	THESE ARE YOUR USERS Gary Illyes (Trends Analyst, Google Switzerland) <p>Did you ever think about what your users actually NEED from you and your site? In this session you will learn more about who the vast majority of the internet users are, their personality, their expectations, and how on earth all this relates to Search. Includes an ask me anything session, without prescription, for cheap.</p>
15 ⁰⁰ - 15 ⁵⁰	HOW TO ENSURE ACTIONABILITY ACROSS MULTIPLE OR MULTINATIONAL SITES Peter Meyer (IIH Nordic, Denmark) <p>For enterprises to much fragmented incomparable data in siloes is often one of the main challenges when it comes to leveraging the full potential of analytics their organization. Too much data spread across too many people with too many different agendas often provides a chaotic data environment at best. So how do you set up analytics intelligently account across 42 countries and 11 business units to ensure that all levels of the organization has the level of data they require to create results. The session dives into how structure, standards, use and sharing across organization can have a radical impact on both the digital maturity of the business and the overall bottom line.</p>
15 ⁰⁰ - 16 ³⁰	COFFEE BREAK (coffee, fruit, sandwich, refreshments)
15 ⁵⁰ - 16 ⁵⁰	TURN TO THE SPEAKERS! DATA INTEGRATION - DANIEL WAISBERG (GOOGLE) Doug Hall (ConversionWorks) Peter Meyer (IIH Nordic) Stéphane Hamel (Immeria)
17 ³⁰ - 18 ²⁰	TITE MATRIX - THE DATA POINT JOURNEY Daniel Waisberg (Analytics Advocate, Google UK) <p>A single data point isn't all that useful for understanding how something works, but neither is a big pile of stats. Context is the key to making metrics actionable, it will turn numbers into something more. In this talk, Daniel Waisberg will go through a framework to help guide the data analysis process. The framework is based on a matrix, called TITE (time, interactions, trends, and events), which takes both internal and external</p>
19 ⁰⁰ - 21 ⁰⁰	DINNER
21 ⁰⁰	OPEN AIR FIRE MADE OF GIANT LOGS, MULLED WINE, NIGHT TIMES SWIMMING POOL

8 ⁰⁰ - 9 ³⁰	ARRIVAL, REGISTRATION
10 ⁰⁰ - 10 ⁴⁰	OBSESSING ABOUT THE BUSINESS, RATHER THAN THE BUSINESS OF Keynote by Avinash Kaushik (USA) The See-Think-Do-Care framework, its obsession is with Content first, then Marketing, then Measurement. It is the only order that works. So often we see Measurement, then sometimes Marketing and only rarely Content. This is the message he's talking to CEOs.
10 ⁴⁰ - 11 ⁴⁰	ALL IS OVER - KEY ELEMENTS A CMO NEEDS TO FOCUS ON Kristoffer Ewald (SVP, MetaPeople Group)
11 ⁴⁰ - 12 ²⁰	FROM GRP TO IMPACTING THE BOTTOM LINE René Dechamps (Neo@Ogilvy) For years, the advertising industry has relied on so called creative campaigns to boost GRPs and attribute marketing program effectiveness to end of funnel sales. Digital, and more specifically analytics, has brought about promises of transparency through numbers while remaining confined to the realm of measurability. Actors, battling for budgets, are all trying to technologically trace back and attribute the spark that made that very purchase happen, call it attribution or direct, last click, first click, what ever... conversion. After years of experience in the Digital sector, René has joined Neo@Ogilvy, Ogilvy & Mather's global media agency and performance network where he's building an Analytics team from scratch. René will share what he's building, moving beyond traditional site centric Digital Analytics. His challenges encompass data integrations, bringing together CRM data to fuel campaigns, being able to measure the impact of the online channel in offline sales. It's about helping clients transform the way they use technology and transform their business.
