

d3con Conference

March 18th, 2026 MAIN STAGE

MAIN STAGE 08:30 Welcome
Our doors open at 8:30 am - so you can start networking at the first coffee and secure the best seat.

MAIN STAGE 09:20 Opening
A short welcome by the event organizer.



Max Visser
d3con



Robert Fey
d3con

MAIN STAGE 09:30 In preparation
🗣️ PRESENTATION

MAIN STAGE 10:00 Coffee break
Enjoy a coffee and make new connections with the attendees and partners of d3con.

MAIN STAGE 11:45 Customer Lifetime Value & Loyalty: Buying was yesterday - staying is everything?
💬 PANEL DISCUSSION
In times of rising acquisition costs, long-term customer value is increasingly becoming the focus of digital advertising strategies. In this panel, experts will shed light on how customer lifetime value can be meaningfully placed at the center of campaigns - and whether loyalty is really becoming the decisive currency.



Dr. Alexander Schlüter
Flix SE



Uta von Dietze
Wyndham Hotels & Resorts

MAIN STAGE 12:30 Lunch break
Enjoy the food and make new contacts with the visitors and partners of the d3con.

MAIN STAGE



PANEL

DISCUSSION

13:30 Spot on! Programmatic advertising in the streaming era

Connected TV and on-demand content open up new opportunities for programmatic advertising. But how can target groups be reached efficiently in fragmented environments? What data really counts - and how do you manage the balancing act between reach, relevance and user experience? This panel will shed light on the most important trends, technologies and success factors.



Bent Böer
PepsiCo

Host



Benjamin Bunte
esome

MAIN STAGE

15:00 Coffee break

Enjoy a coffee and make new connections with the attendees and partners of d3con.

MAIN STAGE



PANEL

DISCUSSION

15:30 Data-driven success - campaign optimization through measurement & attribution

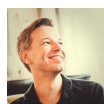
Experts discuss how effective data analysis, precise measurement and attribution can increase the success of campaigns. They share strategies and tools to make informed decisions and successfully achieve marketing goals.



Felix Janzen
ParshipMeet Group



Lukas Martin
Unilever



Claus Welther
ROLLER

MAIN STAGE



PRESENTATION

16:15 In preparation



Iskra Velichkova
Kleinanzeigen.de

MAIN STAGE



PANEL

DISCUSSION

16:45 Summary Panel

Ralf summarizes the highlights of d3con 2025 together with a few exciting guests and gives an outlook for the coming year.

Host



Ralf Scharnhorst
*Scharnhorst Media,
m42m*

- MAIN STAGE 17:30 d3con Speaker Awards Ceremony**
Vote in our app for the most inspiring, charismatic or innovative speakers. The top three speakers on the Main Stage will receive a Speaker Award.
- MAIN STAGE 17:45 End of d3con 2026**

d3con Conference

March 18th, 2026 STAGE II

STAGE II

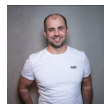
08:30 Welcome

Our doors open at 8.30 am - so you can start networking at the first coffee and secure the best seat.

STAGE II

 PRESENTATION

10:00 In preparation



Robert Blanck
*Axel Springer National
Media*

STAGE II

10:30 Coffee break

Enjoy a coffee and make new connections with the attendees and partners of d3con.

STAGE II

 PANEL
DISCUSSION

11:00 Publisher Summit

Leading publishers discuss their strategies, successes and new challenges. What opportunities will open up for publishers in 2026 and which advertising formats will play the biggest role in the future?



Johannes Hauner
*Süddeutsche Zeitung
Digitale Medien*



Tobias Schäffer
t3n

Host



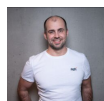
Oliver von Wersch
Statista Strategy

STAGE II

 PANEL
DISCUSSION

11:45 What is the future business model of agencies?

Pressure from platforms, direct customer relationships, data-driven models: do agencies need to reinvent themselves? The panel asks what a future-proof business model looks like - and what role publishers play in this change.



Robert Blanck
*Axel Springer National
Media*



Steffen Bax
*iq digital media
marketing*

STAGE II

12:30 Lunch break

Enjoy the food and make new contacts with the visitors and partners of the d3con.

STAGE II

15:00 Coffee break

Enjoy a coffee and make new connections with the attendees and partners of d3con.

STAGE II

 PRESENTATION

15:30 In preparation



Robert Andersen
Jung von Matt
CREATORS

STAGE II

 PANEL
DISCUSSION

15:45 Creator marketing in transition: What works - and what used to?

Whether influencer campaigns, user-generated content (UGC) or AI-controlled avatars - creator marketing is evolving rapidly. But which formats create real relevance and trust? Which trends are currently shaping the market - and what should brands focus on now?



Jan Nicolas König
ODALINE



Holger Dohmen
Ford

Host



Sacha Moser
FOUNDRY

STAGE II

17:45 End of d3con 2026



d3con Conference

March 18th, 2026 MASTERCLASSES

MASTERCLASSES 08:30 Welcome

MASTERCLASSES 10:30 Coffee break

Enjoy a coffee and make new connections with the attendees and partners of d3con.

MASTERCLASSES 12:30 Lunch Break

Enjoy the food and make new contacts with the visitors and partners of the d3con.

MASTERCLASSES 15:10 Coffee break

Enjoy a coffee and make new connections with the attendees and partners of d3con.

MASTERCLASSES 17:45 End of d3con 2026



d3con Conference

March 18th, 2026 MASTERCLASSES II

- MASTERCLASSES II 08:30 Welcome**
The doors open at 8:30 am - so you can start networking over your first coffee or find yourself a good seat.
- MASTERCLASSES II 10:30 Coffee break**
Enjoy a coffee and make new connections with the attendees and exhibitors of d3con.
- MASTERCLASSES II 12:30 Lunch Break**
Enjoy the food and make new contacts with the visitors and partners of the d3con.
- MASTERCLASSES II 15:05 Coffee break**
Enjoy a coffee and make new connections with the attendees and exhibitors of d3con.
- MASTERCLASSES II 17:45 End of d3con 2026**