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10h00 - 11h30 Room 6	Plenary session 1: Going international – Mission completed! Examples of successful international development.	 Event Highlights
10h00 - 10h45 Room Carina	AD'S UP Last news & Optimization tips on Google Adwords	 Recruiting and building loyalty
10h00 - 10h45 Room 11	INTERSHOP	 Optimising the customer relationship
10h00 - 10h45 Room 10	NETINO	 Engaging customers
10h00 - 10h45 Room 2	ODOO	 Creating & developing your website
10h00 - 10h45 Room 1	SEARCH FORESIGHT SEO : Choose and Optimize your e-commerce platform or CMS	 Choosing a platform
10h00 - 10h45 Room 8	TARGET2SELL Discussion: re-enchante the customer experience while increasing your profit margin with personalized product recommendations.	 Using data and measuring effectiveness
10h00 - 10h45 Room 9	TOUCHCOMMERCE	 Optimising the customer relationship
10h45 - 11h30 Room 10	AGENCE INDIGO Tips and best practices to implement to increase your traffic and sales through the use of social networks ?	 Engaging customers
10h45 - 11h30 Room 3	BNP PARIBAS Paylib the simplicity and security of online payments, what's next?	 Choosing a payment solution/ m-payment
10h45 - 11h30 Room 9	COMPARIO Comment Compario a accompagné Brandalley lors de la refonte de son site web	 Optimising the customer relationship
10h45 - 11h30 Room 2	ECRITEL Host your e-commerce site abroad: the keys to success	 Creating & developing your website















10h45 - 11h30 Room 8	NP6	 Using data and measuring effectiveness
10h45 - 11h30 Room 5	POWERBOUTIQUE Special SEO - keys to an efficient natural and lasting referencing for small/medium businesses	 Recruiting and building loyalty
10h45 - 11h30 Room 11	PROXIMIS	 Developing cross-channel distribution
10h45 - 11h30 Room 7	SAILENDRA	 Using data and measuring effectiveness
10h45 - 11h30 Room Carina	SELLIGENT	 Recruiting and building loyalty
10h45 - 11h30 Room 1	STIBO SYSTEMS Omni-channel and marketing data centralization, two complementary approaches to ensure your digital transformation	 Choosing a platform
10h45 - 11h30 Room 4	TRADELAB Reconcile Branding & Performance with Real Time Bidding	 Recruiting and building loyalty
11h30 - 12h30 Room 6	Rookie Session 1: Finding the right financing	 Event Highlights
11h30 - 12h30 Amphitheatre	Special Session FEVAD	 Event Highlights
11h30 - 12h15 Room 3		 Choosing a payment solution/ m-payment
11h30 - 12h15 Room 10	ACTIPLAY (GROUPE CONCOURSMANIA) Attract new clients, increase sales and loyalty: 5 examples of clients boosting their results thanks to the power of game marketing	 Engaging customers
11h30 - 12h15 Room 1	AFG	 Choosing a platform
11h30 - 12h15 Room 2	ANTIDOT How to improve searchandising for a specialized e-commerce website: feedback form Cuisine Addict, hosted on Arobase platform	 Creating & developing your website





11h30 - 12h15 Room 12	BSL LOGISTIQUE E-COMMERCE	 Developing and optimising logistics
11h30 - 12h15 Room 8	DEVATICS	 Using data and measuring effectiveness
11h30 - 12h15 Room 4	DOLIST.NET Stop collecting cold leads. Follow our To-Do List and focus on quality!	 Recruiting and building loyalty
11h30 - 12h15 Room 7	EMARSYS	 Using data and measuring effectiveness
11h30 - 12h15 Room 11	GFI INFORMATIQUE	 Developing cross-channel distribution
11h30 - 12h15 Room Carina	KAMELEOON The top 10 A/B testing best practices	 Recruiting and building loyalty
11h30 - 12h15 Room 5	PIXALIONE	 Recruiting and building loyalty
12h15 - 13h00 Room 5		 Recruiting and building loyalty
12h15 - 13h00 Room 8	CONVERTEO Best practices for e-commerce and digital Internationalization : how to be international ?	 Using data and measuring effectiveness
12h15 - 13h00 Room 2	FASTERIZE	 Creating & developing your website
12h15 - 13h00 Room 9	FULL PERFORMANCE	 Optimising the customer relationship
12h15 - 13h00 Room 7	HAAS AVOCATS	 Using data and measuring effectiveness
12h15 - 13h00 Room 4	I PROSPECT FRANCE	 Recruiting and building loyalty
12h15 - 13h00 Room 10	MARKETO [Case Study] How to Better Engage and Convert your Website Traffic	 Engaging customers

