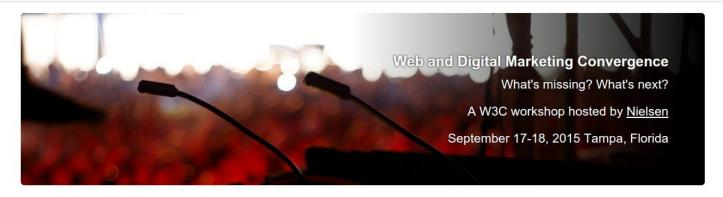
Digital Marketing







Key topics

- Campaigns
- · Experience, Content, and Assets
- · Metrics and Data Collection
- Channel and Delivery
- Audiences
- Context
- Performance
- Security and Privacy

See session list...

Who should attend?

- Marketers and advertisers, agencies, operations
- System and technology providers and consumers
- Publishers
- · Ad eco-system players
- Market researchers
- Retailers

See more...

How to join

We invite you to submit a paper and to attend this workshop to help shape future W3C work.

Join here

Registration and participation instructions

Goals and Scope

Thanks



Day 1 (Thursday, Sept. 17): 9 am - 5 pm draft minutes 8:30 Continental breakfast

- 9:00-10:30 Welcome and Introduction
- Session 1: Setting the Stage
 - Co-chairs Chad Hage, Nielsen, and Reza Jalili, Adobe; Wendy Seltzer, W3C
 - Global and academic perspectives: Keiji Takeda, Keio University: <u>Digital Marketing</u>
 - **AntiPatterns** o Balaji Padmanabhan, University of South Florida, slides
- 10:30 Morning break
- 11-12:30 Session 2: Metrics and Data Collection
 - Moderator: Chad Hage Ad-ID, Jarrett Wold, slides
 - Adobe, Reza Jalili, slides
 - o Nielsen, Chad Hage, slides
- 12:30-1:30 Lunch
- 1:30-3:00 Session 3: Security and Viewability

 - Moderator: Chris Clark group slides
 - WhiteOps, Ash Kalb slides
 - Facebook, Brad Hill
 - Mozilla, Olivier Yiptong slides
- IAB, Brendan Riordan-Butterworth
- Rocket Fuel, Mark Torrance
- WhiteOps, Dan Kaminsky
- 3:00 Afternoon Break
- 3:30-5:00 Session 4: Data Modeling and Context
 - Moderator: Satya Satyamoorthy
 - Apple, Alexandre Bertails slides GS1, Eric Kauz slides
 - Kaist, Sungkwan Jung slides

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Nielsen Catalina Solutions, Satya Satyamoorthy slides

- Day 2 (Friday, Sept. 18): 9 am 4 pm draft minutes
- 8:30 Continental breakfast
- 9:00-10:30 Session 5: Privacy and Identity Moderator: Keiji Takeda
 - CDT, Greg Norcie slides
 - USEMP/VELTI, Theodoros Michalareas slides, position

paper

- 10:30 Morning break
- 11-12:30 Session 6: Connections
 - Moderator: Reza Jalili Fuji TV, Kazuhiro Hoya slides
 - Kaist (share button), Jinhong Yang slides
 - NACS, David Ezell slides
- · 12:30-1:30 Lunch
- 1:30-2:30: Running Code -- Demonstrations
- WhiteOps, Ad-ID 2:30-4:00 Session 7: Conclusions and Next steps
 - Moderator: Wendy Seltzer and co-chairs

 - Participation by all encouraged!

Digital Marketing Workshop

Integrity in digital marketing:

- security of web ad delivery mechanisms, application and page context, and viewability;
- robust and auditable data measurement
- reliable marketing asset tracking and product description; and
- user privacy assurances

https://www.w3.org/2015/digital-marketing-workshop/agenda.html

Participants

- Ad-ID
- Adobe
- Apple
- CDT
- Facebook
- Fuji TV
- GS1
- IAB
- KAIST
- Keio University

- Mozilla
- NACS
- Nielsen
- Nielsen Catalina Solutions
- Rocket Fuel
- University of South Florida
- USEMP/VELTI
- WhiteOps
- W3C Brazil
- + additional participants and regrets

Possible Next Steps

WebAppSec: IronFrame, Sandboxing

Web and TV: Asset and product labeling; Second screens

Digital Marketing IG/BG/CG: coordination

User-privacy agent (CG)

Cooperative work with IAB, GS1, schema.org

Join us!