12 ²⁰ - 13 ⁰⁰	REPORTING AND ANALYSIS TECHNIQUES FOR PAID AND ORGANIC SEARCH Yehoshua Coren (Analytics Ninja - Jerusalem, Israel) Many companies invest significant financial and human resources into Paid and Organic Search Campaigns. Quantification and optimization of SEO/SEM efforts are critical for those organizations that rely on search as an acquisition channel. This session will focus on how to use data to improve Paid marketing campaigns and SEO performance. We will explore how to use data from Google Webmaster Tools, Adwords, and Google Trends to compliment data that you'll find in your standard web analytics package.
13 ⁰⁰ - 14 ³⁰	LUNCH
14 ⁴⁰ - 15 ³⁰	TURN TO THE SPEAKERS! MEASURING SOCIAL MEDIA - YEHOSHUA COREN (ANALYTICSNINJA) Jim Sterne (DAA) Daniel Waisberg (Google) Simo Ahava (Reaktor) Ahmad Abdullah (LinkedIn)
15 ³⁰ - 16 ³⁰	ASK ME ANYTHING - AVINASH KAUSHIK / USA Avinash Kaushik (USA) After a day full of amazing ideas here's your chance to ask Avinash anything on any topic that you care about. Bring your unique problems and challenges and ask for guidance, raise a complicated topic and request, if possible, simple solutions!
16 ³⁰ - 17 ¹⁰	COFFEE BREAK (coffee, fruit, sandwich, refreshments)
17 ¹⁰ - 18 ⁵⁰	GOLDEN PUNCHCARD PRIZE Demonstrate any Digital Analytics solutions or method of your own that is way beyond the defaults. Who decides who's gonna win? The audience. Send your nomination to 2016@superweek.hu!
19 ⁰⁰ - 21 ⁰⁰	DINNER
21 ⁰⁰	OPEN AIR FIRE MADE OF GIANT LOGS, MULLED WINE, NIGHT TIMES SWIMMING POOL

8 ⁰⁰ - 9 ⁰⁰	ARRIVAL, REGISTRATION
10 ⁰⁰ - 10 ⁵⁰	COMMUNICATING SIMPLY: VISUALIZATIONS THAT DRIVE ACTION Avinash Kaushik (USA) We die at the last mile very often. We do all this work, it is then presented in a way to leaders that makes it really hard to figure out what the heck is going on. We walk through how to present data simply, to truly communicate the insight we really want to. The cool part about this session is that everyone can participate: Avinash shows a slide. Everyone shares idea on how to fix it, then he shows how he'd fixed it.
11 ⁰⁰ - 11 ⁴⁰	TRANSLATE YOUR GTM CONTAINER INTO PLAIN ENGLISH Doug Hall (ConversionWorks - London, UK) It is my mission to spread the gospel of tag management, to make tag management useful for all stakeholders. Google Tag Manager is a tool for Digital Marketers, however, it's mostly seen as a "play thing" for (so-called) hardcore developers. This is unfair and undemocratic and devalues the product. In the interests of openness and inclusion I will demonstrate a range of areas where GTM fails and how it can be fixed. With a live demonstration of a simple to use tool you will see how Digital Marketers can quickly and easily achieve a comfortable level of GTM literacy eliminating common pitfalls and issues. You will all get more value from Google Tag Manager using this free tool.
11 ⁴⁰ - 12 ²⁰	PREDICTIVE ANALYTICS BROKEN DOWN Matt Gershoff (Conductrics - New York, USA) Personalization, one to one, predictive targeting, whatever you call it, serving the optimal digital experience for each customer is often touted as the pinnacle of digital marketing efficacy. But if predictive targeting is so great, why isn't everyone doing it? In this session Matt will give an overview of predictive targeting methodologies as well as a general framework for thinking about the trade offs you will face when embarking on embedding predictive methods into your marketing systems/process. A warning: While this talk assumes only basic statistical knowledge, it will introduce some relatively advanced/technical concepts. If you are looking for a 'Top Five Practical Predictive Analytics Tips' type of talk, you may want skip.
