Bryan Eisenberg

Partner at Eisenberg Holdings, LLc

Austin, Texas Area, TX, US

New York Times Bestselling author on Marketing Optimization and Online Marketing

Biography

Bryan Eisenberg is the co-author of the Wall Street Journal, Business Week, USA Today and New York Times bestselling books "Call to Action", "Waiting For Your Cat to Bark?" and "Always Be Testing". Bryan has been the keynote speaker for Search Engine Strategies, Shop.org, Direct Marketing Association, MarketingSherpa, E-consultancy, Gulltaggen and the Canadian Marketing Association. He is also the co-founder and Chairman Emeritus of the Web Analytics Association. Bryan serves as an advisory board member of Search Engine Strategies, the eMetrics Marketing Optimization Summit and several venture capital backed startup companies (ie. Bazaarvoice, Monetate, UserTesting.com, Runa, OneSpot, etc.).

Bryan Eisenberg is the recognized authority and pioneer in improving online conversion rates, Persuasion Architecture, and persona marketing. Bryan was recently recognized by eConsultancy members as one of the top 10 User Experience Gurus and and he was selected as one of the inaugural iMedia Top 25 Marketers.

Bryan has been featured expert by The Wall Street Journal and the The New York Times and been quoted in Business 2.0, CXO Europe, Advertising Age, CNN, Forrester Research, Jupiter Research, Miami Herald, Publish, Internet Advertising Report (IAR), Chicago Business Tribune, Inc Magazine, Entrepreneur, Target Marketing, DM News, Microsoft's bCentral, MarketingSherpa, the Toronto Star, Smart Money & Internet Retailer for his thought leadership in the critical area of internet marketing and improving online conversion rates.

In 1998, Bryan co-founded FutureNow Inc., the company has been helping businesses generate more engagements, leads, subscriptions, and sales with its unique framework he helped develop, Persuasion Architecture®. Bryan's proudest professional accomplishments are the thousands of companies, students and clients, including HP, NBC Universal, GE, WebEx, Overstock and Dell, that have consistently enjoyed dramatic improvement in sales.

Availability

Keynote, Workshop, Host/MC, Author Appearance, Corporate Training

Industry Expertise

Internet, Media - Online, Social Media, Advertising/Marketing

Areas of Expertise

Web Analytics, Online Marketing, A/B Testing, Multivariate Testing, Persuasion

Affiliations

Web. Analytics Association, Direct Marketing Education Foundation, eMetrics, Shop.org

Sample Talks

Think Differently: 10 lessons learned from Steve Jobs and his marketing, retail and customer experience teams
Apple's meteoric rise to the become the most valuable company in the world has many lessons for today's marketers. How is it they leaped into the direct to consumer retail environment only over the last few years, yet outsell most of the best retail brands by a factor of 10x per square foot. Why are they among the most loved brands? Bryan will explore 10 insights learned from Steve Jobs and his teams and share with you how you should be applying these insights to your business.

The Future Shopper
Nobody argues about if search, social, and mobile technologies impacted customers' minds and buying behavior over the last five years. Today companies worry about keeping ahead of their competition; while the truly critical issue is keeping pace with their customers. Technological and social advances are forcing companies to embrace authenticity, improve customer experiences, or suffer the consequences . This session will show you how the convergence of communications, logistics and financial te

21 Secrets of Top Converting Websites
The average conversion rate for a website is around 3%, but many websites convert at 10% or higher. What do they do that you may not be doing? Bryan Eisenberg, who has been helping companies improve their conversion rates since 1998 will reveal 21 of his most valuable tips that will help you increase your conversion rate. In this fast paced session you'll find relevant examples from retail sites, B2B sites, publishers and everything in between. You'll learn the key principle of GTC – Get the Cas

The Money is in the Data: What Marketer Need to Know about Big Data
Big Data is the big buzz justified or is it just big hype? What is big data and what do marketers and analysts need to know about it. This session will explore how big data is being used, how it is important to distinguish between big data reporting, analysis, predictive analysis and automated actions (adaptability). Learn about some of the tools available and how companies are using them to get a competitive edge.

Event Appearances

A Marketing Optimization Fitness Plan
Affilate Dag

Hidden Secrets of a Online Mortgage Buyer's Brain
MortgageBot Client Conference

Think Differently
Fusion Marketing Experience

Education

City University of New York-Brooklyn College
BA

Accomplishments

#1 rated speaker in Shop.org history
Bryan Eisenberg's keynote presentation of "21 Secrets of Top Converting Websites" at our 2010 Online Merchandising Workshop received the highest rankings of any session in Shop.org's history." - Larry Joseloff - former VP of Content, Shop.org

Top 10 User Experience Gurus
Voted by eConsultancy members as one of the top 10 User Experience Gurus

DMEF Rising Star Award winner
DMEF Rising Star Award winner

iMedia Top 25 Marketers
Selected as one of the inaugural iMedia Top 25 Marketers - http://www.imediaconnection.com/iMedia25/2009/people/Bryan-Eisenberg/

Testimonials

Anders Willstedt
"Bryan has been the keynote speaker at our Norwegian events, Gulltaggen and the SEM-conference, several times. He is always appreciated and well liked as he has both extensive knowledge and is a really talented presenter. We are sure he will be back in the future as the Norwegians continues to ask for his insight in the digital market.

Bryan inspires our audiences to think differently!"

Sandy Perlman
"Bryan spoke at our annual Marketing Kick-off, and it was fantastic. He immediately disarmed the marketing team with his great sense of humour. His content was both appropriate and relevant. Best of all his presentation spurned lots of conversation and actions once the marketers got down to writing their plans. Bryan's content resonated.. He made it real…"

Larry Joseloff

"Bryan Eisenberg's keynote presentation of "21 Secrets of Top Converting Websites" at our 2010 Online Merchandising Workshop received the highest rankings of any session in Shop.org's history. I've had the privilege of knowing Bryan for many years professionally and personally. In all those years he's been a consistent contributor and partner to Shop.org; delivering educational and inspiring content to our members. However, with "21 Secrets," Bryan set a new standard for speaking excellence, appealing to everyone from managers to C-level executives. So – by popular demand we are inviting him back to our next event so more of our members can learn from this innovative presentation."

Ashley Friedlein

"Bryan originally spoke as our Keynote at our flagship annual conference "Online Marketing Masterclassess: How to Acquire, Convert and Retain Customers Online". Who better to talk about Conversion Optimisation than Bryan? Not only is he clearly a world-class expert in his field but Bryan is a fantastic speaker. Even though he was first after lunch, a tough slot, he both educated and entertained the audience. Our highest-rated speaker of the day! We're now working with Bryan again, in the US as well as the UK."

Rick Allen

"I had the pleasure of working with Bryan on a presentation for our client conference. Bryan was sensitive to our specific needs, timely in the delivery of his content, and delivered a presentation to over 350 clients in an engaging, dynamic, and professional manner. Not only did Bryan deliver a great presentation, but he committed the entire day to our conference and guided multiple breakout sessions. All of his presentations were highly rated by attendees. Bryan is a pleasure to work with. I would highly recommend him to others considering his services."

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