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Integrate CMO Selected to Speak at Digital East 2013

20-Year Tech Marketing Veteran, Scott Vaughan, Invited to Discuss Multi-Channel Strategies that Leverage Social, Mobile, Email and Web

Phoenix, Ariz. – October 16, 2013 – [Integrate](#), the first closed-loop marketing software and media services provider, today announced that Integrate CMO, Scott Vaughan, will be speaking at the upcoming Digital East conference in Herndon, VA on Wednesday, October 16 at 8:30 am eastern time. During his session, Scott will address how marketers can master three multi-channel, multi-touch essentials – new talents, integrated techniques and smart technology – to deliver new levels of marketing results.

Digital East 2013

Session: [Multi-Channel Strategies: Using Social, Mobile, Email & Web to Reach Your Target Audience](#)

Wednesday, October 16, 2013 @ 8:30 a.m. ET

Hyatt Dulles, Herndon, VA

Digital East is a premier digital strategies forum with a goal of educating and promoting forward thinking and thought leadership on topics related to internet business and marketing. Presented by TechMedia, the leading producer of regional digital forums in the United States, Digital East features over 75 speakers from leading brands that discuss the latest developments in digital marketing. The two-day conference attracts an elite audience of senior marketers, entrepreneurs, web strategists, bloggers and investors.

As a speaker, Scott Vaughan, will delve deeper into how advertisers can attract new users and retain their current customer base by delivering consistent messaging across multiple channels and touch points – whether it be mobile, social, email, or display. During his session, Scott will offer expert insight into the most effective tools for facilitating effective multi-channel campaigns and provide real-world examples of how to get different teams that may not speak the same marketing language to work together.

About Integrate

Integrate is the first marketing technology provider to empower marketers and media buyers to plan, launch, analyze and optimize campaigns across performance, programmatic and traditional media. The Integrate AdHQ platform offers an end-to-end solution that supports the entire lifecycle of paid media campaigns in one intuitive dashboard. The platform's regulated marketplace allows marketers to select, target and effectively engage both consumers and business professionals, ensuring the success of any integrated cross-channel marketing strategy (online, offline and mobile). Through advanced technology, Integrate saves hundreds of hours in manual processes, enabling a single media buyer to efficiently and effectively do the work of an entire team.

To learn more, visit www.integrate.com or follow Integrate on Twitter @Integrate.