



VIRTUAL ROUNDTABLE *with* **MACY's**

*Exclusive Brands*

# VISUAL UGC:

## Transforming Engagement Marketing into Performance Marketing

OCTOBER 20, 2015 • 1PM ET

# Housekeeping



## Audio issues?

Turn up your computer volume or dial in:

*Number: (562) 247-8321*

*Attendee Access Code: 903-980-480*

*No Audio PIN*



Type questions into chat box or via **#popwebinar** on Twitter



Recording sent via email after broadcast

# Agenda

**1**

**Intro**

*(5 minutes)*

**2**

**Virtual Roundtable**

*(20 minutes)*

**3**

**Audience Q&A**

*(5 minutes)*



# The Barriers Between Brands and Consumers

- **No Organic Reach**
- **Ad Blocking**
- **Viewability**



# Where Have All The Ads Gone?

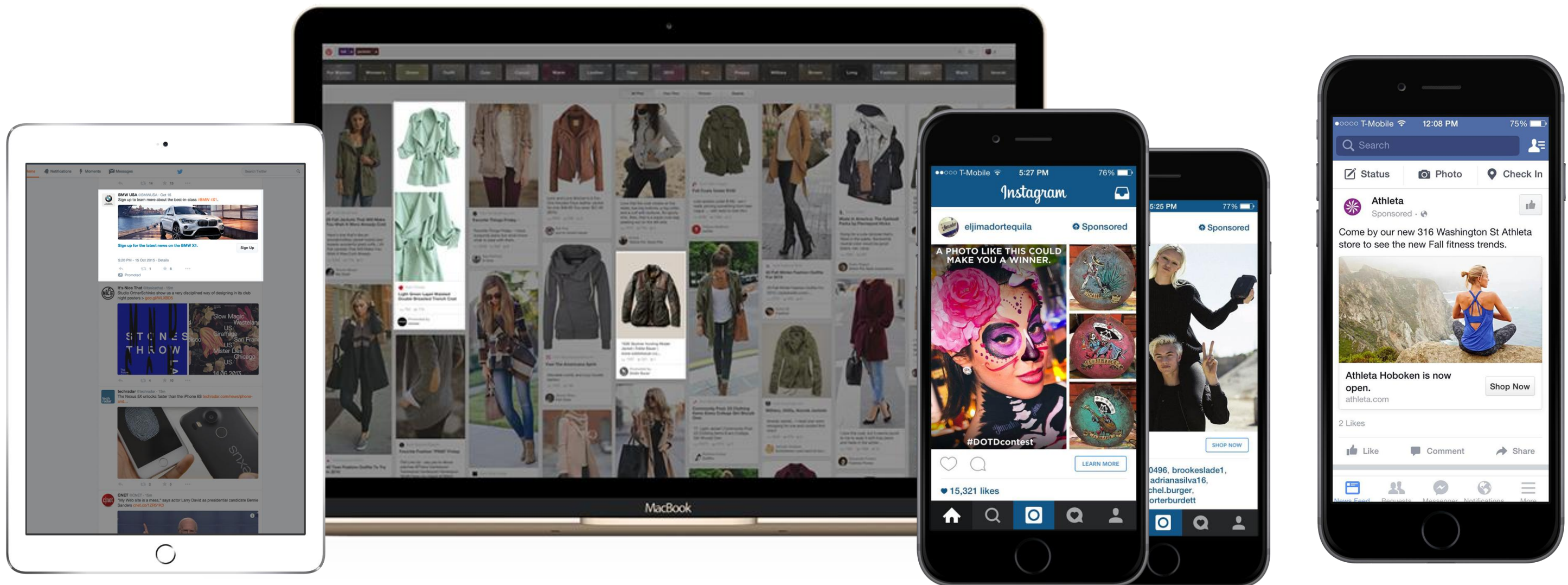
**TD Bank Advertisement:** \$250 in travel towards seeing the sights. When you get the TD First Class Travel Visa Infinite Card. Apply now. TD

**Product Comparison 1:** NIKON D5300 VS CANON EOS REBEL T6i. Buy now amazon.ca \$658. Reasons to buy the Nikon D5300: Low noise at high ISO (1,338 ISO), Great image quality (85.0), Full HD (1080p @ 60fps), Wide dynamic range (13.9 EV). Reasons to buy the Canon EOS Rebel T6i: High ISO (25,600 ISO), Touch screen, Less buttons, Many cross-type focus points, High true resolution (24.1MP).

