

Role of Digital Marketing to Retain and Grow Market Share in 2023



Chief Bay Area Holiday Celebration
December 10, 2022



Your Speakers



Benu Aggarwal

President and Founder
Milestone Inc

[LinkedIn](#)



Mary Chin

Moderator / Milestone Inc.
Product Expert

[LinkedIn](#)



Jordan Ford

Moderator / Milestone Inc.
Meet-up Organizer

[LinkedIn](#)

President and Founder of Milestone, Inc

Award-winning SaaS technology



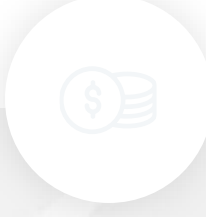
1997
Founded



400+
Parent Customers



Headquarters
Santa Clara, CA,
Global Presence

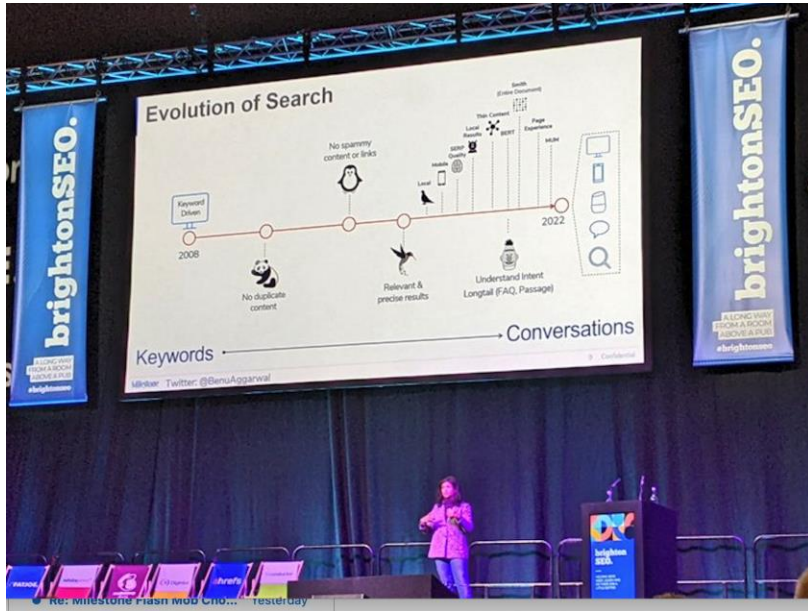


2022 Revenue
~ \$20M



Employees
~330

Monthly Articles, Speakings, Webinars on Search and Digital Marketing



[Search Engine Land](#) » [SEO](#) » [Top 5 search marketing trends and 3 must-haves for 2023](#)

Top 5 search marketing trends and 3 must-haves for 2023

Here's a look at significant search, digital marketing and consumer trends, along with the must-haves for digital marketers in 2023.

[Benu Aggarwal](#) on December 15, 2022 at 8:00 am | Reading time: 9 minutes

Local search in 2023: Key trends and tactics for marketers

Learn the trends and factors impacting the local ecosystem and ways brands can deliver an engaging experience for local customers.

[Benu Aggarwal](#) on February 15, 2023 at 9:00 am | Reading time: 9 minutes



<https://searchengineland.com/search-marketing-trends-must-haves-2023-390308>

<https://searchengineland.com/local-search-key-trends-tactics-393102>

What are we covering today ?

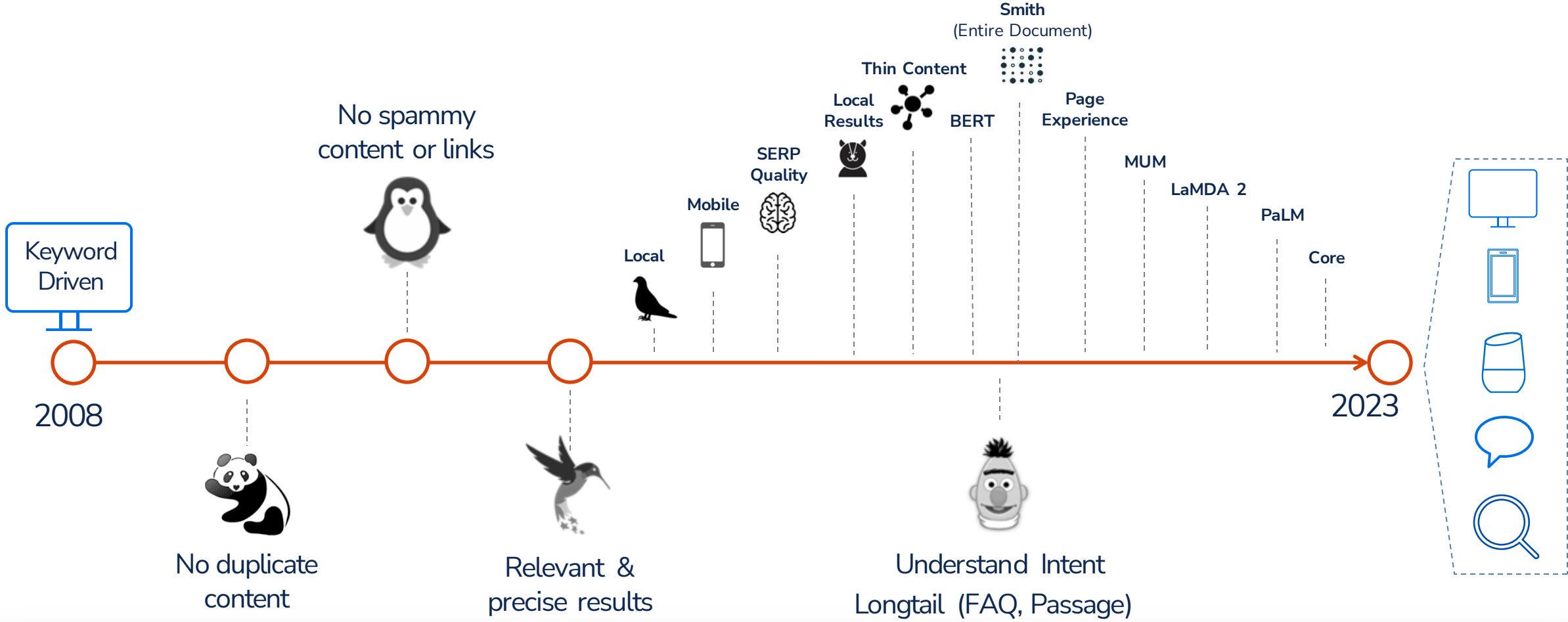
Role of Digital Marketing to Retain and Grow Market Share in 2023

- **Biggest Search, Consumer Trends of 2022 and 2023**
- **2023 – Digital Marketing and Must-Haves to Retain and Grow market share**
 1. Multisearch
 2. Helpful Content
 3. Omnichannel Experience
 4. Localization and Personalization
 5. Influencer Marketing and Expert Community
 6. Business Intelligence / Forecasting
 7. AI and Digital Marketing
- **Your Success Plan**
- **Follow-up - Feedback, Next Meet Up Topics, How do we help?**

2022 -2023 Biggest Search Updates



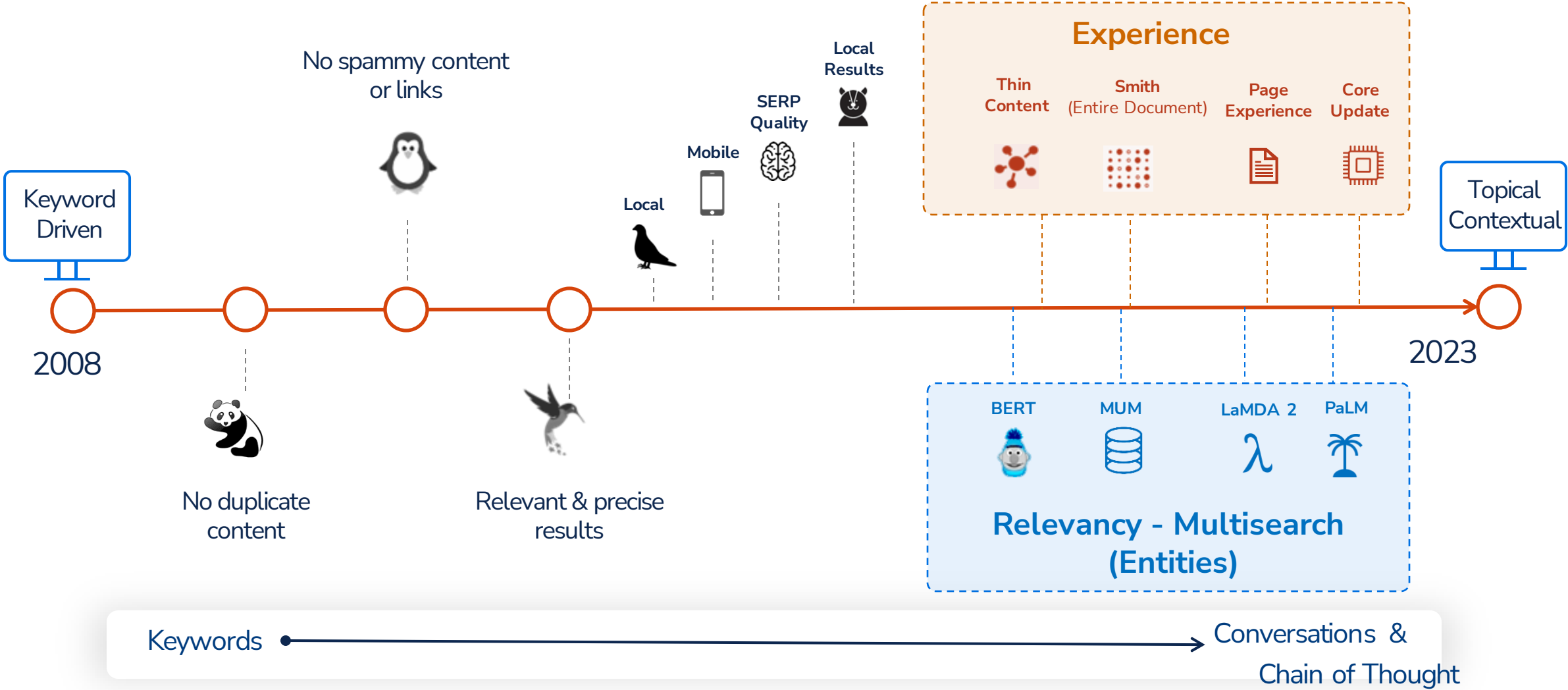
Search Evolution – Relevancy to Conversations & Experience



Keywords → Conversations & Chain of Thought

Google's Shift from Strings to Things – To cater to the needs of searchers consuming content across multiple devices with and without screens

Search Is About Experience and Relevancy



Biggest Releases – Better Experience For Users

February 21, 2023	Released the February 2023 product reviews update . This update applies to the following languages globally: English, Spanish, German, French, Italian, Vietnamese, Indonesian, Russian, Dutch, Portuguese, Polish. The rollout may take up to two weeks to complete.
December 14, 2022	Released the December 2022 link spam update . This update is global and affects all languages. The rollout was complete as of January 12, 2023.
December 5, 2022	Released the December 2022 helpful content update , which improves our classifier and works across content globally in all languages. The rollout was complete as of January 12, 2023.
October 19, 2022	Released the October 2022 spam update . This update is global and affects all languages. The rollout was complete as of October 21, 2022.
September 20, 2022	Released the September 2022 product reviews update . This update applies to English-language product reviews. The rollout was complete as of September 26, 2022.
September 12, 2022	Released the September 2022 core update . The rollout was complete as of September 26, 2022.
August 25, 2022	Released the August 2022 helpful content update . The rollout was complete as of September 9, 2022.
July 27, 2022	Released the July 2022 product reviews update for English-language product reviews. The rollout was complete as of August 2, 2022.
May 25, 2022	Released the May 2022 core update . The rollout was complete as of June 9, 2022.
March 23, 2022	Released the March 2022 product reviews update . The rollout was complete as of April 6, 2022.
February 22, 2022	Released the page experience update for desktop . The rollout was complete as of March 3, 2022.
December 1, 2021	Released the December 2021 product reviews update . The rollout was complete as of December 21, 2021.
November 17, 2021	Released the November 2021 core update . The rollout was complete as of November 30, 2021.
November 3, 2021	Released the November 2021 spam update . The rollout was complete as of November 11, 2021.
July 26, 2021	Released the July 2021 link spam update . The rollout was complete as of August 24, 2021.
July 1, 2021	Released the July 2021 core update . The rollout was complete as of July 12, 2021.
June 28, 2021	Released the second part of the June 2021 spam update . The rollout was completed later that same day.

