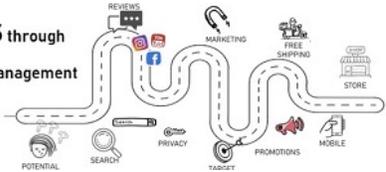


**Marketing
Effectiveness
through
Customer
Journeys and
Multichannel**



**MARKETING Effectiveness through
Customer Journeys and Multichannel Management**
Bologna, 16-18 June 2019



FIRST ACADEMIC MULTICHANNEL CONFERENCE ATTRACTS TOP SCHOLARS, INCREASES COLLABORATION

Last month, The University of Amsterdam Business School and the Department of Management at the University of Bologna teamed-up to co-create the first academic Multi-channel Marketing Conference, which brought together leading scholars across the globe to discuss emerging research on the effectiveness of marketing activities along the customer journey. The goal of the conference was to assist managers identify specific metrics and tools to measure return on marketing investment and create effective communications and promotional campaigns that create value for customers as well as enhance customer acquisition and retention rates.

Hosted by Bologna Business School from June 16-18, 2019 and co-chaired by Associate Professors in Marketing Umut Konus (Amsterdam Business School) and Sara Valentini (University of Bologna, Italy), the invite-only event titled, "Marketing Effectiveness Through Customer Journeys and Multichannel Management" attracted more than 55 academics, who had an opportunity to present their research, participate in academic panels and entertain meaningful conversations focused on statistical models and academic research of the customer experience. Attendees were also treated to a welcome dinner, a guided tour at F.I.C.O., the world's largest food park, and a walking tour of Bologna's city center.



Conference Highlights

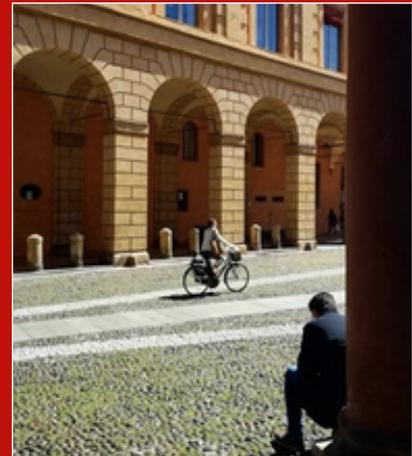
The event featured keynote speakers, Alessandro Acquisti, Professor of Information Technology and Public Policy, Carnegie Mellon University, and Kusum Ailawadi, Professor of Marketing, Tuck School of Business (USA), as well as two Phd Roundtables, which featured short paper presentations from six doctoral candidates. The one-and-a-half day conference, set at the oldest university in continuous operation and located on the rolling hills surrounding Bologna, also played host to more than 14 sessions, which explored the overall customer experience and key factors that influence it, including: attribution, omnichannel marketing, channel integration and social media, customer acquisition, customer profitability and engagement as well as marketing metrics, key performance indicators (KPIs), insights from Data and database marketing.

Stay tuned!

"This was a first of its kind," said Umut Konus from the University of Amsterdam, who co-organized the conference, which delivered a wealth of cutting-edge, quantitative data and statistical modeling insights to a highly engaged audience. "We'd like to thank the University of Bologna Business School, keynote speakers, presenters, PhD candidates and all who attended for making it a tremendous success."

Based on its high-demand and overwhelming turnout, Konus and his colleague Prof. Valentini of University of Bologna are already considering the possibility of co-organizing another multichannel marketing conference hosted by the Amsterdam Business School as soon as next year.

Bologna Business School



Founded in 1088, Bologna Business School is the oldest university in continuous operation. It is located on the hills surrounding Bologna, 4km from the city center.