



## RENEE BLAKE, CHIEF CREATIVE OFFICER

Who I am: First; a good human. Second; a creative leader with a craving for the experiential. How I cause great work: Woo and do - inspiration to think, make and move. Whats in my head: I believe in creative that moves. As consumers, we're in a period of rapid change. Where, when and how we interact with brands is anything but traditional. So, as communication leaders, we must connect with people using transparency and positive Impact. We will always want cheaper, tastier, and shinier. But moving forward, brands will only succeed at the rate of human progress. The future of consumerism is truth.



eBay Inc. is a multinational e-commerce corporation based in San Jose, California that facilitates consumer-to-consumer and business-to-consumer sales through its website. eBay was founded in 1995, and became a notable success story of the dot-com bubble. eBay is a multibillion-dollar business with operations in about 30 countries, as of 2011. The company manages eBay.com, an online auction and shopping website in which people and businesses buy and sell a wide variety of goods and services worldwide. The website is free to use for buyers, but sellers are charged fees for listing items after a limited number of free listings, and again when those items are sold.

## DEPARTMENT BREAKDOWN

### WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Creative to be at the intersection of our brand (individualism,) and verticalization (i.e fashion for acquisition,) and our unique offering (breadth and infinite depth of choice of products).

### WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Moving to DMP informed stack.

### HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

75.

### WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

UP TO \$10 MILLION

## PROJECT INSIGHTS

### PROJECT OR INITIATIVE DESCRIPTION

**Moving from merchandising focused to customer centric and balancing a horizontal consumer journey with the challenge of verticalization.**

### WHAT NON-BUDGETARY CHALLENGES DO YOU ANTICIPATE?

**Changing brand perception for new acquisition and telling an addictive story for retention to reduce "one and done" purchases.**

### WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

**Content creation partners that are attached to data and brand.**

### WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

**Q2 to Q4.**

**What technology/services are of strategic importance to you in the next 12 months?**

**Please indicate level of need/importance:**

**A=High Priority B=Priority C=Interest D=Low Priority E=Not A Priority**

**We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.**

Brand Launch/Relaunch Or Significant Expansion In Marketing Efforts	A
Creating Mobile And Web Apps To Reach Customers And Service Enterprise Needs	C
Reputation, Thought Leadership, Executive Positioning, Crisis, And Public Affairs	D
Improving Digital Customer Experiences With AI Driven Insights	C
A New CMS To Deliver Personalized Digital Experiences & Customer Journeys Across Traditional And Emerging Channels	C
Micro Moment One-On-One Conversational Marketing	C
Word Of Mouth Marketing	C
Omni-Channel Digital Experiences And Personalized Communications	B
Adopting Transformative Cognitive/AI Capabilities And Strategies To Unlock New Customer Insights, Create Personal Customer Experiences, And Digitally Reinvent The Enterprise.	A
Digital Experience Strategy, Design And Implementation	B
Mobile-First Data To Grow & Engage Your Audience While Combatting Ad Fraud	C
Customer Engagement	A
Predictive Intelligence That Powers Cross-Channel Digital Marketing Campaigns	C
Attribution	D
Programmatic Omnichannel Marketing Platform	C
Content Marketing: Building Audience And Driving Sales Through Original Content And Brand Storytelling	A
Social Advertising - Data, Transparency & Performance	B
Leverage Customer Experience Amplification To Drive Revenue By Owning The Digital Reputation Landscape	A
Brand Storytelling	A
Personalization At Scale	C
360 Degree View Of The Customer	A
Customer Journey Mapping	A