Core updates – better search

- Mobile
- Spam updates/safe browsing

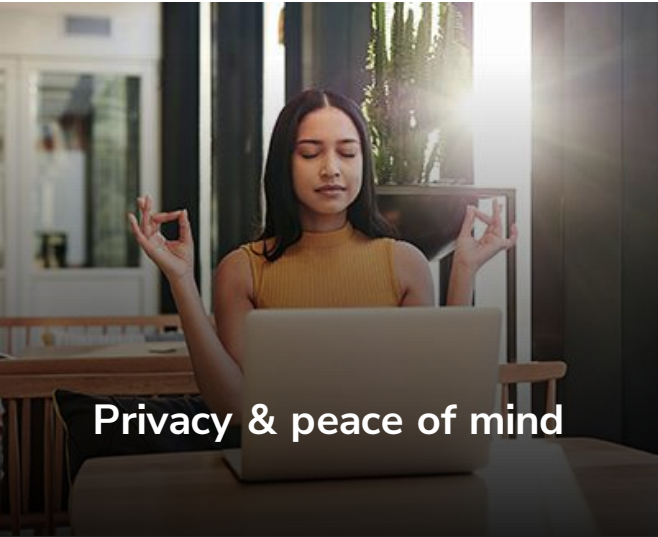
Helpful content

- Product reviews

Experience - user/ page/site

<https://developers.google.com/search/updates/ranking>

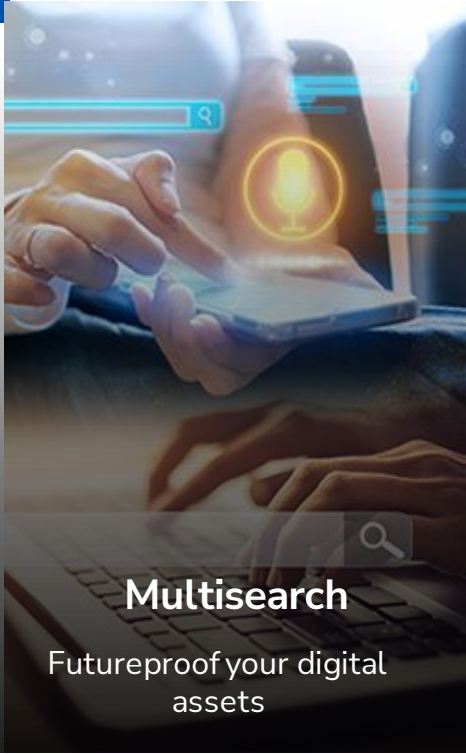
Consumer Trends & Insights



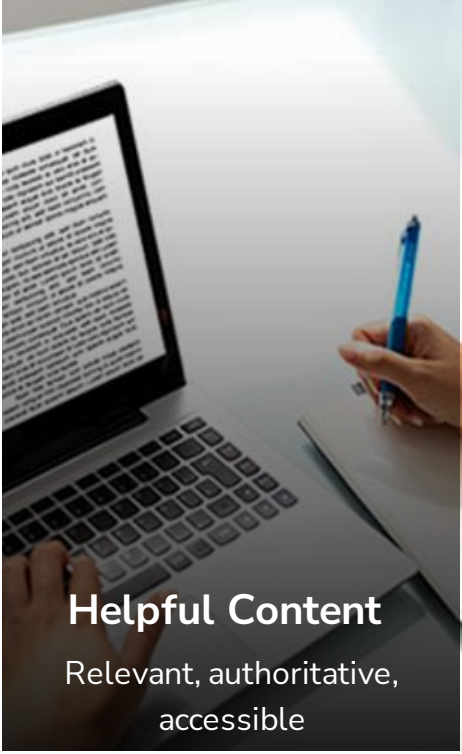
[Google digital marketing trends 2023](#)

[Adobe digital customer experience 2023](#)

Digital Marketing Must-Haves for 2023 to Retain and Grow



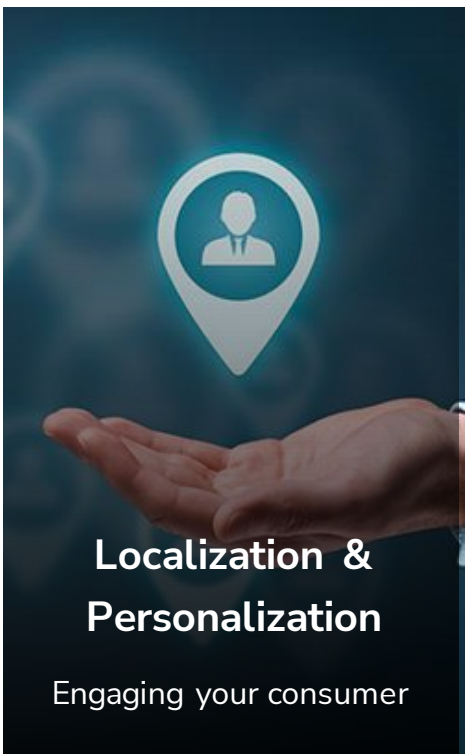
Multisearch
Futureproof your digital assets



Helpful Content
Relevant, authoritative, accessible



Omnichannel Experience
User experience & discovery



Localization & Personalization
Engaging your consumer



Influencer Marketing
Expert community building



**Artificial Intelligence
Machine Learning**



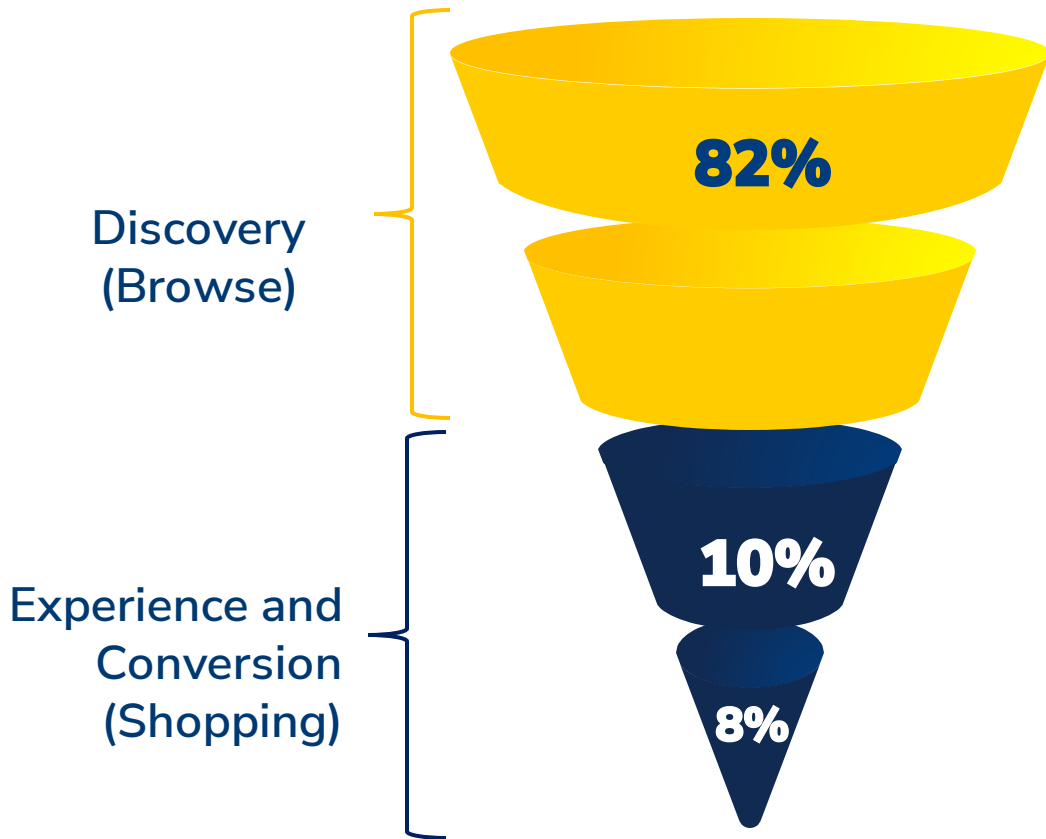
Business Intelligence



Your Success Plan

Discovery of Content Is Important

When customers search online for products, 80% of the time is spent in discovery, and only the final 20% in engagement and conversion



1 Multisearch


Helping you search outside the box

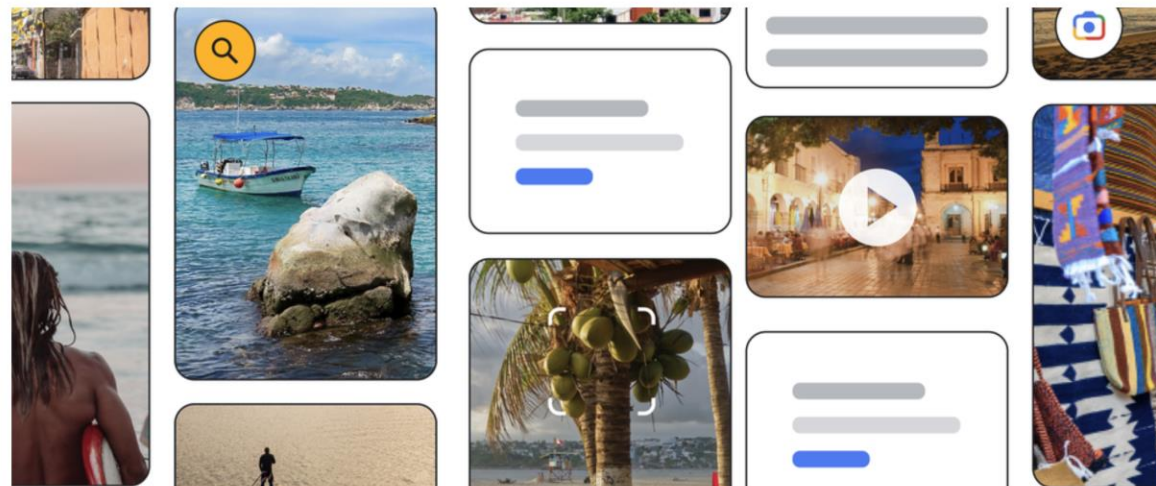


Search On 2022: Search and explore information in new ways

Sep 28, 2022 · 5 min read

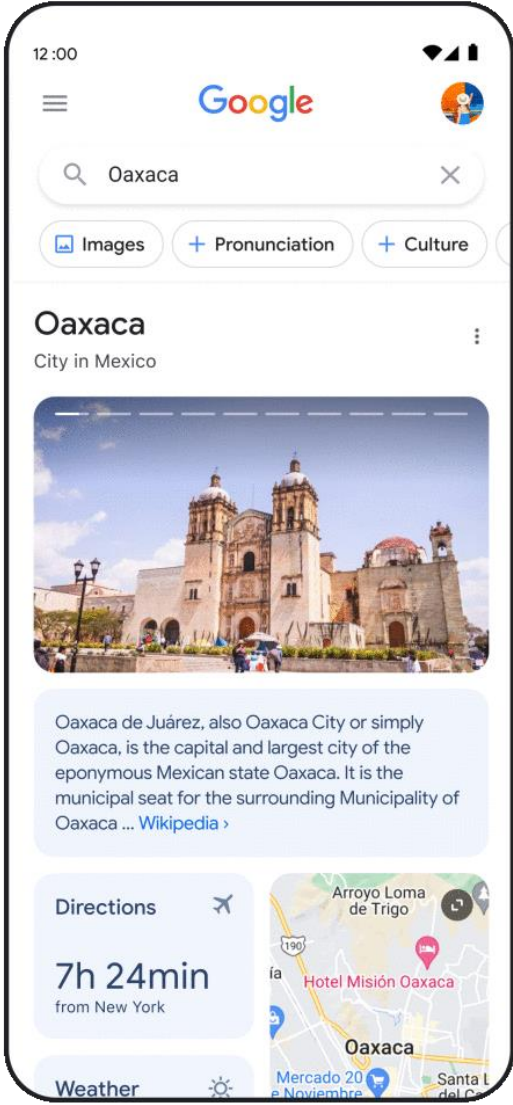
 Cathy Edwards
VP/GM, Search

 Share

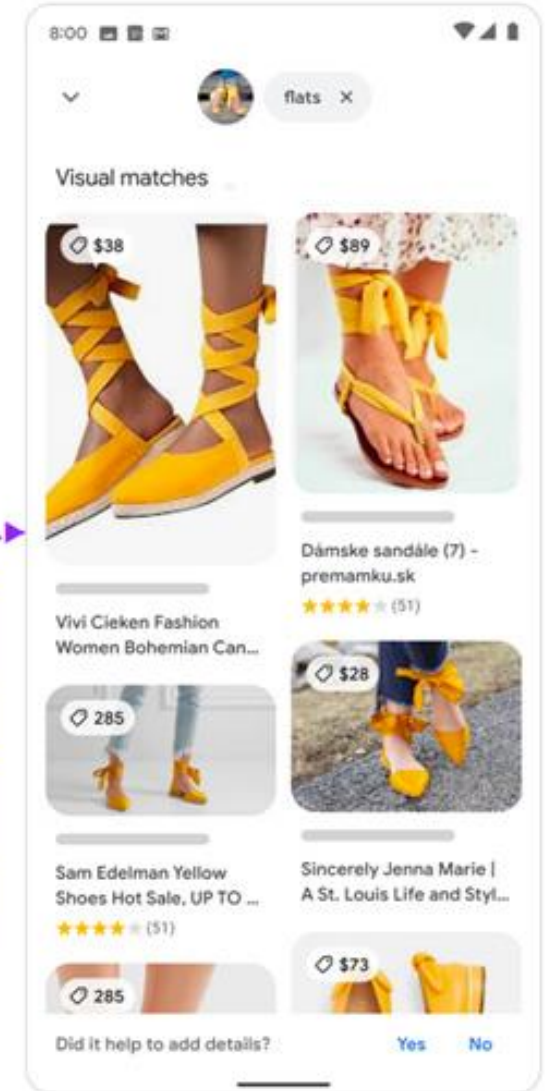
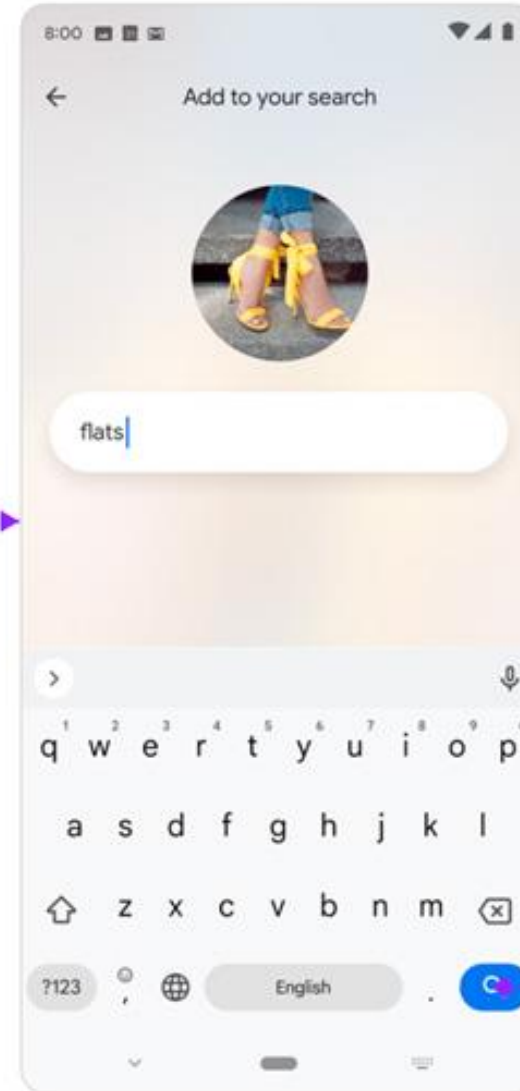
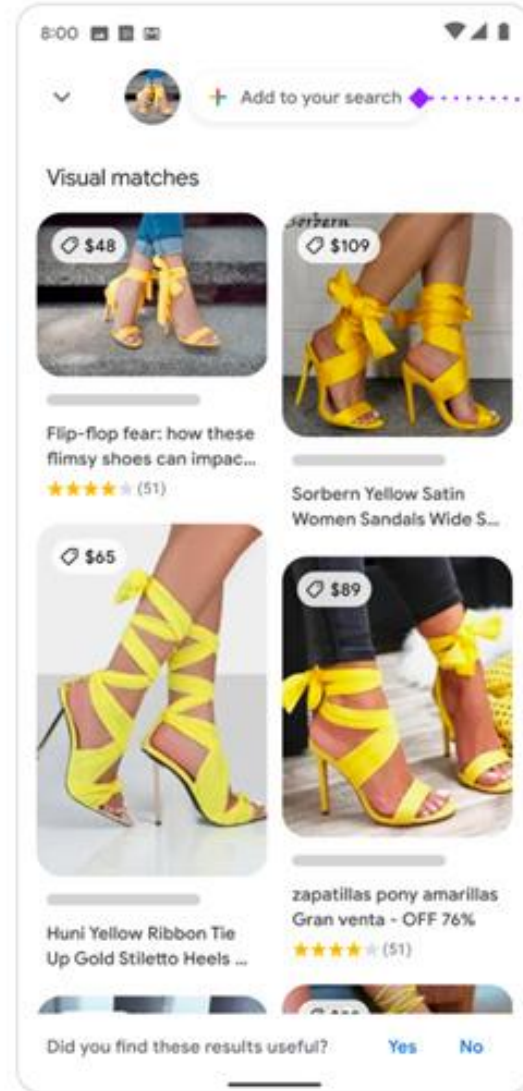
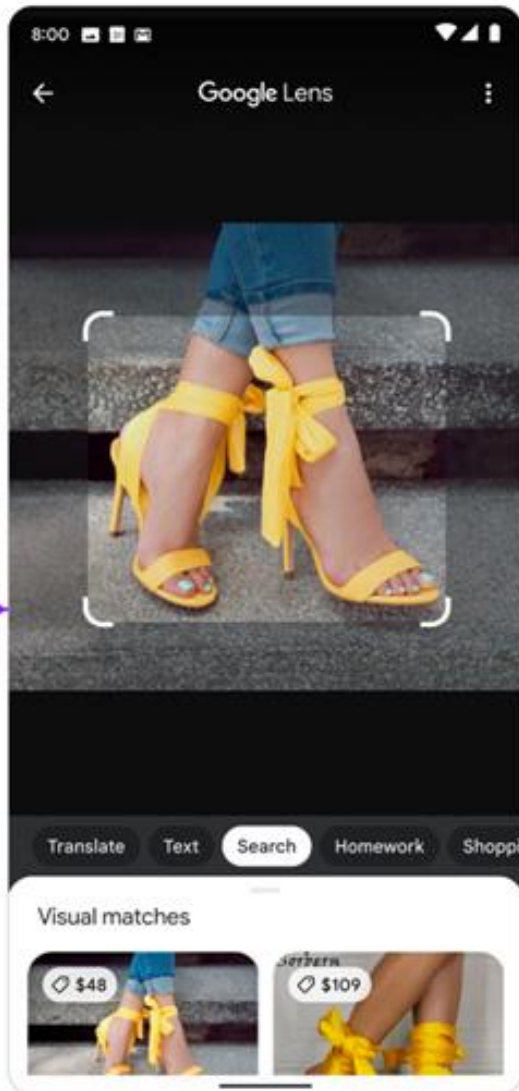


