



Presents

TurnLive Tokyo

Data-Driven Marketing Forum

Wednesday 22nd October 2014 | The Westin Tokyo, Japan

Showcasing innovators of data management and leaders in data-driven marketing, sharing global trends, case studies and insights to equip local marketers to manage and win in their data landscape.

The event will bring together Leading Agencies, Data Analysts, Publishers and Marketers to learn how global brands are improving business operations and ROI.



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12:30 **Prompt Registration and Lunch**

1:00 **Opening Introduction:** Akito SATO, Japan Country Manager | **Turn**

1:05 **Keynote Address:** Bill DEMAS, President and CEO | **Turn**

Why Actionable Data Is Like Chocolate Syrup

- Actionable Data helps you better understand your customers
- Improves Branding and Optimize

1:45 **What is Driving Dentsu:** Koichiro KONDO, Data Scientist & Hanano KUREBAYASHI, Analyst at Integrated Solutions Center | **DENTSU INC.**

2:30 **Networking Break & Refreshments**

2:50 **Building Reach and Brand Safety:** Andy MORLEY, Commercial Director | **Grapeshot**

- The programmatic market now sings to brands tunes
- Brands driving growth with a switch from search to display and remnant to premium
- Japan is the fastest growing, most rapidly changing RTB market in the world

3:30 **Marketing Strategies with Custom Data-Driven Insights:** Joshua KORAN, SVP Product Management | **Turn**

- Fragmented Audience
- Product overview and 2015 Platform Themes
- Audience-based Discovery

4:10 **3rd Party Data-Wins, eXelate Introduction:** Takeshi SASAHARA, Sales Consultant | **Turn**

eXelate Video Snapshot: Mark ZAGORSKI, CEO | **eXelate**

How data is collected, aggregated and normalized to help marketers reach their target clients online. How to execute 3rd party data and optimize with relevancy. Extending customer's journey online by delivering campaigns where it matters.

4:20 **In Conversation with:** Joshua KORAN, **Turn** & Andy MORLEY, **Grapeshot**

5:00 **Closing Remarks:** Bill DEMAS, President and CEO | **Turn**

5:10 **Event Wrap Up:** Akito SATO, Japan Country Manager | **Turn**

Followed by Networking Cocktail Reception