

Advertisers Day

March 12th, 2024 MAIN STAGE

MAIN STAGE

08:30 Admission

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.



Gerrit Scott-Reger
d3con

MAIN STAGE

09:30 Think of a Color That Doesn't Exist

A lot has been said about artificial intelligence in the past few years. As generative AI becomes mainstream and people get more used to leverage AI tools to develop work, it is natural that we all ask whether AI is an opportunity or a threat. Fernando Machado, marketing advisor for NotCo and Garnett Station Partners (former CMO of Activision Blizzard and Burger King), discusses how the combination of AI and human talent can unlock creativity like never before.



Fernando Machado
NotCo

MAIN STAGE

10:30 Coffee Break

MAIN STAGE

11:00 Leading Advertisers Strategy

Leading advertisers report about their strategies and successes.



Sven Hasselmann
Deutsche Bahn



Selina Peukert
MARS WRIGLEY



Annemarie Besenthal
Pandora



Claudia Dreismann
Lufthansa Group



Thorsten Schapmann
Beiersdorf

Moderation:



Ralf Scharnhorst
Scharnhorst Media, m42m

MAIN STAGE

11:45 **Retail Media Flywheel: How retailers can use their transaction data for and with advertisers.**

Retail media is one of the most exciting concepts for the future of programmatic growth. What have advertisers learned and how should they position themselves in the future? What is the added value for advertisers from the transaction data of retailers? How is the flywheel for retailers being created?



Patricia Grundmann
OBI First Media Group



Sabine Jünger
OTTO



Christian Raveaux
REWE Group



Steffen Sommerfeld
L'Oréal



Björn Wolak
DocMorris



Robert Jozic
Schwarz Media

Moderation:



Kolja Brosche
LiveRamp / SkillProjects

MAIN STAGE

12:30 **Lunch Break**

MAIN STAGE

13:30 **Getting Retail Media on Track: The Advertisers Perspective & Code of Conduct**

In this panel, leading advertisers and media experts will discuss the development and importance of a retail media code of conduct. Representatives from advertisers, the OWM board and Accenture Song, who conducted a comprehensive retail media study for OWM, will come together to discuss how this Code of Conduct can shape and improve the programmatic marketing landscape. This panel offers insights into challenges and opportunities associated with implementing the Code of Conduct and highlights the role of transparency, ethics and efficiency in the future design of retail media.



Annette Calandrini
Ferrero



Prisca Jansche
Eckes-Granini



Robert Jozic
Schwarz Media



Selina Peukert
MARS WRIGLEY

Moderation:



Karin Libowitzky
Accenture Song

MAIN STAGE

14:15 Global Markets Experts

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?



Fernando Machado
NotCo



Courtland Dearing
Douglas Marketing Solutions



Julia Rast
GroupM



Celeny Da Silva
MarketMakers



Jill Orr
Criteo

Moderation:



Daniel Knapp
IAB Europe

MAIN STAGE

15:00 Coffee Break

MAIN STAGE

15:30 Agile omni-channel strategy as success driver for H&M

H&M's omni-channel strategy is one of its key success drivers: the continuous expansion of its online presence in parallel with optimization in its physical stores enables a fluid and flexible customer experience. For example, the use of innovative technologies in the stores creates an even more relevant offer for the respective local clientele. In addition, the Member program with targeted activation via the app has already enabled many millions of members in Germany to become loyal fans.



Danny Wilming
H&M

MAIN STAGE

16:00 How brands can effectively reach the global gaming community

Gaming marketing is an important part of modern marketing strategies in 2024. How do companies reach the special target group of gamers and what trends and developments can be expected in this dynamic market?



Mathias Würdemann
InnoGames



Andreas Billker
Pringles DACH bei Kellogg



Bruno Kollhorst
Techniker Krankenkasse



Christopher Mitchell
Razer



Thorsten Schapmann
Beiersdorf



Felix Harms
Tabbler

Moderation:



Sabrina Kraft
Growth Specialist for E-Commerce

MAIN STAGE

16:45 How B2B & B2C companies can cooperate in marketing to attract attention

As a low-involvement brand, DB Cargo is always looking for new ways and cooperation opportunities to get its USP across to people. We do this until even the last person knows that the most sustainable way to transport goods is by rail.