<https://blog.google/products/search/search-on-2022-announcements/>

Multisearch - Smarter Search Experience

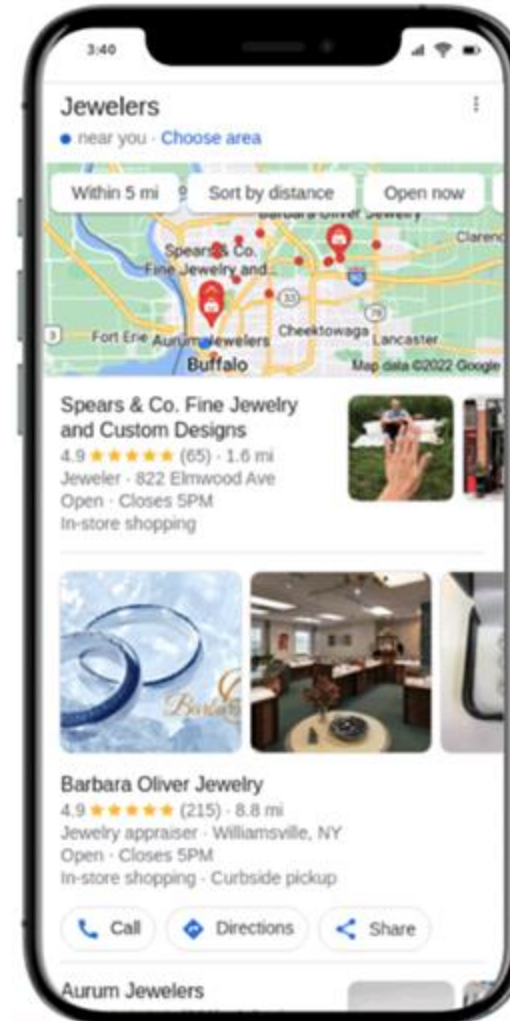


Google Shopping - Shop the Look



36%

of mobile screens occupied solely by images



© 2022 Near Media, LLC

 @mblumenthal

1

Multisearch – Future-Proofing Your Digital Presence



Images



Web stories



Content



Video



PDFs, RFPs, Menus



Events



FAQs



Maps



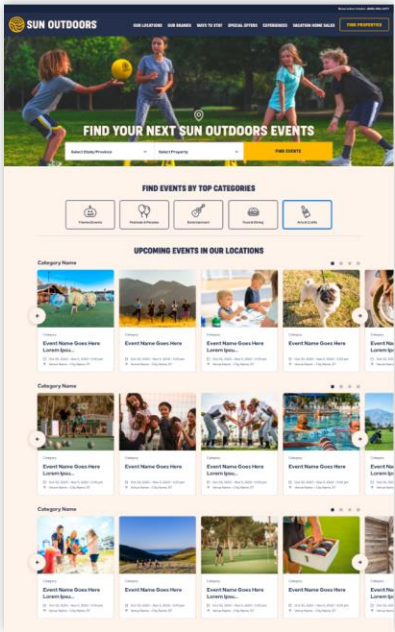
Infographics



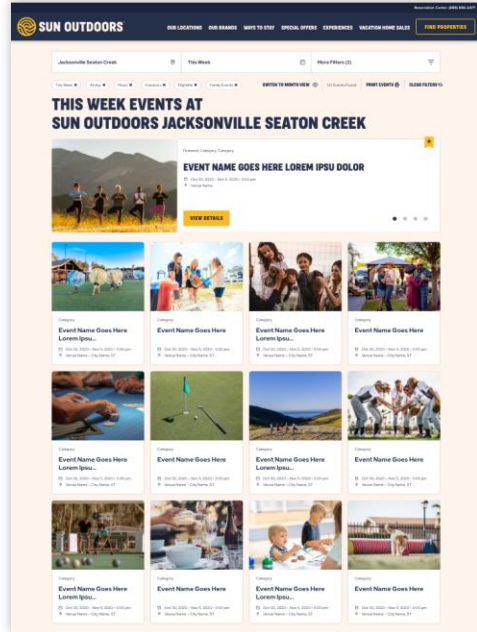
User Experience - Discoverable, Quality, Relevant

Helpful Content: Events Calendar

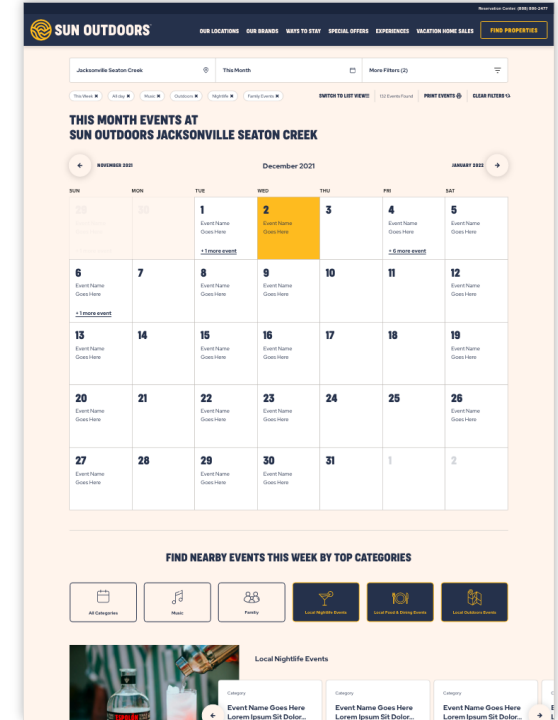
Location selection hub



Events calendar pages



Month view



36% ↑

avg. monthly increase in impressions

\$119K

revenue from events pages

41% ↑

avg. monthly increase in pageviews

86K

traffic from events pages

Data Source = GSC & Google Analytics

Date Range: Jan-Nov 29 2022

2

Helpful Content

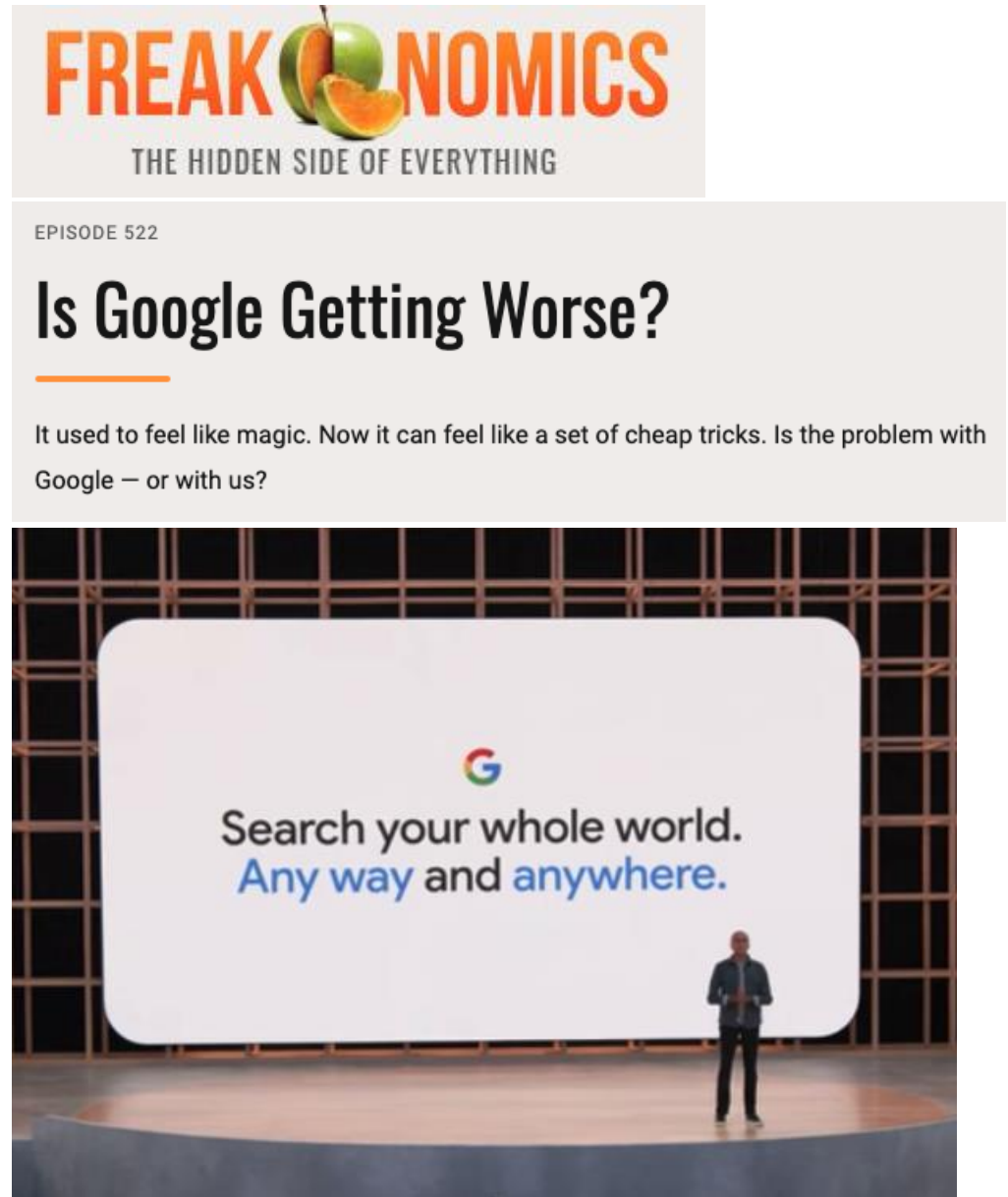
Relevant, qualitative,
accessible, authoritative,
experiential



Google: The Big Picture

Google is:

- Trying to **improve search quality** and trust
- Responding to **rivals** (TikTok, Amazon)
- Making (mobile) **search more useful/ambient**
- Exploiting **ML/AI technologies** (e.g., computer vision, NLU, MUM)
- Cutting loose **stuff that doesn't work** for Google (see GMB app/GBP dashboard)
- Anticipating potential **regulation/privacy issues**




FREAKONOMICS
THE HIDDEN SIDE OF EVERYTHING

EPISODE 522

Is Google Getting Worse?

It used to feel like magic. Now it can feel like a set of cheap tricks. Is the problem with Google — or with us?



Search your whole world.
Any way and anywhere.

To Google, Relevant Content is Helpful Content



Helpful Content Update (HCU)

- December update marks the introduction of **E-E-A-T** to Google's Quality Rater Guidelines (QRG)
- **Experience** (*Creator, ideally reputable across many websites, is responsible for content – those writing, not just website owner – and displays first-hand experience*)
- **Expertise** (Page Quality Rating (PQR): determines how well the page achieves its purpose)
- **Authoritativeness** (How much effort, *originality* – newly added –, and talent/skill, accuracy went into content creation?)
- **Trustworthiness** (Content is considered accurate, honest, safe, and reliable; it's not harmful to self & others. It has not been reviewed by product manufacturer or influencer paid to promote the product – conflict of interest.)

