

Join us & discuss the future of analytics & conversion

With support from industry leaders, we want to talk about the latest innovations in analytics and conversion, and how they can help you better understand your website visitors and drive them to convert.

Analytics and Conversion, 2020 & Beyond

13:00 Welcome

Ryan Webb, Conversion and Analytics Director, SearchStar

13:15 3 Steps to Consistent, Connected, Cross-Channel Experiences

Alan Colville, UX Consultant, Colville

Customers expect increasingly better experiences when interacting with businesses. Alan will discuss three proven steps to enable businesses to align with that expectation. We'll start by determining the state of customer experience, before learning how to improve the approach to research and insight. Finally, we'll learn how to change the work that is done to deliver those experiences.

13:45 Google Marketing Platform: More Than a Rebrand?

Jon Boon, Lead Analytics Consultant, SearchStar

Our conference marks exactly 1 year since Google unveiled its newest suite, Google Marketing Platform. While the suite lacked new features, Google's vision was to make the Google 'Full Stack' a reality.

One year on, Jon looks at the true value of GMP and whether Google achieved its aim.

14:15 Break

14:30 Peer Discussions & Troubleshooting Workshops

This is not a one-way conference. We want you to go away with 1-2-1 advice and generate conversation around your most difficult analytics and conversion challenges. Join us and discuss!

15:30 Personalisation & Recommender Systems: Perspectives and Challenges

Iván Palomares Carracosa, Lecturer in Data Science & AI, University of Bristol

Recommender System techniques help us make good decisions when faced with the enormous number of options available today. However, the rise of Big Data and connected data infrastructures and devices in smart cities is impacting virtually every aspect of human lives, thereby urging the need for personalisation services. In this talk, Ivan delves into the principles of Recommender Systems from a Data Science and AI perspective, and some recent progress made on leisure and wellbeing applications.

16:00 Break

16:20 Conversational Commerce: What Is It & Why Is It So Important?

Lauren Hale, Business Partner Manager
LivePerson

Conversational commerce is changing the way consumers and brands interact. Through new technology, consumers are finding it easier than ever to communicate with brands from any device, on their own schedule, using natural language to buy things and get things done.

As conversational commerce develops brands will begin to shift customer interaction away from expensive and cumbersome voice and web channels. Instead, they'll engage consumers in conversational interfaces where they're already comfortable, driving efficiency and increasing customer satisfaction.

16:45 Latest Successes in Conversion Optimisation

Ryan Webb, Conversion and Analytics Director, SearchStar

To round off the day, Ryan will remind everyone why it's so important to conduct effective research to achieve the most significant conversion wins. He'll attempt to tie together all the themes of the day in a rousing finale!

In telling the story, Ryan will share some of the most fascinating tests we've run for clients over the last year and explain why some of them deliver impressive results and (despite research) some of them just don't. Mystic Ryan will also return to the stage to make some conversion predictions for the year ahead.

17:10 Roundup & Close

Dan Fallon, Managing Director, SearchStar