Thorsten Meffert
DB Cargo

MAIN STAGE

17:00 B2B-Advertisers Strategy

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



Jenny Gruner
Hapag-Lloyd



Lena Derrix
Boels



Torben Fangmann
LMZ Lenkering



Petra Bernhardt
IBM



Caroline Bulla
HILTI

Moderation:



Ina Börner
NO DIRTY TALK

MAIN STAGE

17:45 Advertisers Day Speaker Awards Ceremony

Moderation:



Inken März
d3con Moderation

MAIN STAGE

18:00 Advertisers Day Networking & Drinks

will take place directly after the 1st day of the event at CinemaxX Hamburg-Dammtor

MAIN STAGE

18:15 ADVERTISERS DAY BEERPONG TURNIER powered by adbility media

Register now and win 2 combo tickets for d3con 2025

Advertisers Day

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STAGE II

09:20

STAGE II

10:00 Campaign? Campaign!

Jung von Matt has been creating momentum for three decades through the power of the unexpected. And thus an above-average communication impact for brands. The CEO of Jung von Matt shows how digital campaigns today have to target many filter bubbles in order to still reach everyone in the end still reach everyone, the CEO of Jung von Matt uses the example of global brand management for BMW. From the metaverse Joytopia and the interactive science fiction podcast Hypnopolis to the first car creator in the world's most successful video game Fortnite. Only brands that constantly reinvent themselves in communication can remain true to its core in the end. Joy forever!



Peter Figge
Jung von Matt

STAGE II

11:00 Successful in the FMCG market

Leading FMCG companies provide insights into their approach to challenges and opportunities in changing markets. How do these companies operate in the dynamic market environment and what best practices do they apply to increase their competitiveness?



Maximilian Steudel
Dr. Oetker



Sébastien Henrotay
Danone



Felix Löhr
togocashews | Caju

Moderation:



Silke Reuter
planetao



Maximilian Donnermeyer
Wholey



Lea Drusio
Nestlé Purina PetCare

STAGE II

11:45 Beyond Cookies: Building Trust in a Cookieless World through Effective Consent Strategies

How are advertisers preparing for the new era of privacy-compliant marketing and what are the alternatives for personalized advertising?



Katharina Weiß
Sky Deutschland



Jessica Wegner
Douglas Marketing Solutions



Stefan Knöppel
Bayer Vital



Arnd Schröder
Verti Versicherung



Lidia Schneck
Google



Marco Kersch
adality

Moderation:



Annika Geiger
Magnite

STAGE II

13:30 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?



Benjamin Bunte
pilot Agenturgruppe



Sissy Pflaum-Griffiths
PHD



Andrea Malgara
Mediaplus Group



Jenny Görlich
OMD Germany



Chris Jungjohann
Ogilvy



Josephine Gerves
Digitas Pixelpark

Moderation:



Marcel Heuer
HEUER MEDIA

STAGE II

14:15 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?



Oliver Hanke
GloryFeel



Falko Hartmann
CLASSICO Textilhandel



Jack Rodriguez
KFC



Julia Graeber
Vedes



Fabian Haustein
unger fashion



Markus Meyer
eismann

Moderation:



Marcel Heuer
HEUER MEDIA

STAGE II

15:30 d3con Creation Awards

These leading creative agencies each present a case together with a client that revolves around their own imagination and inventiveness. It's all about exciting storytelling, innovative ideas and interesting backgrounds - there are no limits to imagination or creativity! Who will convince the jury and earn the first d3con creation Award ever?



Arnd Schröder
Verti Versicherung



Timm von Dressler
Johnny Urban



Jan Fischer
Hamburg Towers



Maïke Buckmakowski
Amazon Prime Video



Florian Gießmann
SOULMATES



Daniel Schröder
Stronger



Henning Klimczak
Sherpa



Dora Osinde
Ogilvy

Moderation:



Eric Hall
Halls of ...

STAGE II

16:30 TikTok Performance Marketing 2.0 - New formats, new creatives, new approaches

Tim Schmidt will take you on dm Drogerie's journey at d3con. As Head of Performance Marketing & Media, he strives to efficiently maximize the online success of dm Drogerie. In doing so, he places a particular focus on combining out-of-the-box creation and a well thought-out performance strategy. This has made dm Drogerie one of the most popular Gen-Z brands. In his talk, Tim will give you valuable insights into how exactly the path to a successful brand on TikTok can look like. His talk promises current inspiring approaches and practical performance marketing tips to get off to an efficient start on this platform.