More details: <https://searchengineland.com/google-search-quality-rater-guidelines-changes-december-2022-390350>

What Is Helpful Content? Relevant



Content Needs Are People's Needs

You are solving for consumer needs with helpful content throughout their online journey – regardless of industry

Discovery



Are consumers finding information?
Consumers want answers within seconds

Experience



Are they satisfied with interactions?
Consumers want superior & consistent experience at every touchpoint

Engagement



Are they engaging with your brand?
Consumers want responses to their queries without wait times

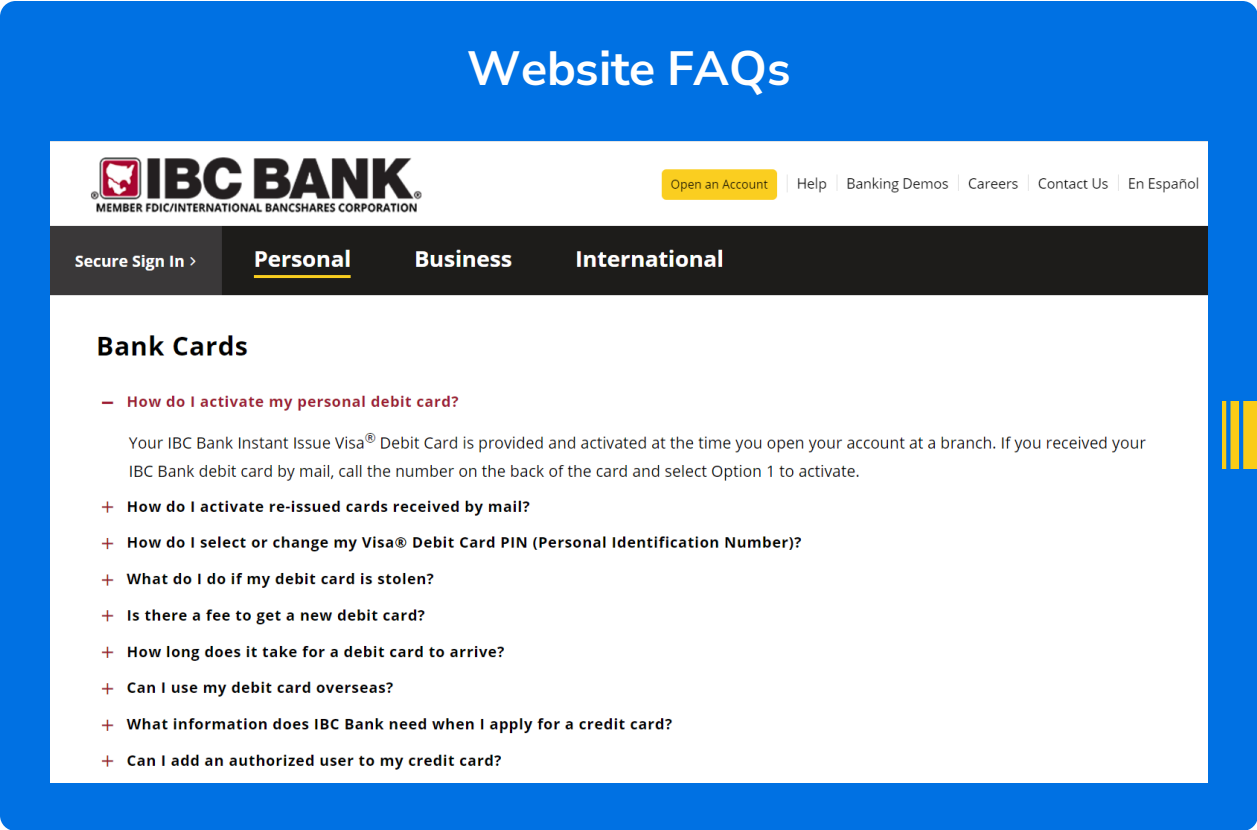
Conversion



Are they converting?
Consumers want relevant information & need to trust you to convert

Helpful Content – Authority & Expertise

Website FAQs



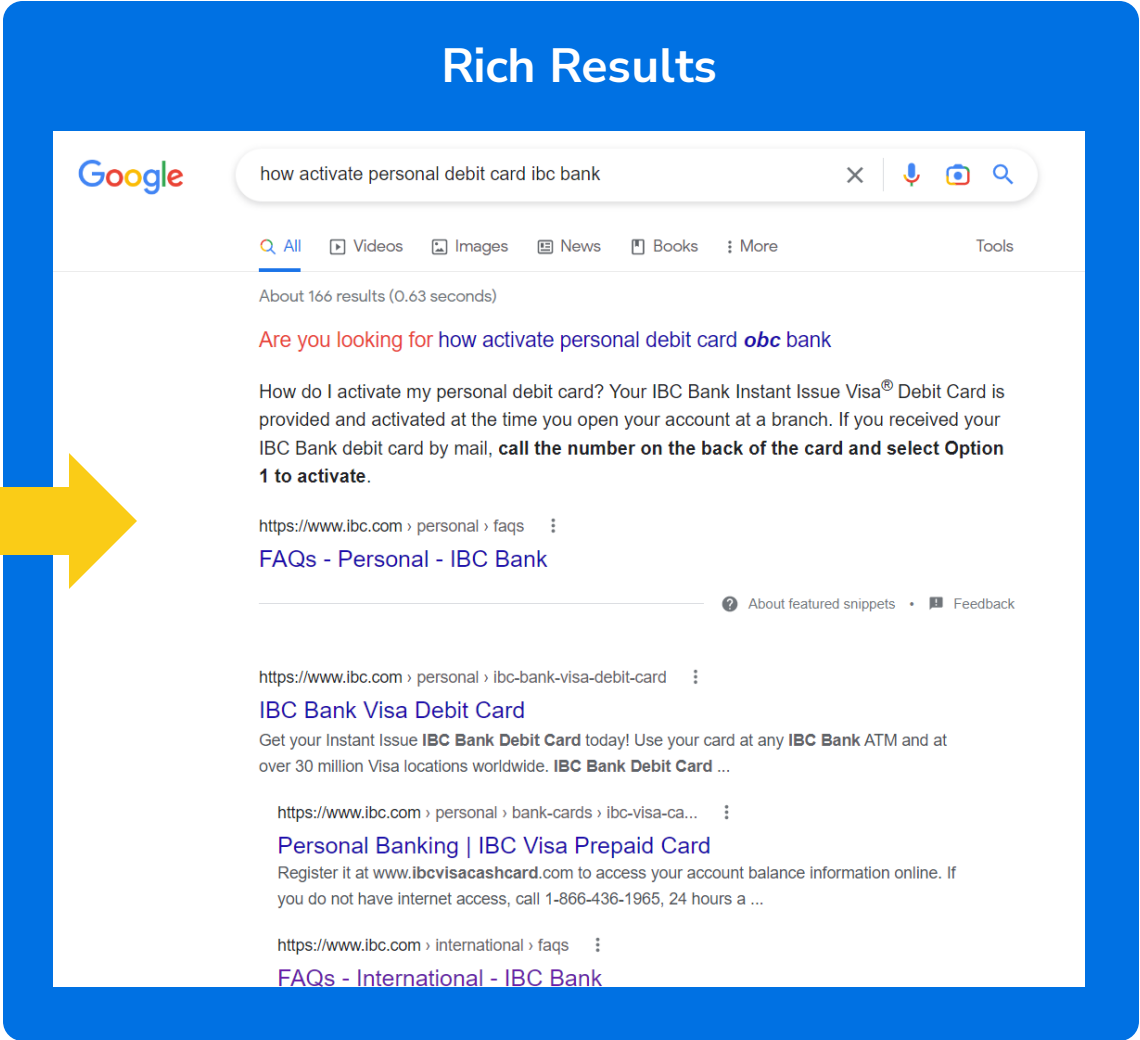
The screenshot shows the IBC Bank website's 'Website FAQs' page. At the top, there is the IBC Bank logo and navigation links: 'Open an Account', 'Help', 'Banking Demos', 'Careers', 'Contact Us', and 'En Español'. Below the logo is a navigation bar with 'Secure Sign In >', 'Personal', 'Business', and 'International'. The main content area is titled 'Bank Cards' and contains a list of frequently asked questions with expandable/collapsible icons.

- **How do I activate my personal debit card?**

Your IBC Bank Instant Issue Visa® Debit Card is provided and activated at the time you open your account at a branch. If you received your IBC Bank debit card by mail, call the number on the back of the card and select Option 1 to activate.
- + **How do I activate re-issued cards received by mail?**
- + **How do I select or change my Visa® Debit Card PIN (Personal Identification Number)?**
- + **What do I do if my debit card is stolen?**
- + **Is there a fee to get a new debit card?**
- + **How long does it take for a debit card to arrive?**
- + **Can I use my debit card overseas?**
- + **What information does IBC Bank need when I apply for a credit card?**
- + **Can I add an authorized user to my credit card?**

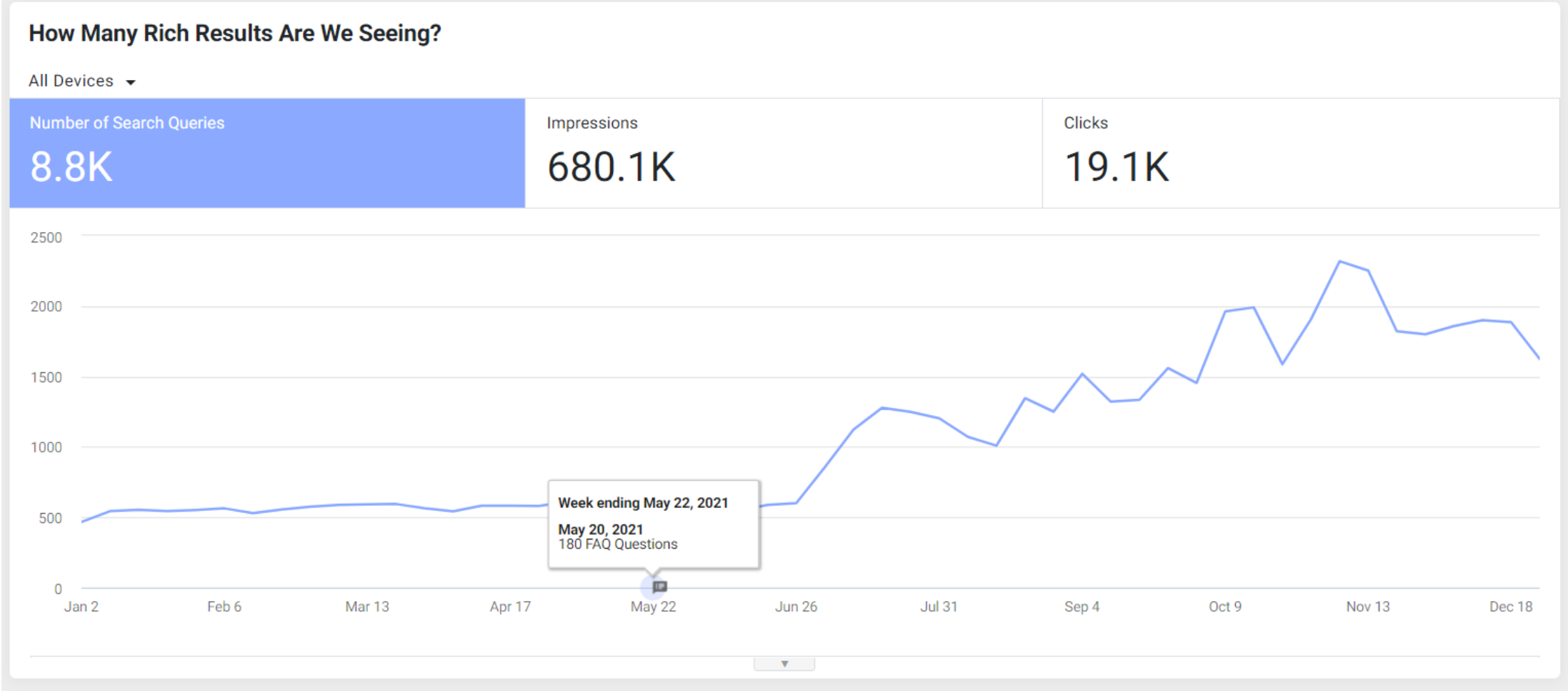


Rich Results



The screenshot shows a Google search for 'how activate personal debit card ibc bank'. The search bar is at the top with the Google logo. Below the search bar are filters for 'All', 'Videos', 'Images', 'News', 'Books', and 'More'. The search results show 'About 166 results (0.63 seconds)'. The first result is a featured snippet titled 'Are you looking for how activate personal debit card **ibc** bank'. The snippet text reads: 'How do I activate my personal debit card? Your IBC Bank Instant Issue Visa® Debit Card is provided and activated at the time you open your account at a branch. If you received your IBC Bank debit card by mail, **call the number on the back of the card and select Option 1 to activate.**' Below the snippet is the URL 'https://www.ibc.com > personal > faqs' and the title 'FAQs - Personal - IBC Bank'. There are also links for 'About featured snippets' and 'Feedback'. The second result is titled 'IBC Bank Visa Debit Card' with the URL 'https://www.ibc.com > personal > ibc-bank-visa-debit-card'. The snippet text reads: 'Get your Instant Issue **IBC Bank Debit Card** today! Use your card at any **IBC Bank** ATM and at over 30 million Visa locations worldwide. **IBC Bank Debit Card ...**'. The third result is titled 'Personal Banking | IBC Visa Prepaid Card' with the URL 'https://www.ibc.com > personal > bank-cards > ibc-visa-ca...'. The snippet text reads: 'Register it at www.ibcvisacashcard.com to access your account balance information online. If you do not have internet access, call 1-866-436-1965, 24 hours a ...'. The fourth result is titled 'FAQs - International - IBC Bank' with the URL 'https://www.ibc.com > international > faqs'.