12 ²⁰ - 12 ⁵⁰	MEASURING BRAND SUCCESS ON LINKEDIN Ahmad Abdullah (LinkedIn - India) Brands are using LinkedIn to reach the most qualified audience (both literally & figuratively). However, they are often mistaken into using conventional KPIs to measure success on the platform. This talk will focus on a new paradigm of member centric measurement framework to demonstrate ROI on your social spend.
13 ⁰⁰ - 14 ³⁰	LUNCH
14 ⁴⁰ - 15 ³⁰	TURN TO THE SPEAKERS! DATA, PRIVACY AND ETHICS - AURÉLIE POLS (MIND YOUR PRIVACY) Stéphane Hamel (Immeria) Caleb Whitmore (Analytics Pros) Aurélié Pols (Mind Your Privacy) Kristoffer Ewald (MetaPeople)
15 ³⁰ - 16 ⁰⁰	MY WAY: TECHNIQUES, APPROACHES Peter O'Neill (Founder, L3 Analytics - London) The first problem faced after being asked a business problem is where to start. Having a set of approaches and techniques for finding the answer to any question or problem hidden within your web analytics data is vitally important to success as a web analyst. Knowing which one will achieve the best results in the shortest time is critical. Peter will take you through the approaches and techniques within his set. He will use a variety of examples across sectors and areas online to demonstrate a set of options for analysing online performance.
16 ⁰⁰ - 16 ³⁰	TRACKING USER INTENT IN TRAVEL Zorin Radovancevic (Web Analyst, Escape Ltd. - Osijek, Croatia) How to track and evaluate on site user behaviour with site search and custom dimensions (GA + GTM). Implementation procedures, planning, reporting logic and outcomes included - mostly focusing on the travel industry.
16 ³⁰ - 17 ¹⁰	COFFEE BREAK (coffee, fruit, sandwich, refreshments)
17 ⁰⁰ - 17 ⁴⁰	SHOWCASE: WHAT GA CAN DO THESE DAYS Jos Meijerhof & Oliver Borm (Advanced Performance Team, Google, EMEA) Jos and Oliver will show a series of live demos of how to use Google Analytics and AdWords to the max - to track across devices as well as websites, physical stores, CRM and BI systems and how to best use these integrated customer data sets for bidding, creative decisions and ads targeting.
17 ⁴⁰ - 18 ²⁰	DATABASED OPTIMIZATION Jacob Kildebogaard (Webjuice - Denmark) Jacob will talk about the use of data in the optimization work, instead of just testing buttons - spiced up with some Hotjar as well.
19 ⁰⁰ - 21 ⁰⁰	DINNER - traditional Hungarian cuisine
21 ⁰⁰ -	OPEN AIR FIRE MADE OF GIANT LOGS, MULLED WINE, NIGHT TIMES SWIMMING POOL

8 ⁰⁰ - 9 ⁰⁰	ARRIVAL, REGISTRATION
9 ⁰⁰ - 10 ⁰⁰	DIGITAL ANALYTICS IS HARD, NOW GET ON WITH IT Stéphane Hamel (Immeria - Canada) Stéphane stirs up trouble (again) and reveals why your analytics are going nowhere. After years of investigating the strengths and weaknesses demonstrated by digitally mature (and mostly immature) organizations, Stéphane reveals the naked truth of the latest results of the Digital Analytics Maturity self-assessment, spiced up with useful tips and thought provoking anecdotes. Make sure to complete your own digital analytics maturity self-assessment before the session!
10 ⁰⁰ - 10 ⁴⁰	GARBAGE IN, GARBAGE OUT: DATA QUALITY IN A TMS WORLD Simo Ahava (Senior Data Advocate, Reaktor - Finland) Data quality is often taken for granted. Many organizations fall into complacency with tools like Google Analytics, where tracking is installed but rarely optimized, configured, or scrutinized. As it turns out, this type of plug-and-play analytics can be detrimental to your measurement strategy. In this talk, Simo will show his experiences of working with vastly different organizations and methodologies for tag management, highlighting the format with which he's had most success. He will also showcase how a basic setup of Google Analytics (or any other popular web analytics platform) is simply not enough, together with a case study or two of how to turn the limitations of these platforms to your advantage.