12h15 - 13h00 Room 12	NEOPOST ID	 Developing and optimising logistics
12h15 - 13h00 Room 1	OXATIS	 Choosing a platform
12h15 - 13h00 Room Carina	SOFT COMPUTING campaign management + web analytics + social media data + DMP : Big data as the enabler of an integrated, 360° visitor-prospect-client view	 Recruiting and building loyalty
14h00 - 15h00 Amphitheatre	Keynote Forrester	 Event Highlights
14h00 - 16h00 Room 6	Twitter Academy	 Event Highlights
14h00 - 14h45 Room 11	CITE NUMÉRIQUE	 Developing cross-channel distribution
14h00 - 14h45 Room 8	COMPUWARE "Everything, Immediately, Quickly" – E-business leaders have understood it: technical performance is a major differentiator!	 Using data and measuring effectiveness
14h00 - 14h45 Room 9	EFFILIATION	 Optimising the customer relationship
14h00 - 14h45 Room 4	LENGOW	 Recruiting and building loyalty
14h00 - 14h45 Room 5	MAKAZI	 Recruiting and building loyalty
14h00 - 14h45 Room 2	POWERBOUTIQUE Special conversion - How to convince web users to purchase on your site?	 Creating & developing your website
14h00 - 14h45 Room 7	SMARTFOCUS	 Using data and measuring effectiveness
14h00 - 14h45 Room 1	WEB & SOLUTIONS	 Choosing a platform
14h00 - 14h45	WORLDLINE	 Choosing a payment

Room 3	How to benefit from the SEPA investments	solution/ m-payment
14h00 - 14h45 Room Carina	ZANOX SAS	 Recruiting and building loyalty
14h45 - 15h30 Room 2	EDATIS	 Creating & developing your website
14h45 - 15h30 Room Carina	EPERFLEX (RENTABILIWEB MARKETING)	 Recruiting and building loyalty
14h45 - 15h30 Room 4	EXPERIAN MARKETING SERVICES Recruit or retain: why choose?	 Recruiting and building loyalty
14h45 - 15h30 Room 8	IBM FRANCE	 Using data and measuring effectiveness
14h45 - 15h30 Room 7	INBOX Customer loyalty, how customization allows to develop customer value ?	 Using data and measuring effectiveness
14h45 - 15h30 Room 9	MARKETO [Témoignage] : Comment le marketing piloté par les données est la clé du succès commercial.	 Optimising the customer relationship
14h45 - 15h30 Room 5	MESSAGE BUSINESS	 Recruiting and building loyalty
14h45 - 15h30 Room 12	RAJA Choose the best packaging for your Ecommerce shipments	 Developing and optimising logistics
14h45 - 15h30 Room 3	VISA EUROPE LIMITED	 Choosing a payment solution/ m-payment
14h45 - 15h30 Room 11	VISIATIV SOFTWARE Omni-channel e-commerce : when e-commerce and commerce are only one	 Developing cross-channel distribution
14h45 - 15h30 Room 1	XI INGÉNIERIE Keys for a perfect website redesign !	 Choosing a platform
15h00 - 16h00 Amphitheatre	Special Session CPA	 Event Highlights