Helpful Content – Authority & Expertise



Result:  **3X Growth**
in search queries in 3 Months

 **4X Growth**
in search queries in 5 Months

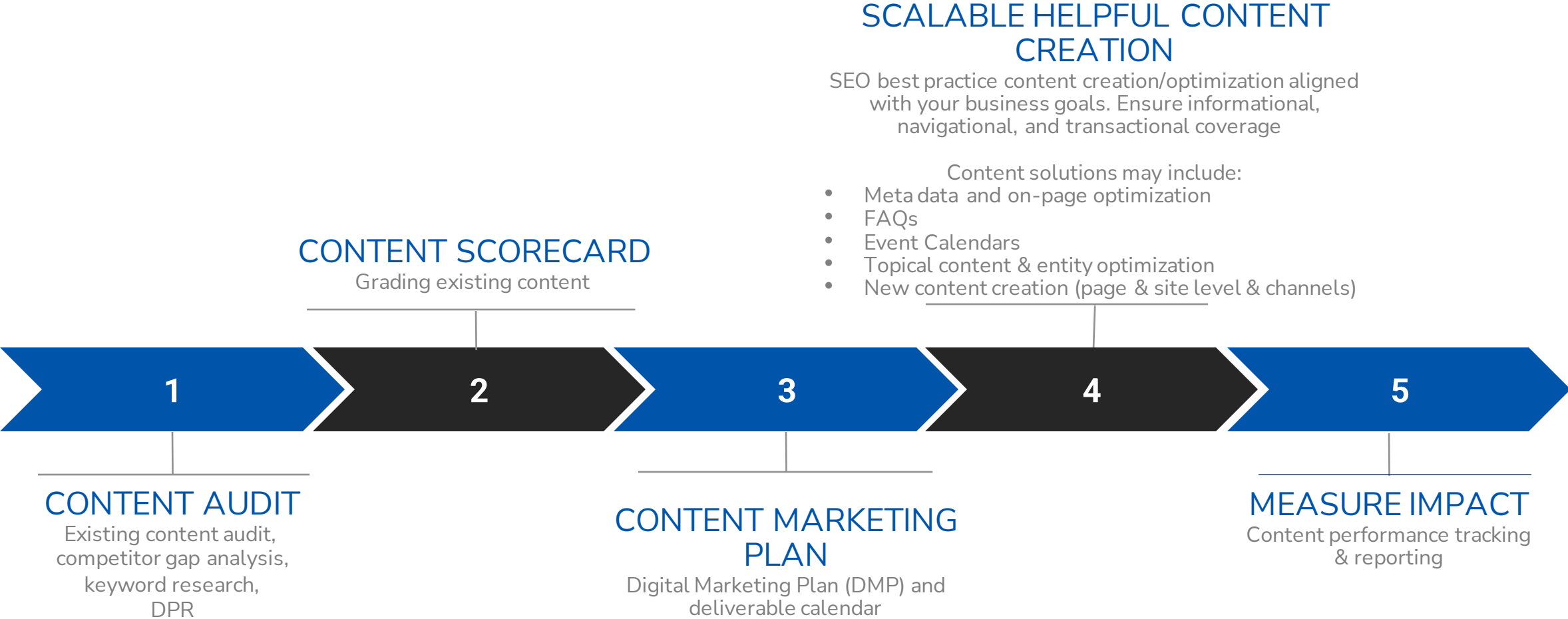
Helpful Content

Data-driven helpful content scorecard

The journey starts with defining audience personas and goals



5-Step Process To Helpful Content



3

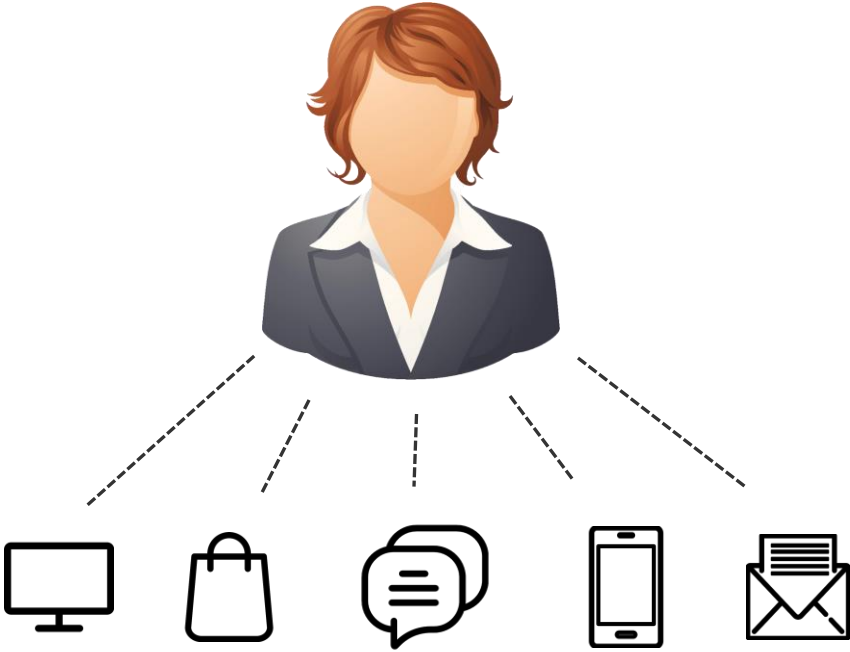
Omnichannel Experience

User experience & discovery



Omnichannel – Consistent Experience Across All Touch Points

Multichannel

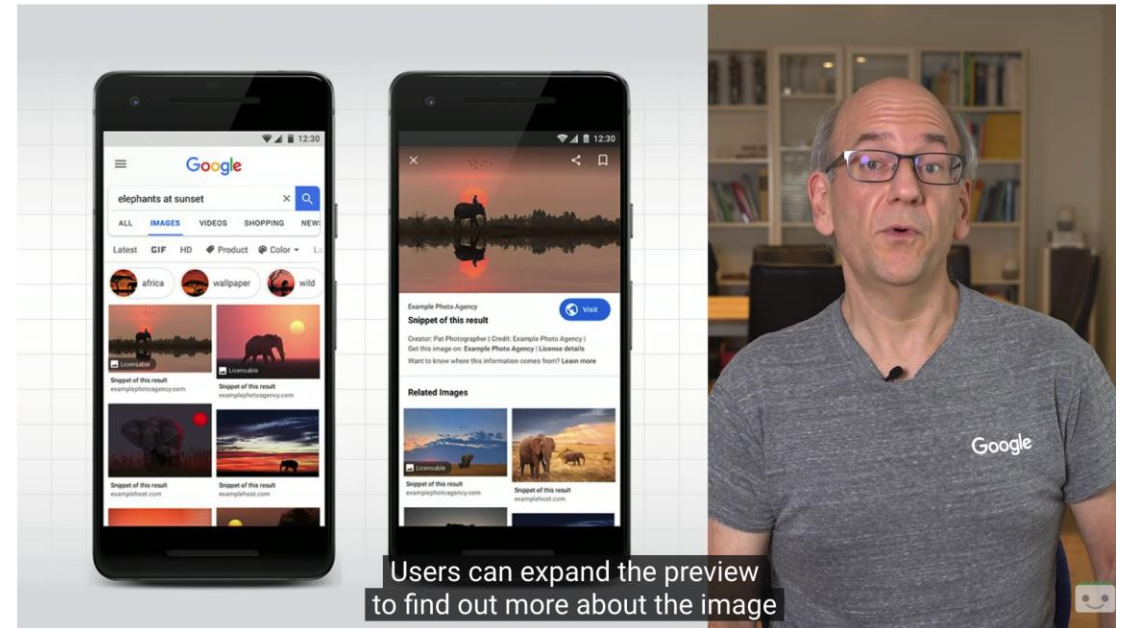


Product or service-centric approach.
Create once and publish across channels
and devices.

Omnichannel



Customer-centric approach. Unify the experience
offered to customers across channels and devices
pertaining to their buying journey.



<https://www.youtube.com/watch?v=SfC27XgelgE>

<https://developers.google.com/search/docs/crawling-indexing/mobile/mobile-sites-mobile-first-indexing>

Discovery of Every Asset Is Critical

Duplicate

Alternative Page

Noindex

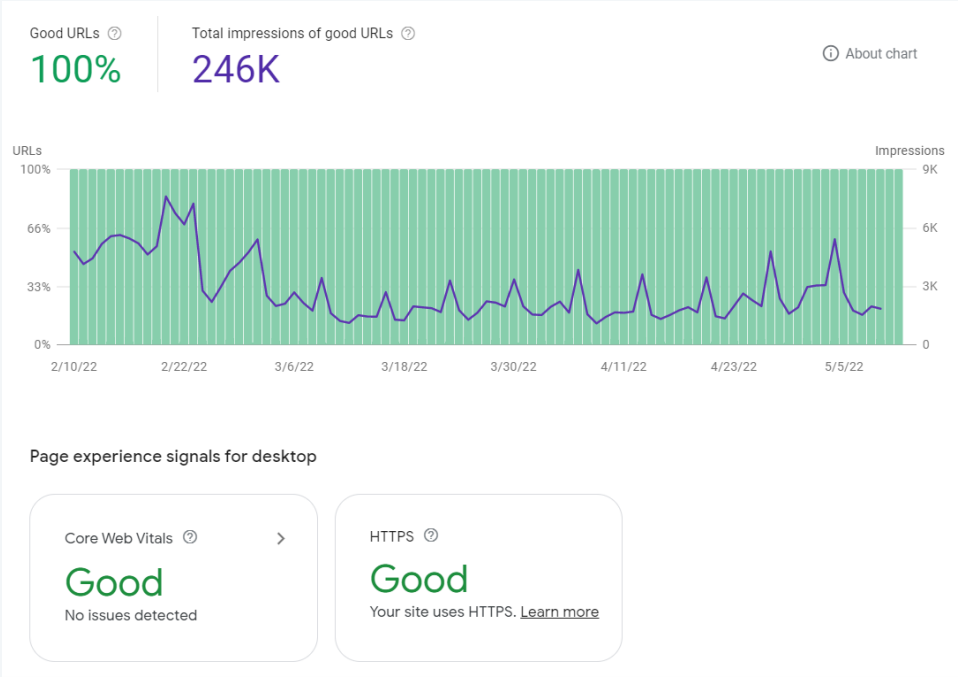
Redirect

Robots.txt

404

Poor SEO Directives

What Does Success Look Like?



[See the algorithm updates here from Chrome's team on Google I/O](#)

- Breadcrumbs
- FAQ
- Logos
- Security & Manual Actions ▼
- Legacy tools and reports ▼
- Links
- Settings
- Submit feedback
- About Search Console

Page experience signals

Core Web Vitals [?] >

No issues detected

User Annoyance
 Loading

Mobile Usability [?] >

No issues detected

Accessibility

Security issues [?] >

No issues detected

Security & Privacy

HTTPS [?]

Your site uses HTTPS. [Learn more](#)

Security & Privacy

- Search Essentials
- SEO fundamentals
- Crawling and indexing
 - Overview
 - File types Google can index
 - URL structure
 - Sitemaps
 - Crawler management
 - robots.txt
 - Canonical URLs
 - Mobile
 - AMP
 - JavaScript
 - Page and content metadata
 - Removals
 - Site moves and changes
- Ranking and search appearance
 - Overview
 - A guide to Google Search ranking systems**
 - Favicons
 - Featured snippets
 - Flexible Sampling
 - Google Discover
 - Images
 - Local features
 - Page experience
 - Publication dates
 - Search result features

Home > Search Central > Documentation

Was this helpful?

A guide to Google Search ranking systems

[Send feedback](#)

Google uses automated ranking systems that [look at many factors and signals](#) about hundreds of billions of web pages and other content in our Search index to present the most relevant, useful results, all in a fraction of a second.

We regularly improve these systems through [rigorous testing and evaluation](#) and provide notice of [updates to our ranking systems](#) when those might be useful to content creators and others.

This page is a guide to understanding some of our more notable ranking systems. It covers some systems that are part of our core ranking systems, which are the underlying technologies that produce search results in response to queries. It also covers some systems involved with specific ranking needs.

You can also visit our [How Search Works site](#) to understand how our [ranking systems](#), combined with other processes, work together so that Google Search delivers on our mission to organize the world's information and make it universally accessible and useful.

BERT

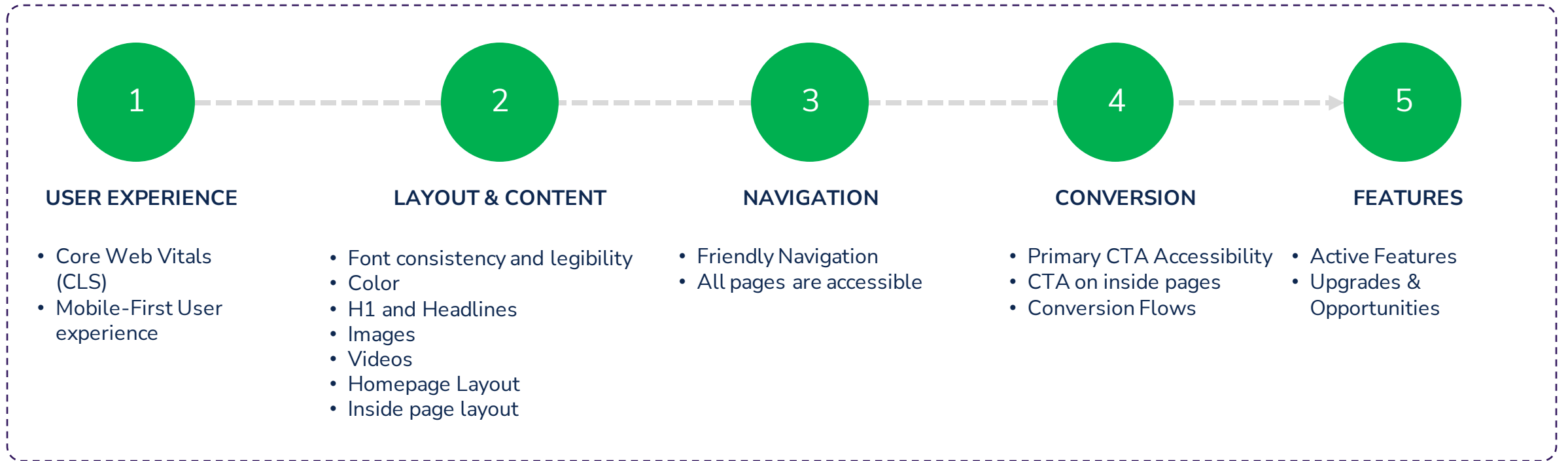
Bidirectional Encoder Representations from Transformers ([BERT](#)) is an AI system Google uses that allows us to understand how combinations of words express different meanings and intent.

Crisis information systems

Google has developed systems to provide helpful and timely information during times of crisis, whether those involve personal crisis situations, natural disasters, or other wide-spread crisis situations.

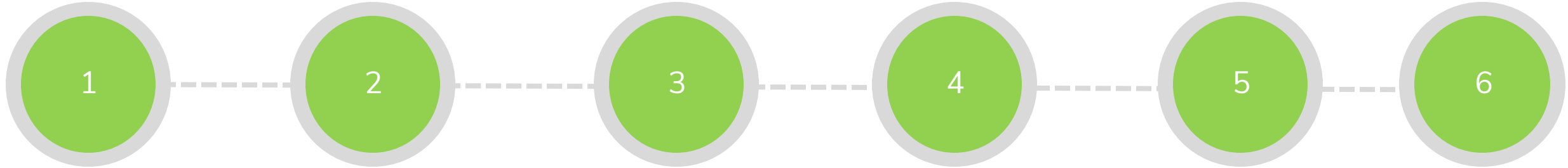
- On this page**
- BERT**
 - Crisis information systems
 - Deduplication systems
 - Exact match domain system
 - Freshness systems
 - Helpful content system
 - Link analysis systems and PageRank
 - Local news systems
 - MUM
 - Neural matching
 - Original content systems
 - Removal-based demotion systems
 - Page experience system
 - Passage ranking system
 - Product reviews system
 - RankBrain
 - Reliable information systems
 - Site diversity system
 - Spam detection systems
 - Retired systems
 - Hummingbird
 - Mobile-friendly ranking system
 - Page speed system
 - Panda system
 - Penguin system
 - Secure sites system

User Experience Health Score Card



SCORING RUBRIC	OUT OF 100
GOOD SHAPE	70-100
NEEDS ATTENTION	40-69
AT RISK	0 - 39

Your Content Must Be Discoverable?



