



## GRAND INSPIRATION

2017 IMCA ANNUAL CONFERENCE  
Scottsdale ▶ June 25-27

## LIANNE WADE

Vice President, Customer Insight  
Wilde Agency



### ABOUT THE SPEAKER

Lianne Wade is the “voice of the customer” as vice president of customer insight at the Wilde Agency. Gathering customer intelligence, she derives valuable insights about customers and collaborates with agency team members to inform the development of strategic marketing recommendations and tactics.

Wade leverages her extensive experience building strategic, customer-centric digital and direct marketing programs for Fortune 100 and Fortune 500 clients. Results are critical to success and many of the campaigns Wade has led exceeded the client’s business goals, including garnering triple-digit lifts over previous campaigns.

Prior to joining the Wilde Agency in 2005, Wade spearheaded strategic initiatives and lead multi-disciplinary teams at Digitas and Arnold Worldwide. She is proud to be part of the Wilde Agency team which has been honored for strategy and creative excellence by numerous organizations including: DMA International ECHO, NEDMA, New England Financial Marketing and the Gramercy Awards.

### PRESENTATION SUMMARY

#### **10 Human Behavior Hacks That Will Change the Way You Create Email**

You can follow every best practice for creating email and still not get the response you want. That’s because there’s more to success than a targeted list, compelling offer and perfectly executed creative. Today, you need to know the decision-making shortcuts people use when they encounter your email—those automatic behaviors that determine whether they open, read and respond to it.

Science has proven that people often don’t operate in a rational, considered way. Much of what we do is done on autopilot, with certain prompts sending us in one direction or another. During this breakout session, you will discover the 10 hacks that will get your target to open, read and respond to your email without even thinking about it. You will also see numerous examples from various verticals, including insurance and finance. And you will walk away ready to create impactful emails for your organization that generate automatic action!