ESPC 2024 Fall Meeting
October 29, 2024
ArentFox Schiff, LLP
1717 K Street, NW
Washington, DC 20006

8:30-9:30   **REGISTRATION AND BREAKFAST**

9:30-10:30   **PRIVACY ISSUES IN EMAIL, WITH EMPHASIS ON EMAIL TRACKING LITIGATION**

A group of class action plaintiff's attorneys have sued retailers (along with providers and support services) for allegedly violating an Arizona anti-pretexting statute in connection with tracking technologies embedded in email. This session will discuss the cases and why privacy and permission are important considerations even if messages never leave the United States.

Speaker: Mickey Chandler

10:30-11:00   **COFFEE BREAK**

11:00-12:00   **DMARC ALIGNMENT ADOPTION: CURRENT STATUS AND NEXT STEPS**

We will look at DMARC adoption rates from the viewpoint of the mailbox providers (Yahoo & Comcast) and the senders. We will then move on to discuss ways we can move the needle and get more mail aligned. What are the hurdles and benefits to adoption and why is DNS so hard? Once DMARC is in place, what is stopping folks from moving to p=quarantine or reject?

Moderator: Tara Natanson, Constant Contact

Speakers: Lily Crowley, Yahoo
Alex Brotman, Comcast

12:00-1:00   **LUNCH**

Lunch Topics

- Yahoo / Google changes
- Opens and clicks
- Blocklists
- Careers in the email industry

1:00-2:00   **OPENS AND CLICKS IN 2024**

How should ESPs maintain credibility with the accuracy of our reporting when so much is changing? Open rates are already less reliable. Apple is disrupting the email industry yet again with Apple iOS 18, introducing tabs, email grouping, and leveraging AI functionality to summarize emails. And the use of email click bots seems to be increasing, which results in grossly inflated click rates. If you're stressing about all of this, you're not alone. In this session we'll discuss how some industry changes are deflating our metrics while others are inflating our metrics and what to do about it. We'll focus mainly on Apple iOS 18 and its potential impact to the email metrics and email click bots, and how ESPs are or are not reacting.

Moderator: Pamela McAtee Lord, Oracle

Speakers: Heather Goff, Oracle
               Gene Gusman, Zeta Global
               Al Iverson, Valimail
               Evelyn Poon, Zillow Groups

2:00-3:00   **AI IN THE DIGITAL MARKETING ECOSYSTEM**

As AI technology rapidly advances, its integration into digital marketing has transformed the way marketers approach their work. This panel will explore the current state of AI in digital marketing, focusing on two key areas:

1. **Emerging AI Tools in Digital Marketing:** AI is now embedded in a wide range of software and services that marketers rely on every day. The panelists will discuss the most prominent AI-driven tools currently being used, highlighting those that bring the most value in content creation, customer segmentation, ad targeting, and analytics. Attendees will learn which tools marketers are embracing and the measurable benefits these technologies are providing.
2. **Opportunities and Risks of AI Adoption:** While AI promises numerous advantages such as enhanced efficiency, resource optimization, and data-driven decision-making, there are also inherent risks. Panelists will address potential challenges including bias in algorithms, over-reliance on automated processes, and the importance of transparency and ethical use. This discussion will help digital marketers understand how to balance the benefits with the risks, ensuring they can leverage AI effectively while mitigating potential downsides.

This session will provide practical insights for marketers looking to capitalize on AI, while also preparing them to navigate the evolving digital landscape responsibly.

Moderator:		Tom Bartel, SVP, Data, Validity
Speakers:		Dr. Matthew Dunn, Founder, SocialSignal.ai
		Roman Gun, VP Product, Zeta Global
		Rafael Viana, Senior Email Strategist, Validity

3:00-3:30   **COFFEE BREAK**

3:30-4:30   **SPAMHAUS / BLOCKLISTS**

Conversation between Tom Bartel, SVP, Data, Validity, and Andrew Barrett, Head of Policy & Engagement, The Spamhaus Project, regarding blocklist developments.

Moderator:	Tom Bartel, SVP, Data, Validity
Speaker:	Andrew Barrett, Head of Policy & Engagement, The Spamhaus Project

4:30-5:00   **EMAIL UPDATE BY AL IVERSON**

5:00-6:00   **RECEPTION AND HORS D'OEUVRES**

Recommended Hotels:

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