Crawling

1. Crawled to Indexed Ratio
2. Crawl Purpose Gap Ratio
3. Crawlability Errors
4. Mobile versus Desktop
5. Milestone JSON Detection
6. Invalid Canonical Tags
7. Undiscoverable URLs in Crawl Path
8. Broken Links

Indexing

1. Estimated number of URLs
2. XML Sitemap for URLs
3. Valid URLs- Green, Yellow and Red based on number of crawlable URLs
4. Index Gaps analysis
5. GSC Errors Mitigation
 - Robots.txt exclusions

Rendering

1. JavaScript Dependency
2. JavaScript verses HTML ratio
3. Content Accessibility
4. Number of DOM Elements

Page Experience

1. Speed Score
2. LCP
3. FID
4. CLS
5. Optimized Images
6. Optimized Video

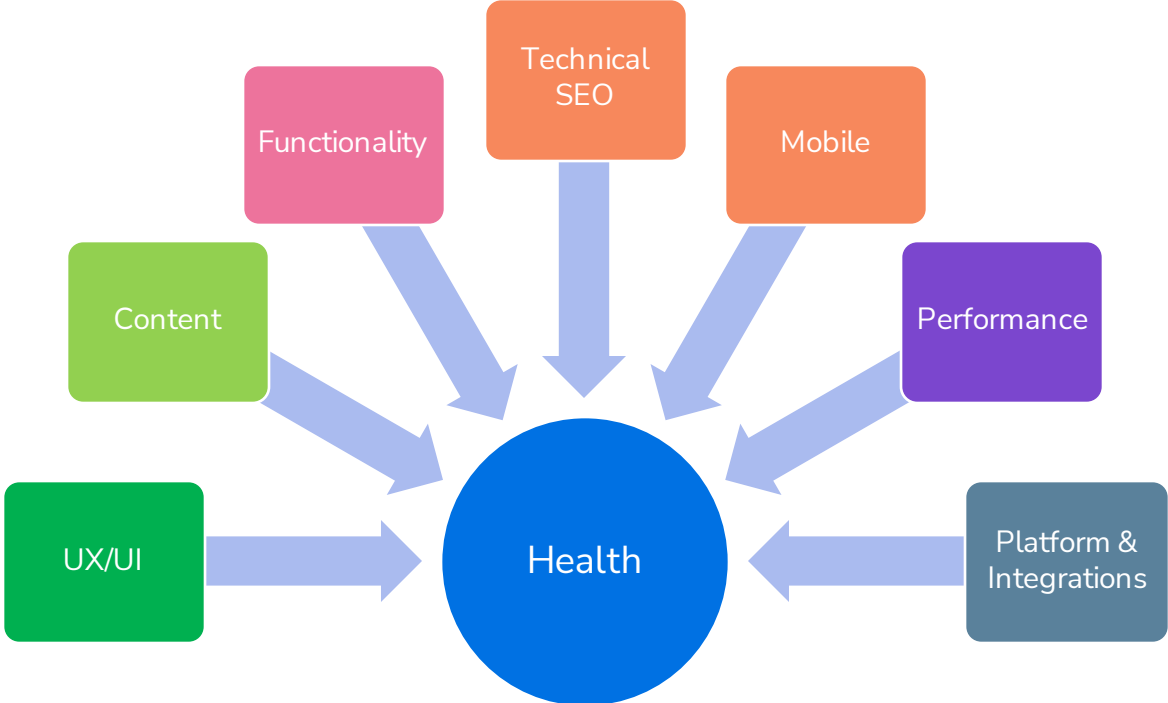
Schema & Clickability

1. Types of Schema
2. Number of detected schema
3. Schema Gap
4. Total opportunity by page

Globalization

1. Geo detection strategy
2. International versions
3. Hreflang/XML sitemaps
4. Consistent cross market templates

Omnichannel Digital Presence Scorecard



WEBSITE HEALTH SCORE		
UX/UI	70%	Includes validation of User Journys, Layout, Navigation, Font & color consistency and legibility, H1 and Headlines, images, Videos, converions etc
CONTENT	80%	Validation of Keywords, Content performance
FUNCTIONALITY	80%	Validation of functionality of the website. Ex: booking Engine, Forms etc
TECHNCAL SEO	38%	Validation of crawlability, Indexbility, Page Performance, Clickbilty and Relavency
DAO - FEATURES	80%	Validation of features usage on the website
PERFORMANCE	65%	Performnace measures the business outcome based on the defined KPIs
PLATFORM & INTEGRATIONS	80%	Performance of platform at Infra level and health and failures of 3rd party APIs
OVERALL WEBSITE HEALTH SCORE	70%	Overall health of the website covering all the above categories

SCORING RUBRIC	OUT OF 100
GOOD SHAPE	70-100
NEEDS ATTENTION	40-69
AT RISK	0 - 39

4

Localization & Personalization



Omnichannel - Resurgence of Local Retail

49%

Consumers like to buy from brands with local presence

34%

Consumers likely to engage with appointment shopping

>50%

Consumers discover product on one channel and shop on another

51%

Consumers would prefer to buy online if local returns an option

40%

Brands will prioritize experiential retail in the next year

53%

Brands will invest in tools that allow them to sell anywhere

Milestone Experts Webinar on Local Search in 2023

Must-Know and Must-Do Tactics

1. [Click](#) here to watch the full video
2. [Click](#) here to download the deck
3. Read the search engine land though leadership [blog](#)
4. [Explore](#) more Milestone webinars

Milestone | WEBINAR RECAP

Local Search in 2023: Must-Know and Must-Do Tactics

Greg Sterling
Local Media Analyst

Joy Hawkins
Founder of Sterling Sky

Mike Blumenthal
Co-founder of Near Media

Benu Aggarwal
Founder and President
Milestone Inc

Experience = Discoverable, Relevant and Topical



1

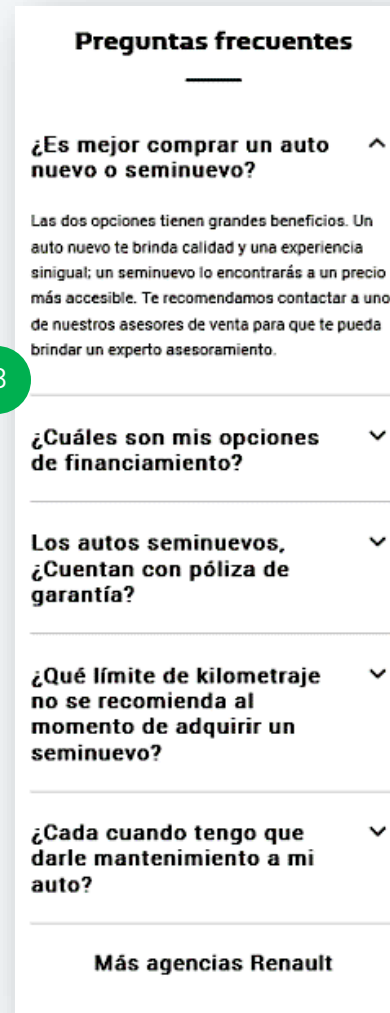
2



5

9

7



8

Local Landing Pages

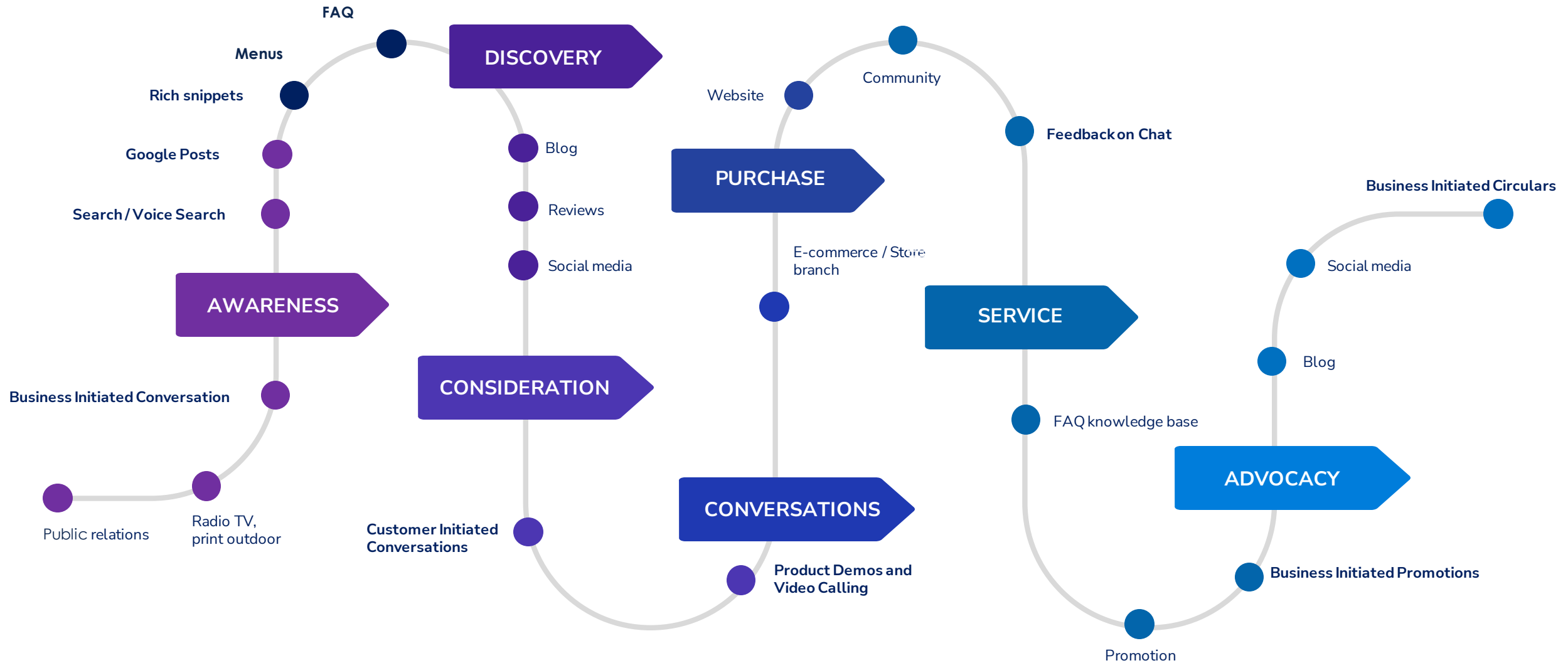
To ace Local SEO, location pages must-have

1 Attributes

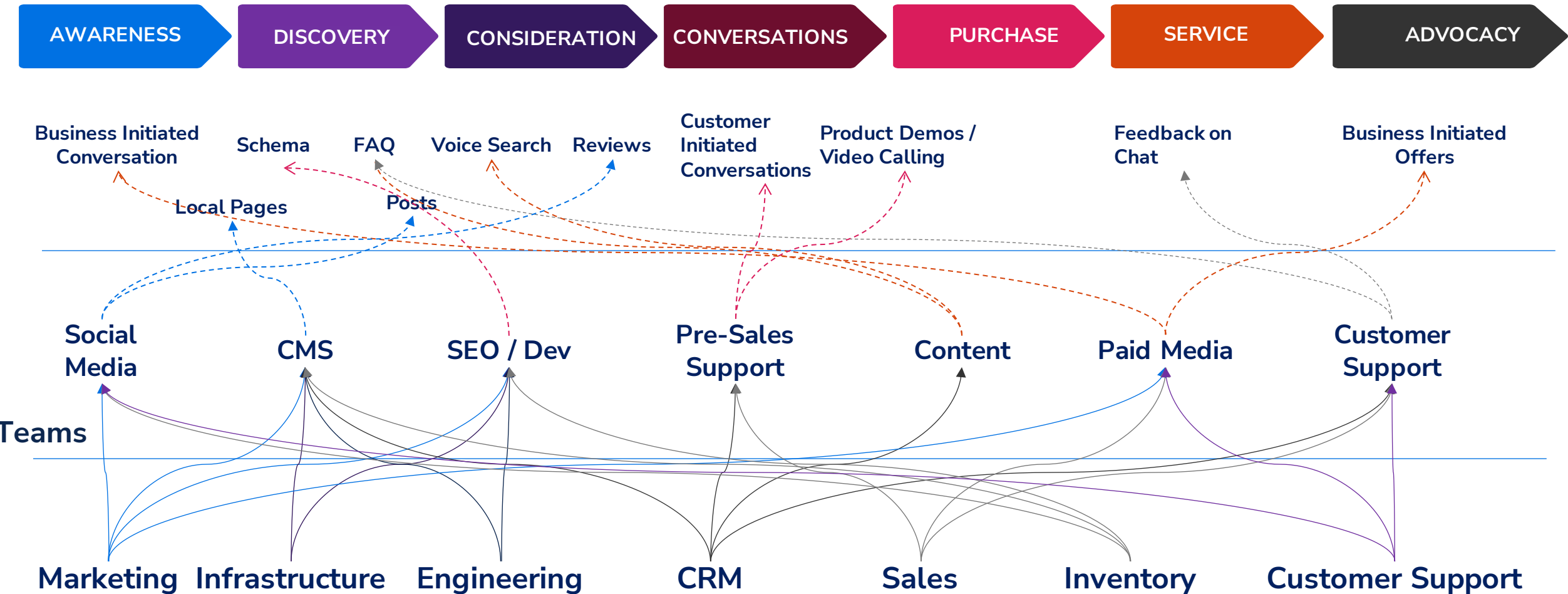
1. Address, contact info, hours
2. Map and directions
3. Staff bios
4. Parking info
5. Payment, financing info
6. Offers, deals, coupons
7. Reviews
8. Frequently asked questions
9. Inventory highlights
10. Location images
11. 3D tours, video
12. Department information
13. COVID information, health & safety
14. Curbside, delivery, in-store shopping, appointment-only, etc.

2 Publish location-specific FAQs

Modified Customer Journey Map



Connecting Systems in Enterprise





Black Friday Deal - 40% Off Stays* ×

For a limited time save at participating resorts on select stays December 1, 2022 through December 31, 2023.

