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# Day One on the DMA2014 Show Floor

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*Sprouting from the Direct Marketing Association convention today were retargeting refinements, rules for breach behavior, and, yes, some darn fine Brussels sprouts.*



Here is some of the news announced during the first full day of activity on the show floor of **DMA2014** in San Diego:

**Targetbase Marketing Platform debuts.** The strategic communications agency introduced this combination of business intelligence, analytics, and creative services platform meant to deliver digital competence to mid-tier companies. “We wanted to create an environment that would allow a brand manager to sit in his chair and connect all the various data sources in a user-friendly environment,” said President and CEO Mark Wright. The new **Targetbase**

platform encompasses transactional, demographic, social, and Web behavior data and delivers BI via dashboards to marketers, sales reps, and store managers.

**Real-time retargeting from Adobe.** An incredible \$4 trillion worth of merchandise will be abandoned online this year, according to [Adobe Campaign](#), and at DMA it introduced an integration with Adobe Analytics to help sellers reclaim as much of those sales as possible. The new alignment allows marketers to send personalized messages to cart abandoners in a matter of minutes or hours versus the standard 24 hours.

**Down and dirty on data breaches.** Together with the Venable law firm, the Direct Marketing Association released “The Essential Guide to Data Breach Notification,” a rundown of state laws on breach notification. “Until Congress passes a national data breach notification law, companies will be required to navigate a complex patchwork of 47 state requirements,” said Peggy Hudson, DMA's SVP for Government Affairs. The average cost to a company to investigate and respond to a data breach is \$5.9 million, according to a report from the Ponemon Institute.

**New DMA board members.** The DMA introduced the following new members of its board of directors: Cyrus Beagley, director, head of strategy and operations, Google; Bill Borrelle, SVP of brand strategy and integrated marketing communications, Pitney Bowes; Brian Cowart, chief development officer, Disabled American Veterans; Steve Froehlich, SVP of national direct marketing, ALSAC/St. Jude Children's Research Hospital; Laith Murad, VP user acquisition and retention marketing, Yahoo; John Princiotta, SVP marketing, Publishers Clearing House; Eva Reda, SVP and GM, membership marketing, American Express; Gunther Schumacher, president and COO, OgilvyOne Worldwide.

**Grayhair ponders gastronomy.** Noting that DMA is always a great place for marketers to ingest the best in technology—including his company's direct and digital integration tools—[Grayhair Software](#) VP Jeff Stangle insisted it was important for conventioners to take in a good meal at the end of a long day, as well. So tonight, [Grayhair](#) will host an event at which famed San Diego restaurateur and *Top Chef* alumnus Brian Malarkey will whip up his famed crab cakes, creamy burrata, and savory Brussels sprouts. Marketers, after all, cannot live on data alone.

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