15h30 - 16h15 Room 7	1000MERCIS CRM Display: when CRM and media combine	 Using data and measuring effectiveness
15h30 - 16h15 Room 9	COLISSIMO (LA POSTE) Colissimo: new solutions for e-merchants in France and abroad	 Optimising the customer relationship
15h30 - 16h15 Room 12	DÉPÔT BINGO	 Developing and optimising logistics
15h30 - 16h15 Room 2	E-COMMERCE ACADEMY e-Commerce : expand your sales abroad (as well)	 Creating & developing your website
15h30 - 16h15 Room 4	GENERIX GROUP	 Recruiting and building loyalty
15h30 - 16h15 Room 8	MAKAZI	 Using data and measuring effectiveness
15h30 - 16h15 Room 1	OCTAVE E-commerce, on-line distance selling and webmarketing are significantly evolving.	 Choosing a platform
15h30 - 16h15 Room 10	ORACLE	 Engaging customers
15h30 - 16h15 Room 3	PAYZEN PAR LYRA NETWORK E-payment: War of the online buttons	 Choosing a payment solution/ m-payment
15h30 - 16h15 Room 5	SARBACANE SOFTWARE Email Marketing: 7 must secrets to pass anti-spam filters and reach your targets	 Recruiting and building loyalty
15h30 - 16h15 Room Carina	SEARCH FORESIGHT What strategy for your SEO in 2015?	 Recruiting and building loyalty
15h30 - 16h15 Room 11	WORLDLINE Enhancing the customer experience via an omnicommerce digital platform	 Developing cross-channel distribution
16h00 - 17h00 Amphitheatre	Keynote	 Event Highlights

16h00 - 17h00 Room 6	Rookie Session 2: Surrounding yourself with the best people (recruitment and partnership)	 Event Highlights
16h30 - 17h15 Room Carina	EFFILIATION	 Recruiting and building loyalty
16h30 - 17h15 Room 10	FIA-NET GROUP	 Engaging customers
16h30 - 17h15 Room 1	HYBRIS SOFTWARE	 Choosing a platform
16h30 - 17h15 Room 8	NP6	 Using data and measuring effectiveness
16h30 - 17h15 Room 2	PRESTASHOP	 Creating & developing your website
16h30 - 17h15 Room 7	SHOP2MARKET FRANCE	 Using data and measuring effectiveness
16h30 - 17h15 Room 3	SHOPGATE SITE MOBILE Shopgate, Shopping mobile solution	 Choosing a payment solution/ m-payment
16h30 - 17h15 Room 5	SMARTFOCUS	 Recruiting and building loyalty
16h30 - 17h15 Room 11	TERADATA Real-Time Marketing, personalization and analysis of the customer journey	 Developing cross-channel distribution
17h00 - 18h00 Amphitheatre	Special Session SNCD	 Event Highlights
17h15 - 18h00 Room 5	BLOG ECOMMERCE	 Recruiting and building loyalty
17h15 - 18h00 Room 10	BRINGR Social Media : stop to disperse and focus on growing your results	 Engaging customers
17h15 - 18h00 Room 8	ESV DIGITAL Multi-channel attribution: why algorithmic models perform better?	 Using data and measuring effectiveness

<p>17h15 - 18h00</p> <p>Room 1</p>	<p>ITELIOS</p>	 <p>Choosing a platform</p>
<p>17h15 - 18h00</p> <p>Room 11</p>	<p>LA POSTE SOLUTIONS BUSINESS</p> <p>Give your website traffic a boost with Courrier Connecté!</p>	 <p>Developing cross-channel distribution</p>
<p>17h15 - 18h00</p> <p>Room Carina</p>	<p>PUBLIC-IDÉES</p>	 <p>Recruiting and building loyalty</p>
<p>18h00 - 19h00</p> <p>Room 6</p>	<p>E-Commerce Awards Ceremony</p>	 <p>Event Highlights</p>