

SES New York 2012 Names Avinash Kaushik, Digital Marketing Evangelist Google, as Keynote Speaker

January 30, 2012



NEW YORK, NY, (RPRN) 01/30/12 —
Online Marketing Professionals to Hear Best Practices from Case Studies, Workshops and Panels of Industry Experts at SES New York

—SES New York 2012 announced today that Avinash Kaushik, Digital Marketing Evangelist for Google and Author of *Web Analytics 2.0*, will present the keynote address at the conference to be held at the Hilton New York on March 19-23, 2012. At [SES New York](#) Kaushik, whose keynote is entitled “Business Optimization in a Digital Age,” will present his latest insights on designing multi-channel digital marketing programs to achieve maximum economic value.

The largest search and social media event of its kind, SES New York attracts 3,500 to 4,000 online marketers. Incisive Media is offering a pre-agenda savings of up to \$800 for those who [register by January 20, 2012](#).

“We promise our attendees they will hear from the most innovative experts – the most creative minds in the industry – and who could personify this better than Avinash Kaushik,” said Matt McGowan, Managing Director of Americas at Incisive Media. “Even though the surge of social media has caused search marketing to become much more complicated, he’s promised to convince us that the right integrated digital marketing strategy can pay off with big returns on investments.”

“SES New York is always a high point in my conference year, and I’m preparing to add to the excitement with my keynote on balancing the many digital marketing channels across the four most important business drivers,” said Kaushik. “Metrics play a significant role in multi-channel digital strategies and I will, as usual, be discussing how to leverage key metrics for optimal campaign results. I’m really looking forward to meeting old friends and meeting new colleagues at the show.”

About SES New York

The five-day SES New York conference includes informative presentations and panels, intensive training workshops and a large exhibit hall. Each day is choreographed to leave plenty of time for networking opportunities with industry peers. Its real-time case studies provide attendees with best-practice knowledge that can be immediately applied to their marketing programs, and its classroom-style learning offers a high degree of interactivity.

The SES New York agenda, programmed by the [SES Advisory Board](#), is designed to help online professionals do their jobs better. This year, specific consideration has been given to Demand Gen, SEO, PPC, RTB, mobile, local, as well as both earned and paid social media.

[Until end of day January 20, 2012](#), Incisive Media is offering a pre-agenda registration savings of up to \$800.

About Avinash Kaushik

Avinash Kaushik is the Digital Marketing Evangelist for Google and the co-founder of Market Motive Inc. Through his blog, [Occam's Razor](#), and his best-selling books, *Web Analytics: An Hour A Day* and *Web Analytics 2.0*, Kaushik has become recognized as an authoritative voice on how marketers, executive teams and industry leaders can leverage data to fundamentally reinvent their digital existence. Kaushik puts a common sense framework around the often frenetic world of web

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analytics and combines that with the philosophy that investing in talented analysts is the key to long-term success. He passionately advocates customer centricity and leveraging bleeding-edge competitive intelligence techniques.

Kaushik brings practical insights to companies like Unilever, Dell, Time Warner, Vanguard, Porsche, and IBM. He has delivered keynotes at a variety of global conferences, including SES Conference & Expo, Monaco Media Forum, iCitizen, JMP Innovators' Summit, The Art of Marketing and Web 2.0.

Kaushik has lectured at major universities such as Stanford University, University of Virginia, University of California - Los Angeles and University of Utah. Avinash received the 2009 Statistical Advocate of the Year award from the American Statistical Association, and the 2011 Most Influential Industry Contributor award from the Web Analytics Association.

About Incisive Media

Incisive Media's [SES Conference & Expo](#) is a leading global conference and training series focused on search engine marketing. Other Incisive resources include [ClickZ](#), which provides digital marketing news, information, commentary, advice, opinion, and research and [Search Engine Watch](#), which covers news and information about search and analysis of the search engine industry, and offers tools for improving search marketing effectiveness.

Incisive Media is a leading global provider of specialized business news and information in print, online, and in person. The company's principal markets include financial services, legal services, commercial real estate, marketing services, and risk management. Incisive Media's market-leading brands include *Accountancy Age*, *Computing*, *Investment Week*, *Legal Week*, *Post*, *Risk*, and SES Conference and Expo. For more information, visit www.incisivemedia.com.

For more news and event updates visit the [SES press room](#).

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