Tim Schmidt
dm Drogerie Deutschland

STAGE II

16:45 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?



Karen Mauer
Congstar



Carl-Frederic Korn
Krüger-Dirndl



Karin Libowitzky
Accenture Song



Timo Schulte
Oscar Bravo | LUFTHANSA GROUP



Nils Schönburg
PAUL HEWITT

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MASTERCLASSES I

MASTERCLASSES I 09:20

MASTERCLASSES I 10:00 **Sustainable Digitalization - why digital marketing should be environmentally friendly**

The Hamburg-based NGO Viva con Agua uses digital marketing to draw countless people's attention to the global water situation. As an environmental organization, a clear stance on climate and water protection is elementary and part of the brand communication. But what is the water footprint of your own website? Are Google Ads really more sustainable than posters at the main train station? And isn't data protection actually social sustainability? These and many other questions accompany Viva con Agua on its way to more growth. At d3con, you can get an insight into the answers.



Johannes Tomczak
Viva con Agua

MASTERCLASSES I 10:30 **Addressing target groups after the end of cookies: maximizing reach in B2B segments**

In the post-cookie era, innovative approaches need to be found to effectively utilize the limited reach of B2B target group segments. XING Marketing Solutions and emetriq have taken a joint approach to increasing reach based on XING's first-party data in order to ensure segment targeting even after the cookie has been removed. In their masterclass, Jens Meyer (XING) and Stephan Jäckel (emetriq) will discuss strategic considerations, the concept of the cooperation and specific practical examples of B2B reach optimization and data extrapolation.



Stephan Jäckel
emetriq



Lorenz Huber
XING Marketing Solutions

MASTERCLASSES I 11:00 **Behind the Scenes of Programmatic DOOH - How successful campaigns are created**

No cases. No show. WallDecaux shows hands on the development of a programmatic DOOH campaign. In 30 minutes, we go through the most important tools for award-winning campaigns, from implementation and optimization to reporting. With the experience of over 3,000 programmatic DOOH campaigns, WallDecaux illustrates the pitfalls of setting up a campaign and the secret source for convincing results that amaze clients and bosses alike.



Michael Fritz
WallDecaux

MASTERCLASSES I 11:30 Your post-cookie shopping list

We dive into the complex world of the post-cookie depreciation and look at ways the industry is reacting. In this masterclass, Johannes Paysen, MD Central Europe will go one step further and provide you with a cartful of insights and a shopping list of things you need be thinking about to ensure your business is prepped to ring up success.



Johannes Paysen
Magnite

MASTERCLASSES I 11:45 AI as a game changer in cross-channel marketing

A lack of holistic cross-channel solutions results in silo planning and optimization. Our integrated approach combines the performance of individual channels with the precision and reach of location-based payout. AI-supported technologies overcome hurdles in the highly fragmented programmatic environment and optimize media performance across channels in real time.



Jessica Jöris
GroupM

MASTERCLASSES I 12:00 Priorities, Challenges and Opportunities for Chief Marketing Officers and Media Teams - How AI, Automation and ARM are shaping the advertising industry

With an ever-expanding number of channels, platforms, and technologies, the advertising landscape has become increasingly fragmented. Additionally, limited access to data is leading to transparency problems, inefficiency, and waste. With this in mind, the Gartner CMO Leadership Vision for 2024 outlines the key drivers of success including the transformative impact of new AI and Automation technologies, the importance of cross-channel customer acquisition strategies and cross-functional collaboration. In this masterclass we will discuss how to navigate these changes effectively, exploring the perspectives of CMOs and media teams alongside their current and future priorities.



Torben Heimann
MINT



Sören Lüders
Slalom

MASTERCLASSES I 13:30 Cracking the Programmatic Code: Omnichannel, Cookieless and AI demystified

In a rapidly evolving digital landscape, finding your next customer amidst the vast open internet can be daunting. With third-party cookies fading away, the challenge grows. But fear not, as AI emerges as the guiding force. Join our masterclass to uncover how AI deciphers online behaviors, enabling omnichannel strategies that thrive in a cookieless world. Don't miss out on unlocking the secrets to digital success.



