

# Advertisers Day

March 21st, 2023 MAIN STAGE

## MAIN STAGE

### 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.

## MAIN STAGE

### 09:20 Opening

A short welcome from the organizer.



**Nina Kress**  
*d3con*

#### Moderation:



**Inken März**  
*d3con Moderation*

## MAIN STAGE

### 09:30 In Preparation

#### Moderation:



**Bobi Carley**  
*ISBA*

## MAIN STAGE

### 10:00 Keynote



**Corina Kurscheid**  
*Beiersdorf*

## MAIN STAGE

### 10:30 Coffee Break

## MAIN STAGE

### 11:00 Leading Advertisers Strategy

Leading advertisers report about their strategies and successes.



**Niklas Hollaus**  
*SIXT*



**Alexander Ewig**  
*AIDA Cruises*

#### Moderation:



**Ralf Scharnhorst**  
*Scharnhorst Media, m42m*

**MAIN STAGE**

**11:45 Winning E-Commerce With Digital Advertising**

Since the beginning of 2022, e-commerce has rapidly grown, because its users have learned to appreciate the efficiency and comfort of online shopping. Leading experts speak about their challenges and solution approaches. Which advertising strategies have they developed and which trends brought them to success? What does the future of e-commerce look like?



**Johannes Montag**  
*PICARD*

**MAIN STAGE**

**12:30 Lunch Break**

**MAIN STAGE**

**13:30 OWM-Panel**

**MAIN STAGE**

**14:15 B2B Advertisers Strategy**

Leading B2B marketing managers demonstrate their strategies and marketing technology setups.



**Vanessa Hülse**  
*Fritzmeier Umwelttechnik*



**Sebastian Kahlich**  
*Ticketmaster Deutschland*

**Moderation:**



**Jenny Gruner**  
*Hapag-Lloyd*

**MAIN STAGE**

**15:00 Coffee Break**

**MAIN STAGE**

**15:30 In Preparation**

**MAIN STAGE**

**16:00 Leading DOOH Advertisers**

The leading DOOH advertisers reveal their tips and tricks. Which technologies do they implement and which achievements have they already made from using them? What does the setup for a successful DOOH strategy need to look like?

**Moderation:**



**Lothar Krause**  
*Digital Consultant*

**MAIN STAGE**

**16:45 In Preparation**

## MAIN STAGE

### 17:00 Performance Marketing Pros

Leading performance marketers present their strategies and tech setups. In which structures and channels and together with whom do successful performance marketers work today?



**Juliane Beyerle**  
*MYLILY*



**Tim Schmidt**  
*dm Deutschland*



**Stefan Dietzel**  
*Libify Technologies*



**Micha Gab**  
*Viva con Agua*

**Moderation:**



**Eric Hall**  
*Halls of ...*

## MAIN STAGE

### 17:45 Advertisers Day Speaker Awards Ceremony

**Moderation:**



**Inken März**  
*d3con Moderation*

## MAIN STAGE

### 18:00 NETWORKING & DRINKS

## MAIN STAGE

### 18:15 ADVERTISERS DAY BEERPONG TOURNAMENT

Sign up and win 2 Combo Tickets for d3con 2024

# Advertisers Day

March 21st, 2023 STAGE II

## STAGE II

### 10:00 Juice store marketing - true fruits

"We believe that for a brand, it is actually better to be loved by some and hated by others. Everybody's darling is also everybody's asshole." Nic Lecloux, Co-Founder & CMO true fruits.



**Nicolas Lecloux**  
*true fruits*

## STAGE II

### 11:00 The Rise of Retail Media

Retail media is one of the most important categories for the future of programmatic growth. Why is that and why should advertisers now rethink their ad spendings?



**Oliver Hanke**  
*GLORYFEEL*



**Sabine Jünger**  
*OTTO*

**Moderation:**



**Kolja Brosche**  
*LiveRamp / SkillProjects*

## STAGE II

### 11:45 Data driven marketing for the middle class

Branding and performance increase are essential for middle class companies. Why is Programmatic especially relevant for middle size companies and which concrete strategies lead to success?

## STAGE II

### 13:30 How to win in the cookieless future

The time has come: the end of third-party cookies has arrived. Experts discuss about the opportunities and risks. Which strategies should advertisers follow to be optimally prepared?



**Janine Liu**  
*HONOR Germany*



**Alexander Ewig**  
*AIDA Cruises*

**Moderation:**



**Daniel Knapp**  
*IAB Europe*

## STAGE II

### 14:15 Data Best Practice

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

#### Moderation:



**Ina Börner**  
*NO DIRTY TALK*

## STAGE II

### 15:30 Marketing Mix Modelling – The disenchantment of myths

Marketers still make budget allocation decisions based on beliefs and practical knowledge. Since 2019, the Commerzbank has been using a data driven approach for the optimization of marketing mix, which is in constant development. This makes it possible to make fact-based decisions while tidying up old myths.



**Aydin Sahin**  
*Commerzbank & comdirect*

## STAGE II

### 15:45 Agency managing directors panel

How do agencies have to define their role new today and which challenges and chances does programmatic bring with itself for the relationships between agencies and advertisers?



**Franziska von Lewinski**  
*SYZYGY*



**Diana Degraa**  
*Initiative*



**Kim Notz**  
*KNSK | GWA*

## STAGE II

### 16:30 Programmatic Advertising Responsibility



**Anne Coghlan**  
*Scope3*

#### Moderation:



**Eric Hall**  
*Halls of ...*

## STAGE II

### 16:45 Programmatic Advertising Responsibility

#### Moderation:



**Eric Hall**  
*Halls of ...*

# Advertisers Day

March 21st, 2023

MASTERCLASSES I

- [MASTERCLASSES I](#) 10:00 Keynote 3
- [MASTERCLASSES I](#) 11:00 45min. Masterclass
- [MASTERCLASSES I](#) 11:45
- [MASTERCLASSES I](#) 12:15
- [MASTERCLASSES I](#) 13:30
- [MASTERCLASSES I](#) 14:00
- [MASTERCLASSES I](#) 14:30
- [MASTERCLASSES I](#) 15:30
- [MASTERCLASSES I](#) 16:00
- [MASTERCLASSES I](#) 16:30
- [MASTERCLASSES I](#) 17:00

# Advertisers Day

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## MASTERCLASSES II

**MASTERCLASSES II** 10:00 **Securing Marketing Successes in a World of GAFA and Consent – Challenges**

Third-party dependence is on the rise and available specialists are hard to find in the market. How do others solve these challenges? Thinking outside the box can often be the key to fundamental improvements in internal marketing. Erik Siekmann and leading advertisers speak openly and honestly about their current challenges and goal-driven solution approaches.

**Moderation:**



**Erik Siekmann**  
*Digital Forward*

**MASTERCLASSES II** 11:00 **Coffee Break**

**MASTERCLASSES II** 11:30 **Continuation: Securing Marketing Successes in a World of GAFA and Consent – Challenges**

Third-party dependence is on the rise and available specialists are hard to find in the market. How do others solve these challenges? Thinking outside the box can often be the key to fundamental improvements in internal marketing. Erik Siekmann and leading advertisers speak openly and honestly about their current challenges and goal-driven solution approaches.

**Moderation:**



**Erik Siekmann**  
*Digital Forward*

**MASTERCLASSES II** 13:30

**MASTERCLASSES II** 14:00

**MASTERCLASSES II** 14:30

**MASTERCLASSES II 15:30**

**MASTERCLASSES II 16:00**

**MASTERCLASSES II 16:30**

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