

Programm Tag 2

24.11.2021 MAIN STAGE

MAIN STAGE

09:00 Welcome

The doors open at 9 am - so you can start networking over your first coffee or find yourself a good seat.

MAIN STAGE

09:25 10 years of d3con

Opening with an organizer's review of the last 10 years.



Thomas Promny
d3con

Moderation:



Inken März
d3con Moderation

MAIN STAGE

09:45 Creativity as a Source of Competitive Advantage

What if marketers treated creativity as a competitive advantage? And, most importantly, what results would brand be able to achieve? As the relationship between brands and people evolves, fueled by rapidly changing technology, media landscape and consumer expectation, it is easy to confuse what is here to stay and what is just noise. Fernando Machado, Chief Marketing Officer for Activision Blizzard, believes creativity can be a source of competitive advantage. This entertaining presentation will showcase how brands can punch above their weight thanks to creativity.



Fernando Machado
Activision Blizzard

Moderation:



Justin Lebbon
Mediatel Events

MAIN STAGE

10:15 Digital Out-of-home as a campaign strategy leading medium

How Nespresso used a data-driven approach to increase out-of-home recycling awareness through a mass medium.



Franziska Rettberg
Nespresso Deutschland

Moderation:



Inken März
d3con Moderation

MAIN STAGE

10:45 Coffee Break

MAIN STAGE

11:00 Experts' Panel: Programmatic 2021

Leading experts in the industry discuss the challenges and trends.



Lars Schlimbach
Deutsche Post



Karin Libowitzky
Accenture Interactive



Klaus Ludemann
Outbrain



Robert Scharni
Smartclip

Moderation:



Julia Schössler
schoesslers

MAIN STAGE

11:45 Leading Advertisers' Strategy

Leading advertisers report about their strategies and successes.

Moderation:



Ralf Scharnhorst
Scharnhorst Media, m42m

MAIN STAGE

12:30 Lunch Break

MAIN STAGE

13:30 Brands and platforms panel

Is it all about Google and Facebook? On which platforms do advertisers need to be present these days?



Burkhard Henn
Raisin



Patrick Ratzke
Machineseeker Group



Sven Hasselmann
Deutsche Bahn



Pierre Strubelt
LOVOO

Moderation:



Erik Siekmann
Digital Forward

MAIN STAGE

14:15 Publisher's business model for the '20s

What business models can publishers employ today to help them remain relevant and successful this decade?



Kerstin Schiefelbein
Cobranded Studio



Holm Münstermann
Google



Bernd Hellermann
G+J Digital Media



Robert Blanck
Axel Springer National Media



Dirk Freytag
Content Pass



Christian Lindenau
Finya

Moderation:



Alexander Schott
AdOps.Consulting | Admanagerforum

MAIN STAGE

15:00 Coffee Break

MAIN STAGE

15:15 International Experts' Panel

Leading experts from international markets discuss the latest trends in programmatic. What can the German market learn from the colleagues in the US and UK?



Cadi Jones
Beeswax



Sam Tomlinson
PwC



Joanna Burton
ID5



Matt O'Neill
The Media Trust

Moderation:



Justin Lebbon
Mediatel Events

MAIN STAGE

16:00 Transparency in programmatic advertising – 4 sides of the same coin

Transparency in programmatic advertising is multilayered – it can be of a systematic, technical or price-oriented nature. Achievement of the correct overview is the basis for sustainable decisions and efficiency. But who is responsible for transparency, how far does this extend and how can we create a culture of trust and openness?



Arianna Zappala
EMP Merchandising



Sabine Schmidt
Webedia



Zoja Paskaljevic
SELECTWORK



Marcel Heuer
EMX Digital

Moderation:



Christoph Berg
MINT Square

MAIN STAGE

16:35 Programmatic Advertising with the Amazon DSP

Frazer Locke, Head of EU Ad Tech Sales at Amazon Advertising, will share his insights into the changing dynamics of the advertising industry and role of the CMO, how the Amazon DSP is adapting to these changes and which core areas they will be focusing on developing in the future to support their customers.



Frazer Locke
Amazon

Moderation:



Inken März
d3con Moderation

MAIN STAGE

16:55 Innovation Track

Here you will see the most exciting innovations of the industry briefly demonstrated.