Sara Sihelnik
Quantcast

MASTERCLASSES I 14:00 Next level targeting: successfully addressing target groups with contextual audiences

Interest-based targeting in real time without third-party cookies? Contextual advertising makes it possible! Find out what insights you can gain about your target groups and what benefits contextual advertising has for your campaign strategy. We'll show you how to master the challenges of the complex post-cookie world and reach the target groups that are relevant to you - effectively and in compliance with data protection regulations.



Nicolas Poppitz
Seedtag

MASTERCLASSES I 14:30 Breaking Silos: How to Optimise your Media Mix with Cross-Media Measurement

Most advertisers have to rely on siloed campaign reports for each of their advertising channels, making it difficult to get an overview of their total campaign performance and how each channel contributes. This challenges the ability to determine where ad budgets are spent most efficiently. Learn how cross-media measurement can help you optimise your marketing mix and grow your business.



Sedat Polat
AudienceProject

MASTERCLASSES I 15:30 Curating your competitive edge: How media buyers can create unique buying strategies with curation

As a brand advertiser, true success is all about differentiation. But if everyone is using the same buying platform to target the same users at the same time, how can media buyers really make that happen? One solution which is making waves in the industry right now is curation. By enabling media buyers to package together unique data assets with specific ad inventory as programmatic deals at scale, curation opens the door to the development of truly differentiated buying strategies. In the process, it brings buyers and sellers closer together, driving incremental revenue and improving campaign performance across the board. In this session, Franziska Ferraz, Criteo's Managing Director of Publisher Partnerships EMEA, and Corinna Hohenleitner, Director Activation CEU, will explain the value of curation in creating differentiated buying strategies, and how it can help media buyers Centralise their programmatic campaigns, Drive media buying efficiencies and incremental revenue, Restore their competitive edge



Corinna Hohenleitner
Criteo



Franziska Ferraz
Criteo

MASTERCLASSES I 16:00 Unleash your data power - Playbook für die Zukunft mit First-Party-Daten

3rd party cookies are on the verge of being phased out this year, making first party data increasingly central and key to targeted marketing. Learn how global brands are engaging audiences and gaining new insights into their customers in a privacy compliant way - without the use of 3rd party cookies.



Antoine Giovangigli
decentriq



Sven Wegholz
Publicis Media

MASTERCLASSES I

16:45 PREPIT becomes PREPITS - Evaluation of sustainable targeting in the cookieless era

In summer 2022, GroupM Germany launched the PREPIT cookieless evaluation benchmark, which has since been firmly anchored in the Test & Learn setup so that all targeting types can be evaluated uniformly based on 6 dimensions. Now GroupM is taking the next necessary step and adding the 7th dimension "Sustainability" to PREPIT. Find out more in the masterclass about what GroupM has already done to not only communicate sustainability, but also to live it.



Jens Depenau
GroupM

MASTERCLASSES I

17:00 Public video (DOOH) boost TV: More reach. Less CO2.

DOOH (Ströer Public Video, PV) has really picked up speed in recent years and established itself as a strong medium. It achieves national reach and also appeals to target groups that are difficult to reach on TV. With PV, you can tailor your reach precisely to your needs - be it regionally, thematically or for specific target groups. With the data from AEOS (All Eyes on Screen), Public Video can optimize an ongoing TV campaign and increase its reach. We present the results using two cases, one of them with Vodafone. What's more: (D)OOH is very environmentally friendly compared to other media. So it's worth shifting your budget towards PV and aiming for a green media plan!



Andreas Heintze
Ströer



Marc Heimeier
Vodafone

MASTERCLASSES I

17:30

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MASTERCLASSES II

MASTERCLASSES II 09:20

MASTERCLASSES II 10:00 **Unleashing the Power of Amazon Prime Video Advertising: A Game Changer for Advertisers?**

Since February 5th, Amazon has enabled their advertising customers to reach 17 million households that use Prime Video with advertising. In the living room. On the big screen. Jens Jokschat, founder & managing director of the Amazon marketing and retail media agency PrimeUp, explains why this will be a game changer for brands and how Prime Video can be integrated into any programmatic advertising strategy with the help of intelligent control.



Jens Jokschat
PrimeUp

Moderation:



Erik Siekmann
Digital Forward

MASTERCLASSES II 10:30 **Connected TV: How Omnicom and Nissan are successfully using the new TV**

With its variety of free-to-air broadcasting, expanded digital capabilities and the promise of incremental reach, connected TV represents one of the biggest opportunities for advertisers today. Listen to how Omnicom and Nissan are succeeding with CTV today: What role does CTV play in today's living rooms? How can advertisers and brands take advantage of CTV? How to leverage CTV targeting and measurement? Omnicom and The Trade Desk are presenting how CTV can be used successfully as part of a case study.



