



## Engauge Joins Keynote Panel on Customer Intelligence at NCDM Annual Conference

December 4, 2009 (Columbus, OH) - Engauge, a total engagement agency, will participate in a keynote at the National Center for Database Marketing's (NCDM) annual conference. The agency's Chief Insights Officer, Janet Rubio, will join a keynote panel led by Forrester Research on the evolution from database marketing to customer intelligence. NCDM 2009 runs from December 7 through 9 and is hosted this year in Las Vegas, NV.

"It's been happening for a while, but, particularly with the downturn of the economy, we're seeing interest in data move higher up the corporate ladder," said Janet Rubio, Engauge's Chief Insights Officer. "And with the digital tools and technologies available today, the power of data is at our fingertips – to reach new people, to communicate more effectively, and to truly engage with our targets. I'm excited to share the trends we're seeing and how these can translate into practical use for the NCDM audience."

Led by Forrester Research Senior Analyst Dave Frankland, the keynote is a CEO Industry Insider Panel, titled "Evolving from Database Marketing to Customer Intelligence." The panel will discuss the transformation of database marketing, a change that is seeing the role of data move out of cubicle walls and into the C-suite.

The keynote will take place on Monday, December 7 from 12:00 to 1:30 pm. Engauge will join other leading service providers and agencies in an interactive presentation, which will allow the audience to directly participate in Q&A with the panelists.

In addition to Janet, the panel lineup includes Bill Duffy of iKnowtion, Targetbase's Mark Wright and Naras Eechambadi with Quaero. To learn more, visit [www.NCDMevents.com](http://www.NCDMevents.com).

### About Engauge

Engauge is one of the nation's largest independent marketing agencies, helping leading brands create relevant customer engagement by connecting data-driven insights with creative ideas to fuel business growth. Engauge leverages a complete portfolio of marketing expertise – spanning all areas of traditional, direct and digital marketing – to drive measurably effective programs for clients. The agency's roster of clients includes Kraft Foods, The Home Depot, Best Buy for Business, Sony, NGK and Huntington Bank. Engauge is a portfolio company of Halyard Capital and has offices in Columbus, Austin, Atlanta, Pittsburgh and Orlando. Learn more about Engauge at [www.engauge.com](http://www.engauge.com).

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