

Global Email Marketers and Industry Leaders Convene in Las Vegas to Learn and Share Best Digital Marketing Practices and Recognize Innovation

Select MarketingSherpa Email Summit 2015 Sessions to be Live-streamed; Post-summit Wrap-up Webinar Set for March 11

LAS VEGAS, Feb. 23, 2015 /PRNewswire/ -- International email marketers and industry leaders gather here starting today to learn strategies and techniques for improving their digital marketing campaigns as well as to recognize excellence and innovation in the industry.

The 10th annual MarketingSherpa [Email Summit 2015](#), being held at the ARIA Resort and Casino in Las Vegas through Feb. 26, is the original research-based conference serving the email marketing community. It attracts hundreds of marketers from organizations around the world who will attend and participate in workshops, speaker presentations, case study presentations, interactive roundtable sessions, live email tests and more from presenting organizations including, CNET, Dun & Bradstreet, LinkedIn, SAP and The Kentucky Derby.

Keynote addresses will be delivered by **Stephen J. Dubner**, an award-winning author, journalist, and radio and TV personality; **Jonah Berger**, marketing professor at The Wharton School; **Jose Palomino**, president of Value Prop Interactive and the author of the very well-received book, *Value Prop*; and **Flint McGlaughlin**, managing director and CEO of MECLABS, the parent company of MarketingSherpa.

MarketingSherpa is a research institute specializing in tracking what works in all aspects of marketing and publishes research for the benefit of the global marketing community. The organization's goal is to provide marketers with the instructions, statistics and inspiration to improve their results.

"This year, for the first time we're live-streaming video of our opening session and case studies of the Best B2B and B2C Email Campaigns from the 2015 MarketingSherpa Awards in order to support marketers around the world unable to join us for the MarketingSherpa Email Summit," said Daniel Burstein, director of editorial content for MECLABS.

The live-streamed video can be viewed at www.marketingsherpa.com.

Sessions focus on a broad range of email marketing issues including list growth tactics, messaging and deliverability. In addition, a select few organizations will be recognized by MarketingSherpa for their innovative and results-driven campaigns. The awards, sponsored by BlueHornet, will be given to:

Finish Line, a leading athletic retailer, for Best Business-to-consumer (B2C) Email Campaign;

Ferguson Enterprises, a diverse wholesale distributor of plumbing supplies, for "Best Business-to-business (B2B) Email Campaign; and

The Microsoft Store, a brick-and-mortar and online retailer, as the first Readers' Choice Award honoree. MarketingSherpa blog readers picked Microsoft from a field of five finalist campaigns including World Jewish Congress, Precor, The Kentucky Derby and JAM Paper.

A collection of case studies from award winners and finalists will be released on Feb. 25 and will be [available online](#).

Another conference highlight is the annual "live test" set for Feb. 24 where conference attendees participate in a conversion optimization test to see how much difference an email subject line, content and format really make in response rate. This year's nonprofit test partner is [VolunteerMatch](#), an organization that connects good people and good causes. In 2014, VolunteerMatch generated more than \$1 billion in social value for more than 100,000 nonprofits across the U.S.

"We're also hosting a post-Summit wrap up [webinar](#), presenting highlights of the conference, and will be releasing videos of the Summit for attendees and non-attendees to watch," said Burstein.

About the Email Summit

The Email Summit, being held Feb. 23-26, 2015 at the ARIA Resort and Casino in Las Vegas, is the original research-based conference serving the email marketing community. Participants from around the globe learn from some of today's leading marketers from organizations including MarketingSherpa Email Awards 2015 Best B2C Email Campaign winner Finish Line, Best B2B Email Campaign winner Ferguson Enterprises, and Reader's Choice Email Campaign winner Microsoft Store. Case studies and how-to lessons from VolunteerMatch, CNET, Dun & Bradstreet, LinkedIn, and the Kentucky Derby will also be presented. Featured speakers include Stephen J. Dubner, co-author of *Freakonomics*, Jonah Berger of The Wharton School, Jose Palomino and Flint McGlaughlin. Sponsors for Email Summit 2015 include Maropost, BlueHornet, StrongView, Yesmail,

Listrak, Adestra, Silverpop, dotmailer, PostUp, LiveIntent, Message Systems, TowerData, TailoredMail, Strikelron, Litmus, RealTime Email by LiveClicker, ClickMail, SailThru, SendGrid, Email on Acid, OutMarket, Oracle Marketing Cloud, Movable Ink, Lionbridge, Fluent, HyperDrive Interactive, Retention Science, B2Lead and Inbox Group.

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