10 ⁴⁰ - 11 ⁰⁰	COFFEE BREAK (coffee, fruit, sandwich, refreshments)
11 ⁰⁰ - 11 ⁴⁰	TURN TO THE SPEAKERS! ATTRIBUTION AND SUCCESSFUL MARKETING STRATEGIES - STÉPHANE HAMEL (IMMERIA) Peter O'Neill (L3 Analytics) Steen Rasmussen (IIH Nordic) Christian Sauer (Webtrekk) Andrey Sukhovoy (OWOX)
11 ⁴⁰ - 12 ²⁰	SPRING CLEANING IN THE HOUSE OF ANALYTICS Steen Rasmussen (IIH Nordic - Denmark) The loss of credibility and influence tied to delivering the wrong numbers to management is a pain and embarresment most senior analyst have experienced. And as data moves into a more and more central position in the company the demand for quality data grows. This session provides a practical roadmap to getting your data cleaned up once and helps you define a standard for your data quality.
12 ²⁰ - 12 ⁵⁰	HOLISTIC ATTRIBUTION ANALYTICS Ravi Pathak (Tatvic - Ahmedabad, India) Conventionally we only want to attribute at session/visit level for a given user to understand which media touch-points results into conversion action for given website or an App. To take attribution to next level, it make sense to consider Media touch- points as well as specific action(s) on website by user which lead to targeted action by users on site/app. I intend to showcase analysis that provides holistic picture to review attribution which not only includes Media touch-points but also specific user actions and combination thereof.
13 ⁰⁰ - 14 ³⁰	LUNCH
14 ⁴⁰ - 15 ¹⁰	DATA LEAKAGE: DON'T MAKE YOUR COMPETITION SMARTER Christian Sauer (Webtrekk - Berlin) The digital world is shifting towards user-centric. Preferences, interests and user intent define personalised marketing campaigns. There are dozens if not hundreds of tools to execute these campaigns. The tool providers promise to match the right user from their pool to your campaign needs – the only thing you have to do is to integrate their tools on your website. However, many companies are not aware that by doing so, they are leaking valuable data to third parties. In other words, the tool providers use your data to optimise other websites and apps which could belong to direct competitors. So to fully take advantage of the user-centric data companies are collecting, it is crucial that gathered data remains where it belongs – with you.
15 ¹⁰ - 15 ⁵⁰	DYNAMIC ATTRIBUTION MODELING Andrey Sukhovoy (Head of Analytics Department, OWOX - Ukraine) Brand new logic of attribution modelling: the value is distributed among traffic sources based on micro conversions and transactions that visitors generate during their sessions. The model is dynamic (not static like the default ones in the standard version of GA): the weight for value distribution is calculated for each user id. Presentation will be focused both on the technical side (how the data is collected, processed and which tools to use) and on the business side (what model was used before, what is the impact after implementing the dynamic attribution) on the example of our client Ozon.ru.
15 ⁵⁰ - 16 ³⁰	GETTING ACTIONABLE INSIGHTS FROM TRACKING USERS IN ECOMMERCE Andraž Štalcic (Red Orbit - Slovenia) At the end results are the only thing that matters. With ecommerce's complexity tracking consumer decision journeys and adapting your online presence will be the difference between having a successful business and disappearing in the graveyard of unprofitable web shops. We will unravel the layers of consumer decision journey, define micro conversions to track and locate the best insights. It's not all theory – we will discuss practical application of the See-Think-Do model to ecommerce websites. Who your customers are and what they think about you is something you can't ignore. We'll also focus on tracking different personas, evaluating your content.
21 ⁰⁰ -	AFTERPARTY ON SATURDAY!