Devina Popat
Trend-Tech-Trade



Simon Hecker
4.screen

Moderation:



Raoul Fischer
StoryWorks



Engin Ergün
4BRO



Simon Kvist Gaulshøj
Adnami

MAIN STAGE

17:45 d3con Award Ceremony



The three best speakers will be awarded. You decide and vote in the d3con app. [App-Download](#)

Moderation:



Inken März
d3con Moderation

MAIN STAGE

18:00 End of the event

Programm Tag 2

24.11.2021 STAGE II

STAGE II

10:00 The long year Zero

The digital advertisement industry is living through a perfect storm as the fundamentals of Programmatic and therefore also the market are changing completely. We have the historic chance to redesign Programmatic. In order for this change to reach its fullest potential, this presentation will demonstrate the economic backgrounds and growth drivers for 2022 and the upcoming years.



Daniel Knapp
IAB Europe

Moderation:



Oliver von Wersch
vonwerschpartner

STAGE II

10:30 Coffee Break

STAGE II

11:00 Future focus Brand Safety and Brand Suitability

Providers, publishers and advertisers together discuss the current relevance of Brand Safety and Brand Suitability and the use of Contextual Targeting.



Oliver Hülse
Integral Ad Science



Stefan Blumenthal
zeotap



Florian Brill
Teads

Moderation:



Oliver von Wersch
vonwerschpartner

STAGE II

11:45 E-privacy, cookieless browsers and other challenges for business models in digital marketing

How do different regulatory threats affect business and how can we deal with it?



Christoph Bauer
ePrivacy



Robert Sindlinger
OneTrust



Bernd Fauser
Google



Thomas Bindl
EuGD

Moderation:



Ralf Strauss
Marketing Tech Lab / Deutscher Marketing Verband

STAGE II

13:30 How technology is changing the publishing landscape

Sales houses and agencies bundled supply and demand in the market. Publishers and advertisers had no direct link to one another. Programmatic advertising is shaking up this market, and controlling both size and tools will be decisive in the future. Publishers, tech providers and sales houses discuss which technologies are important and who can use them.



Michael Siegler
tisoomi



Abdelkader Barjiji
Ströer



Lasse Nordsiek
Smart



Ekkehardt Schlottbohm
PubMatic

Moderation:



Alexander Schott
AdOps.Consulting / Admanagerforum

STAGE II

14:15 From linear TV to the digital moving image

Leading advertisers and platform operators report on how they are dealing with the transition from classic TV to digital video advertising.



Andreas Billker
Pringles DACH bei Kellogg

Moderation:



Kolja Brosche
LiveRamp / SkillProjects

STAGE II

15:00 Coffee Break

STAGE II

15:15 Data Best Practice

Alongside a customer each, leading agencies present a case for how you can successfully implement external targeting data for campaigns.



Stefan Bornemann
wetter.com



Andrea Heumann
Thalia Buch & Medien



Markus Harant
Smarter Ecommerce



Matthias Schwarte
Globetrotter Ausrüstung



Marie-Kristin Peters
adlicious.me

Moderation:



Ina Börner
NO DIRTY TALK

STAGE II

16:00 Supply path optimization instead of all-powerful algorithms?

How deep analysis processes create a more transparent programmatic retail chain and redesign algorithms to work in the company's own interests.



Abdelkader Barjiji
Ströer



Siamac Rahnavard
Echte Liebe

STAGE II

16:45 Display advertising market in Germany - quo vadis?

Judging and quantifying the display advertising market has become significantly more difficult thanks to the arrival of new competitors and advertising formats. Peter Kautz gives us an insight into various models and explains the opportunities for evaluating them.



Peter Kautz
Statista Q

Moderation:



Ralf Scharnhorst
Scharnhorst Media, m42m

STAGE II

17:05 Live-Podcast with the founder of Outfittery Julia Bösch

With Outfittery, Julia has created an icon of the startup industry. This journey is far from over. What is important now and what the future holds, we will discuss about live on stage in the marketing transformation podcast & d3con podcast.



Julia Bösch
Outfittery

Moderation:



Erik Siekmann
Digital Forward

STAGE II

17:35 End STAGE II

Programm Tag 2

24.11.2021 MASTERCLASSES

MASTERCLASSES

10:00 The winners and the losers among the advertisers

Using concrete examples and outside analyses, Erik Siekmann presents the best and worst cases. He shows what differentiates the successes from the losers and what mistakes you absolutely have to avoid, or rather, what initiatives lead to success.