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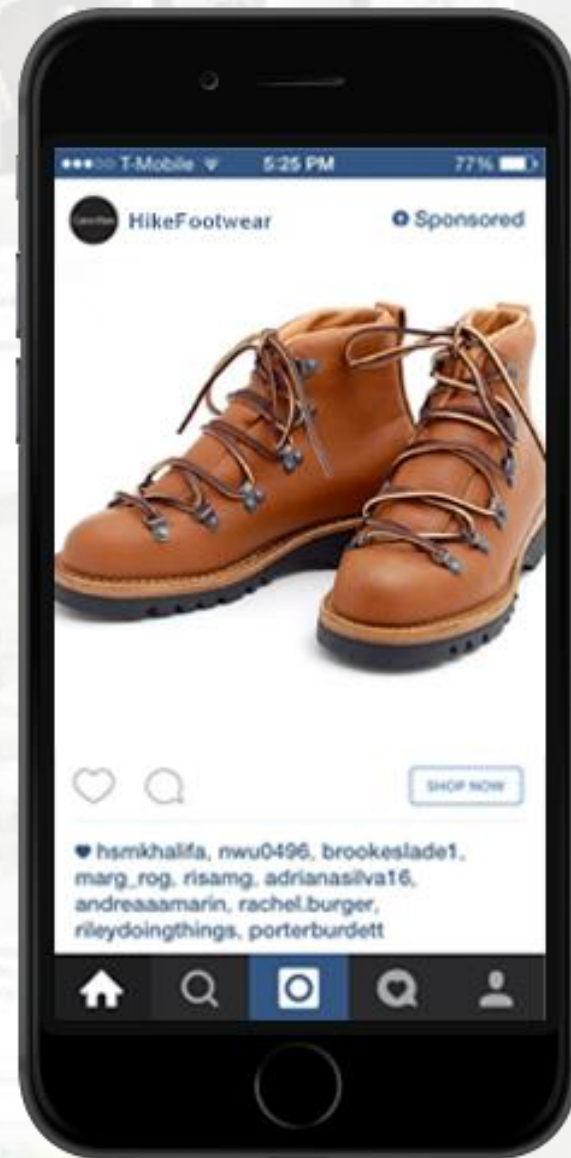
**McDonald's Advertisement:** SUMMER DRINK DAYS. \$1 for the featured drink. Deal is available on select drinks. Buy now. McDonald's logo.

# Engagement Channels Are Becoming Commerce Channels





# UGC Supports Native Advertising Goals



# Meet Our Panel



**Christopher Motta**  
**Macy's Merchandising Group**  
*Director of Social Media*



**Jeff Soriano**  
**Offerpop**  
*Sr. Director of Demand Generation*



# Panel Questions

- Traditional advertising isn't necessarily delivering brands what it used to. As a result, have the Macy's brands put more of an emphasis on social channels?
- What was once about 140 characters is now all about photos and video. How has this shift changed your content strategy?
- What value does this user-produced content provide that brand produced content can't?
- What are some of the new metrics you are looking at when you evaluate the success of your campaigns?
- Without giving away the secret to your success, can you give the audience some tips on how to drive up participation with their campaigns?
- Now that social has commerce capabilities, have you had more contact with the other teams at Macy's who might have traditionally been more focused on conversions or loyalty?

# Audience Q&A

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Ask the Experts

# Thank you.

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October 20, 2015

