

>> 11:00 AM ET – WELCOME!



11:03 AM ET

Web Acrobatics in Higher Ed
by Joshua Dodson



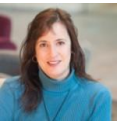
11:18 AM ET

Higher Ed Web Analytics Benchmarking
Project by Karine Joly



11:33 AM ET

Getting Departments Onboard with
Analytics by Bryan Fendley



11:48 AM ET

More Actionable Data, Faster with Google
Tag Manager by Tatjana Salcedo

>> 12:00 PM ET – 10-min BREAK!



12:10 PM ET

Top 10 Google Analytics Questions by
Avalee Harlton



12:25 PM ET

Email Activity or Email Achievement: What
Are You Really Measuring? by Jens Larson



12:40 PM ET

Brand Breaker or Brand Maker?
by Alan Etkin



12:55 PM ET

Quantifying Relationships, Influence &
Engagement To Inform Strategy by Chase Baker

>> 1:07 PM ET – 10-min BREAK!



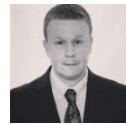
1:17 PM ET

Measuring the Unmeasurable:
Snapchat Analytics 101 by Lindsay Nyquist



1:32 PM ET

(Almost) Everything You Need to Know About
Measuring Social Media ROI by Robert Bochnak



1:47 PM ET

From Social Media Listening to Social Media ROI
with CRM Tracking by Adam Coulter



2:02 PM ET

Combining Facebook Ad Insights and Web
Analytics to Measure Success by Dr. Liz Gross

>> 2:15 PM ET – 2:40 PM ET
Q&A with all the conference speakers