Erik Siekmann
Digital Forward

MASTERCLASSES

10:30 In-housing for advertisers revisited: A retrospective & forecast

Nunatak helps numerous advertisers push ahead with the concept of in-housing. In addition to selecting the appropriate tech stack, their focus is on the questions surrounding which process steps advertisers should permanently implement in media buying and which expertise they should develop to do this. In our retrospective, we look back on what worked well and give an outlook on future developments.



Fabian Göbel
The Nunatak Group



Lena Sperfeld
The Nunatak Group

MASTERCLASSES

11:00 Coffee Break

MASTERCLASSES

11:45 BurdaForward on the most innovative way to future-proof the use of data to protect user privacy

Join us to get the inside view on acting in a world with more data but less information, the value of first-party user data, clean rooms, and the role of identifiers in a post-cookie world.



Carsten Sander
BurdaForward



Philipp Neubert
Permutive

MASTERCLASSES

13:30 Why retail media targeting and measurement is so compelling to advertisers and what you need to know to get started

With Retail Media to Next Level Advertising: Discover how you can gain extensive customer insight with strong data partnerships, link offline and online transaction data, measure the performance of your activities and increase the ROI – Insights into a successful data collaboration with the worlds leading retailer Carrefour.



Kolja Brosche
LiveRamp / SkillProjects



Thomas Rudelle
Carrefour Links

MASTERCLASSES

14:15 The world of universal consent: live use cases with OneTrust and HABA Family Group

HABA Family Group explains how it uses OneTrust PreferenceChoice to holistically manage its universal consent. Learn about OneTrust's latest preference management features that enable you to capture, centralize and activate first-party data on a single platform to deliver privacy-compliant marketing campaigns and personalized experiences.



Stephan Köhler
OneTrust



Lukas Rottleb
OneTrust



Sandra Hofmann
HABA Family Group



Jörg Helferich
Helferich.io

MASTERCLASSES

15:00 How to Fight The Grinch's Bots This Holiday Season

Old Saint Nick isn't the only one coming to town this year. Sophisticated bots are interested in crossing things off their gift list, too. And as the pandemic continues to impact e-commerce, retailers are a prime target this holiday season. Learn how to fight back and give The Grinch and his bots the boot with HUMAN.



Chris Brown
HUMAN

MASTERCLASSES

15:30 Break for coffee

MASTERCLASSES

16:15 Publishing experts fire-side chat

How can you optimize your programmatic setup? What technologies yield the best results? What are the decisive factors in viewability and ad verification? Experts from publishers have asked these questions and will explain their current solutions. Participants are invited to ask questions and talk about their own experiences.



Alwin Viereck
United Internet Media

Moderation:



Alexander Schott
AdOps.Consulting | Admanagerforum

MASTERCLASSES

17:00 The straight path to launch in the US

Traditionally, DACH AdTech firms enter the US digital advertising landscape after expanding into the highly competitive UK market. Learn how we have been successfully helping customers like Grapeshot, Stickyads, 1PlusX start their business in today's \$200 billion US digital advertising landscape with a straightforward approach since 2008 by managing costs and risks.



Hossein Houssaini
*C.R.O. Partners & Ho/Pe
Advisory*

MASTERCLASSES 17:45 End MASTERCLASSES

Programm Tag 2

24.11.2021 MASTERCLASSES II

MASTERCLASSES II 10:00 Psychographic Influencer Targeting: When dynamite and eyeliner make a perfect match.

Planning for influencer marketing campaigns still follows its own rules and, above all, involves a lot of manual work. Yet, curated selections of content creators fail to use the power of programmatic advertising. Until now. Psychographic target group segmentation and AI-supported profiling open up completely new possibilities for targeting in influencer marketing.



Joost van Treeck
Hochschule Fresenius



Tobias Schiwiek
WE ARE ERA

MASTERCLASSES II 10:30 The Power of Data – a decisive factor for quicker decision making

The world now has become a drastically different world, businesses are forced to make greater decisions than ever before – both quicker and more often. A quickly growing external environment in combination with unprecedented and unforeseeable consumer behavior has led to businesses constantly having to reinvent themselves. We want to discuss about the development of decision making and how data effectively contributes towards this. During our presentation we will speak about:

- Important challenges and trends all around decision making and how managers can be trusted for business-critical decisions.
- What kind of data is used to lead these decisions and to what extent; for example internal vs. external data
- Recommendations that help managers improve their decision-making abilities and make them feel even safer in their decisions.