[VIEW DETAILS](#)

Show Personalized Banner

BOOK NOW FOR BLACK FRIDAY SAVINGS

Destination Search state/province, city or resort name	Arrival Nov 26, 2022	2 Nights →	Departure Nov 28, 2022	FIND A LOCATION
--	--------------------------------	----------------------	----------------------------------	------------------------

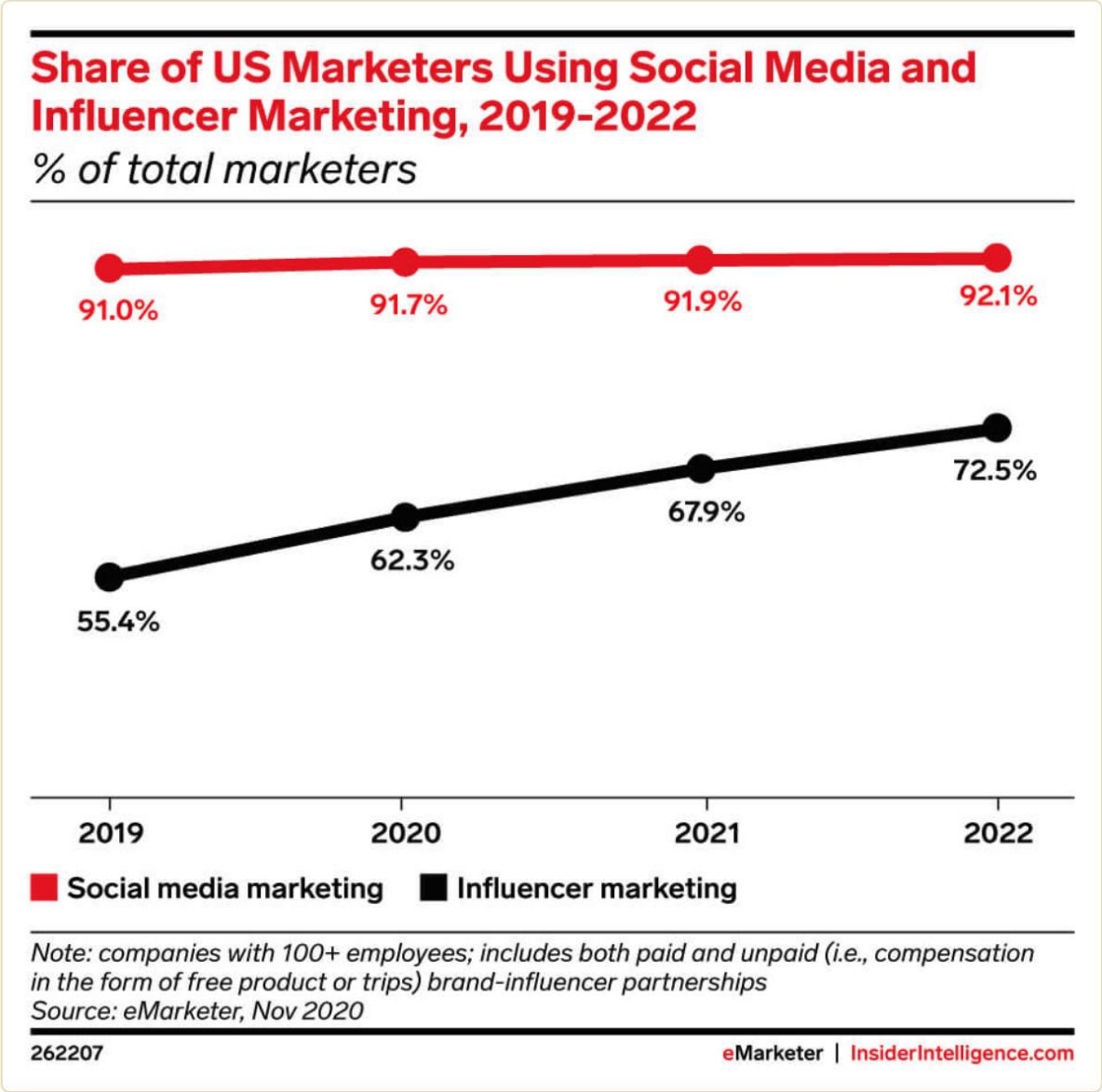
- Location**
 - City
 - Country
- Technology**
 - OS
 - Browser
 - Device
- Behavior**
 - No. of visits
 - No. of pageviews
 - Last visited date
 - First visited date
- Time**

5

Influencer Marketing & Expert Community Building



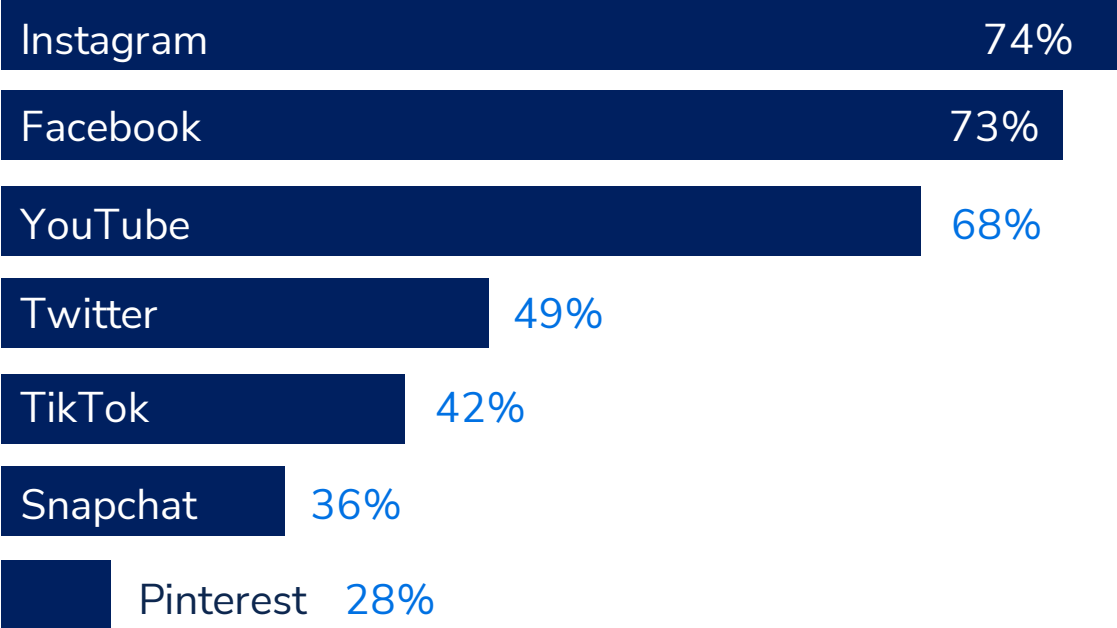
Influencer Marketing's Share Is on the Rise



Channels and Engagement

Channel

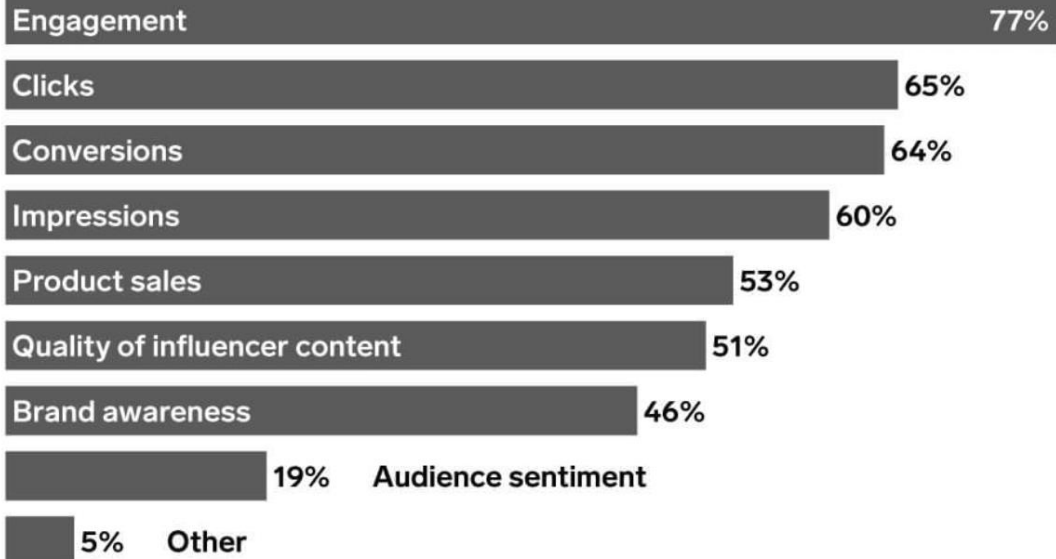
Market share of social media platforms for Influencer Marketing



Engagement Matrix

How Do US Marketers Measure Success of Influencer Marketing Programs?

% of respondents, March 2021

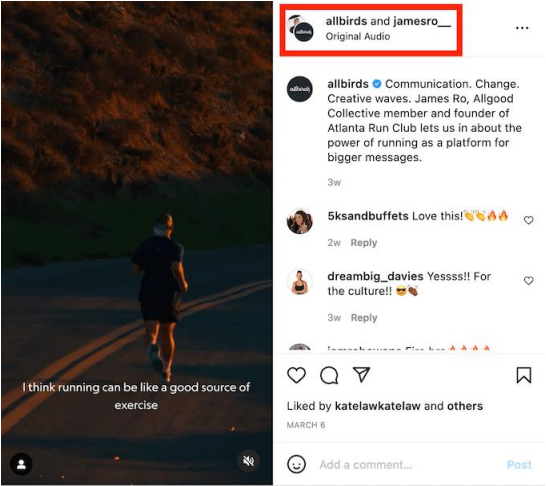
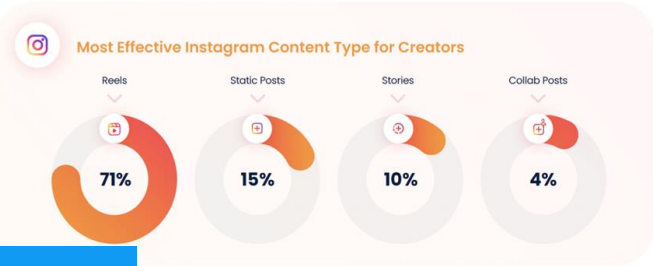
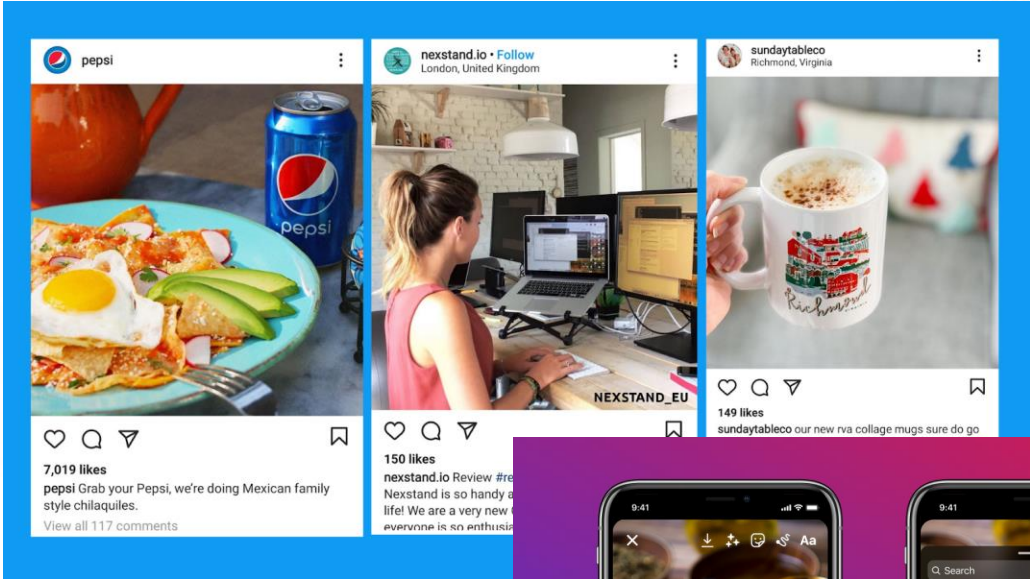


