

WEBINARS

Webinar on Sept. 19: "How to Win the Holiday Showdown"

September 11, 2019



Back-to-school and Prime Day are key litmus tests for getting holiday marketing and retail right based on mobile user journey data. Image credit: Ogury

By STAFF REPORTS

Please click [here](#) to register for the free webinar on Thursday, Sept. 19 at 2 p.m. to 3 p.m. ET (New York time) titled, "How to Win the Holiday Showdown"

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The winter holiday season is fast approaching, which means the holiday opportunity is as well. Getting mobile marketing and mcommerce right is key.

This **free webinar** from *American Marketer* will take a look-back at the recent retail holidays, including back-to-school and Prime Day, to see where users spent their time.

The webinar will also examine how mobile user journey data can reveal when marketers should focus their holiday marketing strategies, as well who they should attract to their brand.

In this hour-long free webinar at 2 p.m. to 3 p.m. ET (New York time) on Thursday, Sept. 19, an expert will discuss how to:

- Identify which retail holidays present the greatest opportunity
- Know when and how to focus your holiday marketing strategy
- Leverage data-driven insights to identify who you should attract to your brand
- Understand how to market effectively while respecting user consent
- Learn why an always-on approach will set your brand apart

Speaker: Kevin Fitzgerald, U.S. head of insights, **Ogury**

Moderator: Mickey Alam Khan, editor in chief, *American Marketer*

Webinar attendees can request a copy of the presentation deck.

Thank you so much for your willingness to spend a precious hour with us.

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