Melanie Dickopf
OMD Germany



Anja Martensen
The Trade Desk



Daniel Neuhaus
The Trade Desk

Moderation:



Erik Siekmann
Digital Forward

MASTERCLASSES II 11:00 **Coffee Break**

MASTERCLASSES II 11:30 Efficiency and growth along the full funnel - How do successful advertisers achieve this given the current challenges?

Erik and Rouven report on where the market really stands from over 100 media and marketing audits. Data intransparency, customer centricity, silo mentality... - what challenges are most advertisers currently struggling with behind closed doors and what are the really good advertisers simply doing better? Here you will find out which levers you can use to prepare yourself correctly for the future, when skills such as responsibility, know-how and transparency become increasingly important.



Erik Siekmann
Digital Forward



Rouven Dankert
IMEDIAG

MASTERCLASSES II 13:30 Drive to Store Excellence: advertising effectiveness of digital activation

For retailers and brands, this opens up unimagined possibilities in offer communication. How can the success of cross-platform digital campaigns be successfully measured right through to the checkout? Julia Sontag and Steffen Schöne reveal the answer.



Julia Sontag
Offerista



Sandy Pfützner
Offerista

MASTERCLASSES II 14:00 Acquiring high-value customers by combining AI with 1st party data

Advertisers aim to grow their customer base with marketing, but focusing on long-term growth by acquiring high-value customers is for many advertisers even more important. In this Masterclass we will cover how Google AI-enhanced ad solutions support this objective and how you can lead and control these with your 1st party data. We also shine light on how your path to 1st party data plus AI can look like while leveraging privacy-centric measurement solutions.



Reemda Tieben
Google



Thomas Jägel
Google



Mathias Elsässer
PwC



Gökhan Reisoglu
Delivery Hero

MASTERCLASSES II 15:30 Why aggregators are the future of retail media: Maximum reach and relevance for successful campaigns

With 31 million active customers, 12 million app users and more than 4 million "points-earning" transactions per day, PAYBACK is an immensely strong player in the commerce media market. As a data-driven marketing expert, the market-leading loyalty program offers great opportunities to implement retail media strategies holistically and thus plays a decisive role in increasing efficiency and optimizing retail media. At d3con, Rouven Aretz from PAYBACK will use exciting best cases to show how campaigns can be successfully implemented at different retailers by addressing target groups effectively and, above all, deterministically.



Rouven Aretz
PAYBACK

MASTERCLASSES II 16:00 Bridging the screen gap: MagentaTV data for holistic media planning

Linear TV as an advertising channel is under pressure. In order to reach young target groups, TV commercials must be extended digitally. But the media planning gap between TV and digital is deep. Stephan Jäckel debunks myths and presents how MagentaTV data significantly increased the incremental net reach of a Unilever campaign. He shows how to close the screen gap between TV and digital.



Stephan Jäckel
emetriq

MASTERCLASSES II 16:30 Driving Outcomes Through Attention

Privacy-friendly attention metrics that deliver meaningful outcomes stand out among the sea of KPIs that promise granular control over advertising campaigns. Join Jakob Gomersall, Sr. Enterprise Sales Director, DoubleVerify, for a look at the capabilities that modern attention solutions need to demonstrate and what role they play in campaign planning and real-time optimization.



Jakob Gomersall
DoubleVerify

MASTERCLASSES II 17:00 Effective marketing through e-sampling strategies and successes

Sampling is often underestimated, although as the second largest purchase driver, it has a significant influence on customers' purchasing decisions. This raises the question of how sampling can be efficiently and effectively integrated into the overall marketing strategy. SoPost has been helping brands to master this challenge for over 10 years. Using various examples, Magali Kirsch, Director for the DACH Region, is showing interesting insights and learnings on how to collect leads with product samples and encourage them to buy, collect valuable customer data, generate feedback and review as well as increase brand awareness. With a sweet highlight at the end of the presentation, where you will be able to try out the SoPost Sampling Experience for yourself...



Magali Kirsch
SoPost

MASTERCLASSES II 17:30