Source: Linqia, "The State of Influencer Marketing 2021," April 20, 2021

265662

eMarketer | InsiderIntelligence.com

Short Video with Expert Advice Is Best Form of Content



6

Business Intelligence

Deriving business insights & actions from most relevant data points



Business Intelligence & Analytics



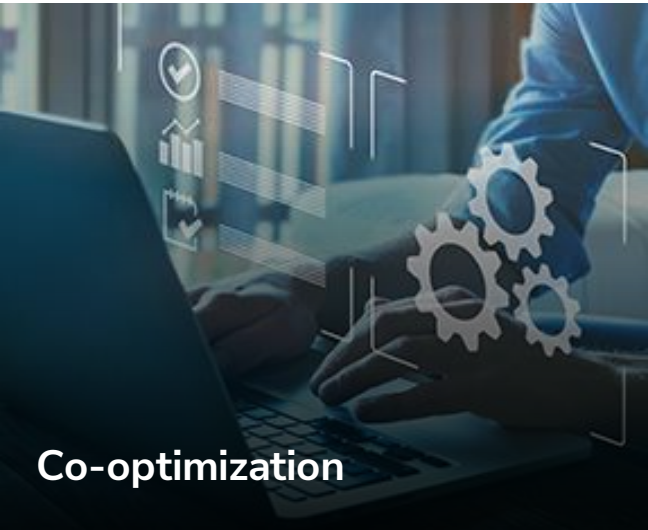
Market Trends



Channel Attribution



Competitive Benchmarking



Co-optimization



CRO & A/B Testing



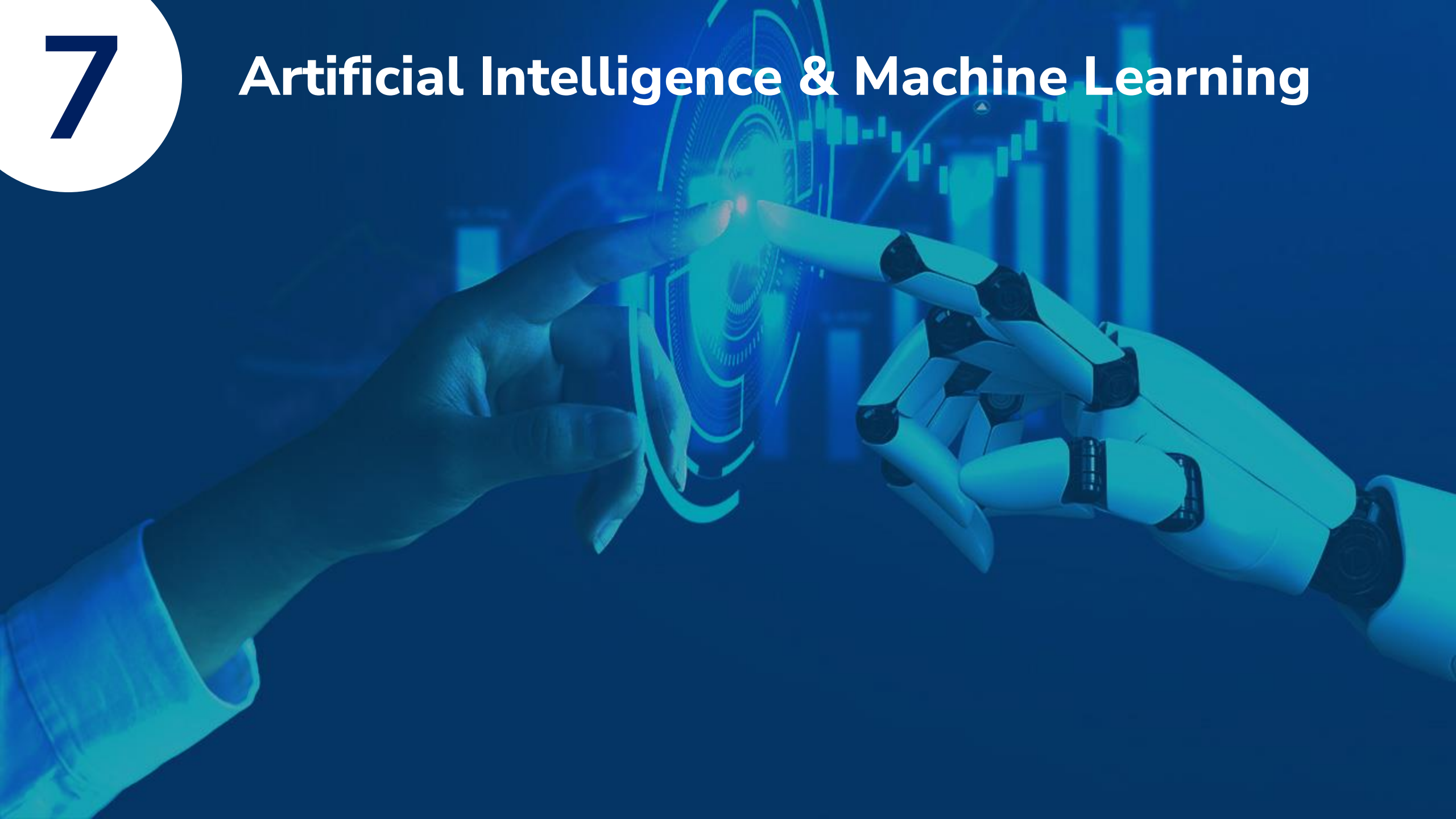
Predictive Analytics

SWOT & Competitive Benchmarking



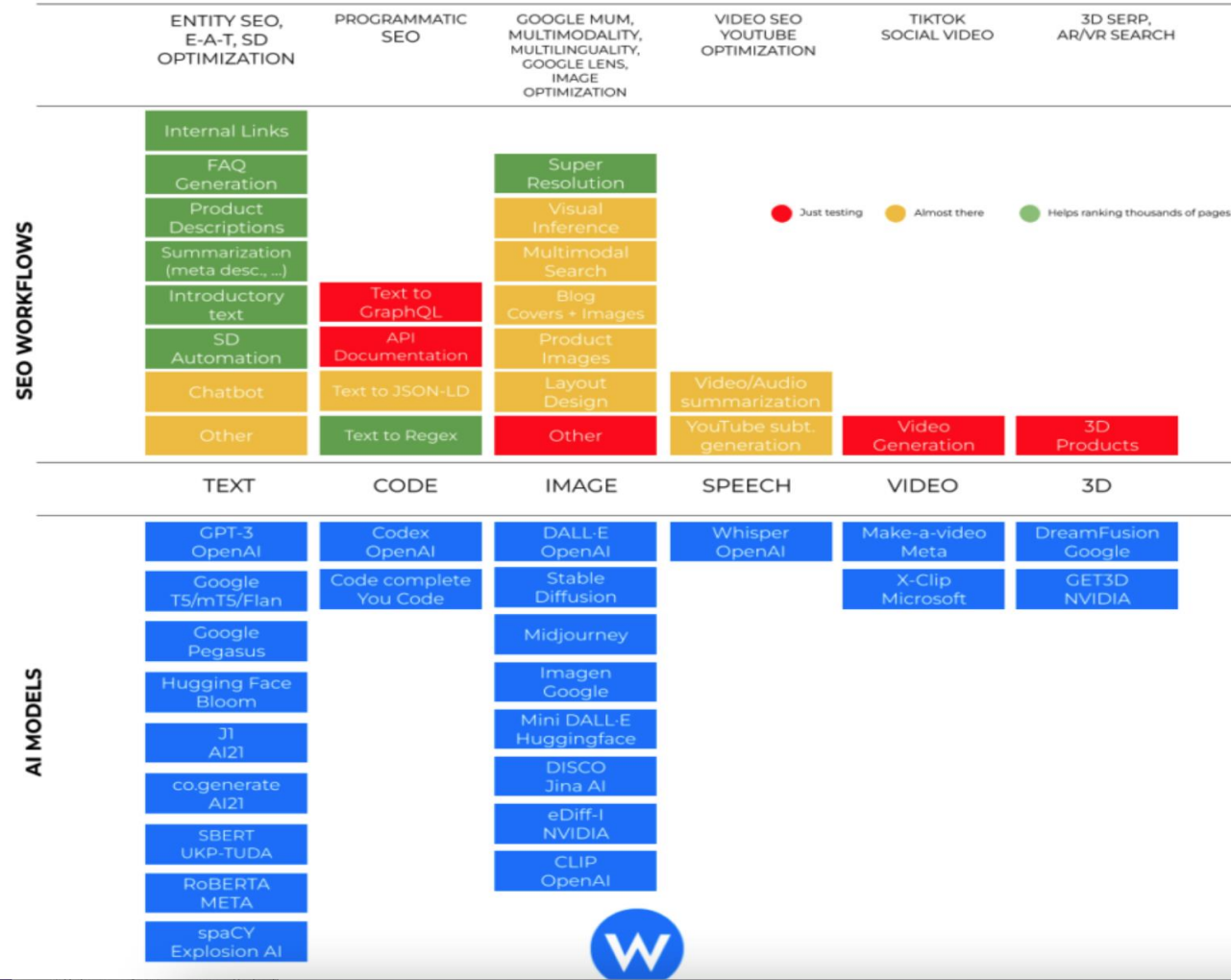
7

Artificial Intelligence & Machine Learning



AI Models Used for SEO Automation

THE GENERATIVE AI LANDSCAPE FOR SEO AUTOMATION



<https://wordlift.io/blog/en/generative-ai-for-seo/>

Businesses Will Be Solving Complex Problems Using AI/ML



Visual Search



Conversational Search



Search Insights



Personalized Recommendation



Data Driven Content

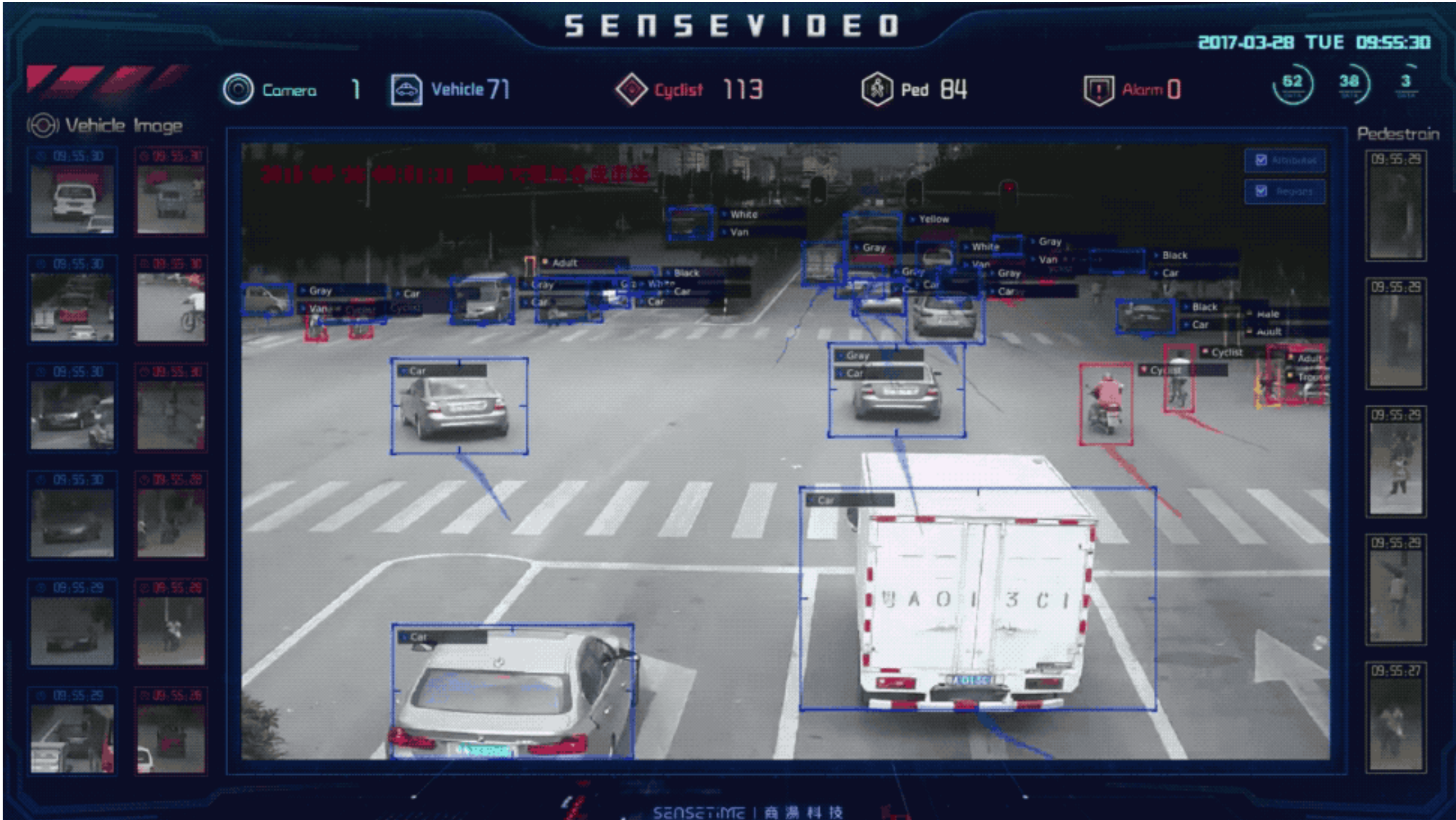


Predictive Analytics



Edge SEO

Chinese Street Surveillance. Object / Face Recognition.



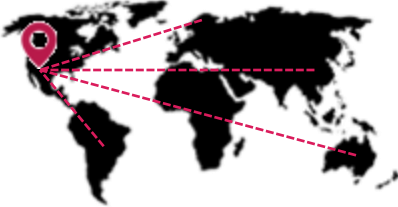
Multi-Lingual Sites: Language A Barrier? Not Anymore!

AI/ ML based real-time translation for 100+ languages

WHY MULTI-LINGUAL SITES?



GLOBAL OPERATIONS



GLOBAL FOOTFALL

The screenshot shows the English version of the Conn's HomePlus website. The main heading is "Find Your Conn's HomePlus® Location". Below it is a search bar with the text "Enter zip code, city or state" and a "Find Locations" button. To the right of the button, it says "184 locations found". There are radio buttons for "All Locations" (selected) and "Pickup-Only Locations", and a "Locations Directory" button. The page features a map of the United States with red location pins. On the left, there are two store details: "Conn's HomePlus® Fort Collins, CO" with phone number (970) 223-5021 and "Conn's HomePlus® Thornton, CO" with phone number (303) 255-1128. At the bottom, there is a section titled "About Conn's HomePlus®" with a photo of a store and text describing the company's mission and safety actions.

The screenshot shows the Spanish version of the Conn's HomePlus website. The main heading is "Encuentra tu ubicación de Conn's HomePlus®". Below it is a search bar with the text "Ingresar código postal, ciudad o" and a "Buscar Ubicaciones" button. To the right of the button, it says "184 ubicaciones encontradas". There are radio buttons for "Todas las localizaciones" (selected) and "Ubicaciones solo para recoger", and a "Directorio De Ubicaciones" button. The page features a map of the United States with red location pins. On the left, there are two store details: "Conn's HomePlus® Texas City, TX" with phone number (409) 655-6026 and "Conn's HomePlus® Webster, TX" with phone number (281) 332-0810. At the bottom, there is a section titled "Acercas de Conn's HomePlus®" with a photo of a store and text describing the company's mission and safety actions.

Your Success Plan



Four Keys to Success Plan !



Key Objectives



Key Drivers



Key Metrics



Key Solutions

Key Objectives



Sharpen
your goals

Key Drivers



Map your
strategy to
impact goals

Key Metrics



**Realistic target
measurement &
timeframes**

Key Solutions



**Align your
technologies,
channels & tactics
to achieve success!**

Takeaways / Upcoming Meetups to Retain and Grow Market Share

1. **Budgeting, Forecasting and Prioritizing**
2. **Business Intelligence and AI** - Less is more
3. **Why Discovery and Omnichannel Experience** helps in growing top of the funnel?
4. **User Experience/ Helpful Content** - Discoverable, quality, relevant
5. **Omnichannel** – Consistent unified experience
6. **Engagement** – Personalization and localization is key
7. **Your Success Plan** - Prioritize, measure, align



Milestone Events: Webinar on Hospitality Trends and Engage 2023

ENGAGE 2023: July 31 – Aug 1, 2023
Save the date now

Milestone | HOSPITALITY WEBINAR RECAP

Top Hotel Digital Marketing Strategies for 2023

Michelle Woodley
President,
Preferred Hotels and Resorts

Flo Lugli
Founder and Principal,
Navesink Advisory Group

Max Starkov
Adjunct Professor,
NYU

Tammie Carlisle
Head of Hospitality,
Milestone Inc
(Moderator)

1. [Click](#) here to watch the full video
2. [Click](#) here to download the deck
3. Read the recap [blog](#)
4. [Explore](#) more Milestone webinars

ENGAGE 2023

In-person event at Caesars Palace, Las Vegas
on July 31 and Aug 1, 2023

Save the Date

Past Year Speakers

Towa Ghosh
HPE

Chip Conley
Hotelier, Author,
and Speaker

Sathya Krishnamurthy
Whatsapp

Nate Philippsen
Sun Outdoors

Danielle Yuthas
SpeedPro

ENGAGE 2023 | [Agenda](#) | [Why Attend](#) | [FAQs](#) | [Watch On-Demand](#)

We will showcase the latest trends, share customer-based case studies, and deliver the actionable takeaways and tools to help you accelerate your digital performance in fabulous Las Vegas.

Attendees Love Engage 4.6 ★ 4.6 of 5 Stars

For thought leadership, relevancy, speakers, and experience