

Mobile Moments

Meeting the mobile challenge, emerging trends, predictions for 2016, and how to build relationship and drive engagement.

#MOMONYC

5 / 25

1:30—7 pm (EST)
Wednesday

Hudson Terrace,
621 W.46th St., NYC

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1:30 PM Registration / Networking

2:00 — 2:15 **Welcome Remarks**

— *Martin Doettling, CMO, Swrve*

2:15 — 2:45 **Mobile Commerce in an Age of Connected Devices**

— *Karen Pascoe, SVP User Experience, MasterCard*

The Internet of Things is bringing in a wave of innovation, and many of those devices will be connected for commerce. MasterCard has been working to transform the digital payments landscape, securely and at scale. Karen will cover a range of devices that are already payment enabled, what this looks like over time and what this means for consumers.

2:45 — 3:10 **Social is Mobile**

— *John Ore, SVP Product, Business Insider*

For digital native brands, social distribution is almost a requirement to reach your audience where they are most comfortable. Being mobile-first is crucial in embarking on a successful social distribution effort.

3:10 — 3:30 **Artificial Intelligence for the Mobile Visual Search**

— *Catherine Ulrich, Shutterstock*

3:30 **Break**

3:45 — 4:05 **Treat your App Like it's your Business**

— *Howard Hunt, Meredith Xcelerated Marketing*

There appears to be a contrast in how marketers understand the role of their apps versus other business driving vehicles. This light hearted talk will expose gaps in managing digital customer experiences and serve to leave you wondering whether you're doing it right yourself.

4:05 — 4:20 **Mobile, Fintech, and Banking Phase II**

— *Alex Sion, Co-Founder, Moven*

Why mobile has already changed everything regarding everyday commerce, money and the world of banking. Who wins, who loses and how competition for customer engagement could play out. How traditional banks and fintech players can collaborate to win

4:20 — 4:40 **So You Have Developed A Mobile App. Now What?**

— *Kevin McCarthy, Mobile App Lead, Google*

As many as 25 percent of application users open an app once and then never return. So how does a mobile app stand out? This session will discuss how brands and retailers should be marketing their mobile apps, measuring their success and optimizing their efforts towards maximizing lifetime value for their users. With some of the latest retail case studies and apps UX research, Google will demonstrate how to engage with mobile in the next crucial moments after an app is developed.

4:40 — 5:10 **Mobile-first brand marketing in an omnichannel world—
How brands drive customer interactions across connected devices**

Moderator *Jessica Smith, Mobile Digital Analyst, Business Insider*

Panelists *Elaine Bentivegna, Marketing Analyst, Tumblr*

Lauren Picasso, Marketing Director, Jet

Rebecca Green, Mobile Marketing Manager, Fareportal

5:10 — 5:30 **Closing Remarks**

— *Jim Steinberg, Director of Sales, AppsFlyer*

5:30 — 7:00 **MoMo Mixer**