Bernd Schlösser
Treasure Data



Jan-Boyke Seemann
Treasure Data

MASTERCLASSES II 11:00 Lessons from 2021: Continuing to Drive Campaign Performance in 2022

This year, we saw marked improvements across the quality metrics we measure demonstrating the positive focus that marketers and agencies have placed on verification this year. At d3con, DV will highlight key insights learned from 2021 and discuss how advertisers can drive campaign performance in 2022 through innovative and privacy-friendly solutions.



Jakob Gomersall
DoubleVerify

MASTERCLASSES II 11:45 Future-proof Performance Marketing: How RTL approaches data silos in its own marketing and what needs to be considered

It must go quickly and easily and there is certainly no longer room for manual errors. RTL is quite familiar with this challenge and for the first time talks about the way they dealt with it. You will discover which technological conditions have to be met and what to look out for. Additionally, we will show you the advantages of Augmented Analytics.



Jonathan Norde
*Mediengruppe RTL
Deutschland*



Leonhard Engel
*Mediengruppe RTL
Deutschland*



Niki Felsenreich
Adverity

MASTERCLASSES II 13:30 The Next Age of Brand Safety

One advertiser's family picnic is another's inappropriate alcohol/adult campaign. From bad ads and fraud to GDPR violations and malware, consumer-harming issues threaten audience reach, monetization, and overall brand reputation. This session turns brand safety on its head by presenting it from the supply-side perspective and discusses the impacts of cross-industry digital safety.



Leonhard Sauer
PubMatic



Sabine Schmidt
Webedia

Moderation:



Eric Hall
The Media Trust | HO|DS - Halls Of Digital Strategies

MASTERCLASSES II 14:15 Programmatic Native for Agencies and Brands

Programmatic has its roots in display advertising, but is not restricted to it. With Programmatic Native, agencies and brands are now also able to book on high-performance native placements. Automatic optimization of post-click engagement expands the application area beyond brand awareness campaigns. Find out how Programmatic Native differs from traditional display models and how you can also now integrate Performance KPIs into your Programmatic campaigns.



Bastian Krüger
Outbrain



Till Derksen
Outbrain

MASTERCLASSES II 15:00 PAYBACK Programmatic

Do you collect PAYBACK points? This question is asked around 5 million times a day (!) at German checkouts. PAYBACK provides a link between all the shopping worlds of over 680 partners. Based on the "real" measured purchase transactions, PAYBACK offers advertisers the unique bridge between offline purchasing and online targeting in retail.



Benedikt Schmitt-Homann
PAYBACK

MASTERCLASSES II 15:30 Programmatic planning in Audio of Things

Audio is booming! The consumption as well as the use of smart speakers, Wi-Fi radios, smart TVs, and so on are continuously on the rise. But how is target group driven outreach and programmatic audio planning designed for these devices that are mostly incapable of cookies? We have the answers and want to show you our recent and thrilling developments including headphones and InCarTargeting.



Matthias Schenk
RMS

MASTERCLASSES II 16:15 #audiomeetsdata: Successful best practice data strategies for publishers in the post-cookie era

Cookieless Future: What publishers and companies need to know in order to successfully position themselves for a future without cookies. Which data strategies pay off? How does data management and user approach work in the post-cookie world? Crossplan best practice case: insights and tips for a relevant audio user relationship.



Thomas Kabke-Sommer
Crossplan Deutschland



Douglas Cryns
Salesforce Datorama

MASTERCLASSES II 17:00 IAB Tech Lab – Standards Agenda 2021

We will take an in-depth look at the most relevant topics and priorities being worked on by IAB Tech Lab and its 750+ member companies globally. This will include discussion about Project "Rearc", which is dedicated to re-architecting the digital advertising ecosystem beyond the cookie. We want to answer questions and understand local and regional concerns and priorities. Target audience is technically-inclined professionals from all parts of the advertising value chain – publishers, to vendors, to advertisers.



Oliver von Wersch
vonwerschpartner