

# **Jacques Warren**

**CEO at WAO/MARKETING**

Montreal, QC, CA

Getting the facts behind the buzz.

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## **Biography**

Jacques Warren has been working in Online Marketing for sixteen years, focusing entirely on Web Analytics and Online Marketing valuation for the last ten. In early 2007, he launched WAO/MARKETING. He has advised over 100 organizations on their Web investments in several industries of the private and public sectors. His Online Marketing philosophy is one obsessed with profitability. He believes the Web either contributes to a business' bottom line, or is a waste of resources. He is committed to educating companies on how digital analytics can help them reach and increase their online profitability. Jacques is often sought after at conferences as a speaker in North America and Europe. He is also the co-author of Web Analytics: Mesurer le succès et maximiser la profitabilité de votre site Web published by Eyrolles, Paris, in 2009, which is now considered a classic on the topic in French.

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## **Availability**

Keynote, Panelist, Workshop, Author Appearance

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## **Industry Expertise**

Social Media, Advertising/Marketing, Travel and Tourism, Internet, Government Administration, Insurance, Corporate Training, Museums and Institutions, Dairy

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## **Areas of Expertise**

Digital Analytics, Social Media Analytics, Online Marketing, Analytics & Creativity

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## **Affiliations**

Digital Analytics Association Member

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## **Sample Talks**

### **Social Media Are So Not Social**

We live in a time of intense buzz about Social Media. It seems that \*everyone\* is spreading the social gospel, and no one is wondering whether they work or not in a business context. Asking tough questions about Social Media audience sizes, audience reach, and the concept of "influencer", this presentation shows the current limitations of Social Media Marketing.

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## **Event Appearances**

**Four DO's and DONT'S in Online Measurement**  
Le Web à Québec

**Measuring Online Marketing - Panel On Measurement**  
WebCom Montréal

**From Misunderstood to Celebrated**  
Webtrends Engage 10 EMEA

**Web Intelligence: Discover & Act**  
Journée Infopresse: Electronic Commerce

**From Reporting to Profitability: Are You Serious About ROI?**  
Practitioner WA

**The Painter & The Surveyor: Does Measurement Kill Creativity**  
Practitioner WA

**Panel: The Future of Marketing, Business and Analytics**  
Emetrics

**Metrics Are Politics - Huddle Workshop Leader**  
X Change Europe

**Panel: Trends in Customer Segmentation**  
Webtrends Engage 2010

**Social Media Are So Not Social**  
Le Web à Québec

**What You Don't Want to Hear About Web Analytics**  
Web Analytics Wednesday

**Panel: Measuring Social Media Success**  
Socialize Toronto

**Web + Analytics = Profits**  
VAD E-Commerce Conference

**Panel: Web-Wide Analytics, the Next Generation of Digital Customer Intelligence**  
Emetrics

**Panel: Socialization of Data**

WebTrends Engage 09

**Major New Trends in Digital Analytics**

3rd Online Intelligence Forum - AT Internet

**Panel: From Web Analytics To Online Intelligence**

eMetrics Summit

**From Misunderstood to Celebrated: When Analysts Get Data to Truly Mean Something**

Webtrends Engage11

**How to Measure Success Online**

Journée Infopresse: Web Analytics

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**Education**

University of Montreal

Sociology BSc

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**Accomplishments**

**Top Proficiency Level - Nihongo Nouryoku Shiken Ikkyuu**

Passed the top level (level 1) of the National Japanese proficiency test. When I passed it, after studying intensely for 3 years, we were only 8 Westerners in a room with over 150 Asian students. I was particularly proud to pass that test.

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