From: KCDMA
To: Jessica Best;
Subject: Dec E-News: Alternate Web Analysis During the Holidays
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December 2008

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Clarity in a World of Confusion: Fostering Growth In Turbulent Times

with Larry Kimmel, Chairman/CEO, G2 Direct & Digital

Thought Leader & Presenter at DMA 2008 Conference

January 13, 2009 | 11:15 - 1:00 p.m.

Marketing has never been more complicated. The economy is weak. Virtually every media channel is losing effectiveness. New marketing techniques are introduced almost daily. Consumers are rejecting advertising in ever-increasing numbers. Marketing budgets are under siege at countless companies.

So how can marketers win today?

Mr. Kimmel will identify new strategies for building share and profits, and will show . . .

- Innovative communications that are driving profits, not just buzz
- Techniques to unearth more motivating consumer insights
- Approaches that elevate respect for the marketing discipline
- Solutions which more efficiently allocate marketing dollars

Find out how one of the sharpest minds in strategic marketing can guide you through today's confusing marketing landscape and provide you with new clarity - all in an entertaining, inspiring presentation.

Register Early! Call 816.561.5323 to reserve your seat.

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Call for Nominees: 2009 Bob Stone Direct Marketer and Young Direct Marketer of the Year

If you know of a seasoned professional or an upcoming direct marketer deserving of top KCDMA honors, please consider nominating them for either the Bob Stone Direct Marketer of the Year or Young Direct Marketer of the Year. This is an opportunity to recognize those in our industry that stand out as Kansas City greats.

Review the criteria for these two awards and submit your nominations in writing by January 15, 2009! Check out www.KCDMA.org *next week* for the nomination criteria. All nominations can be submitted to:

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Fax: 913-548-0594

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AMBIT Awards Call For Submissions

Tis the season... to show your stuff! It's AMBITs time again as we delve into the ***Science of Success*** (this year's DM Days and AMBITs theme). Download an entry form at www.KCDMA.org and mark you calendar for the ***Weird Science*** Awards night after DM Days Session 2, Tuesday, March 24, 2009.

Also coming soon to the website: a webinar on Things You Should Know When Prepping Your AMBIT Entries.

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Members Save Up to $70 on DM Days and $20 on AMBITs!

KCDMA Members save 20-30% on registration for DM Days 2009 *and 40%* on AMBITs entry fees! Check out the pricing online for exact savings. Join now and get member pricing on these annual highlight events. Just one of the many benefits of membership.

To become a member, email Louie Smith at Louie.Smith@bcbsks.com.

We respect your privacy. KCDMA doesn't sell email addresses of members or meeting attendees.

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3 Web Analysis Insights Retailers Should Apply This Holiday Season

By Heather Fletcher, senior editor, Target Marketing, as seen in the *Tipline e*-newsletter

When a woman shops for a man's holiday gift, she probably won't buy him a pink, size 6, ruffle-front angora sweater. That's why it's important to pay attention to the seasonal shifts in online buying behavior. And that's where Web analytics comes in, says Akin Arikan, senior segment manager for Internet marketing at software and services firm Unica of Waltham, Mass.

What was once a normal buying pattern-a woman perusing women's sweaters-shifts during the holidays. But just in time for the seasonal buying frenzy, Arikan provides tips on how to parse these behavioral anomalies.

Read the full article, including 3 key concepts to keep in mind.

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