

d3con Conference

March 13th, 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 Digital Ad Fraud -- Light at the End of the Tunnel

Digital ad fraud has plagued digital advertising for the last decade, siphoning billions of dollars into the pockets of criminals. Now, with better and more complete analytics, advertisers are able to reduce their reliance on legacy fraud verification that has caught only 1% of the fraud for years. Advertisers are taking more control of their own digital marketing budgets, reducing costs and waste and verifying that their ads were delivered to the right sites and apps. Dr. Augustine Fou, independent ad fraud researcher and creator of FouAnalytics, shares examples and observations from his work over the last decade fighting ad fraud. Working with partners like fraud0, he discusses why he is optimistic that progress is finally being made in the war against ad fraud and there is light at the end of the tunnel.



Augustine Fou
*Marketing Science
Consulting Group*

MAIN STAGE

10:00 Mastering relevance and reach: Mars Wrigley's Media Transformation

Mars Wrigley has undergone a very strong transformation of its media and marketing activities over the last few years: This primarily concerns the shift from pure reach planning to a personalized approach towards consumers. In this masterclass, we will look at the question of what the media of the future for confectionery products could look like and discuss the following topics, among other things: How do you create relevance for impulse products in a highly competitive segment that never ends up on the shopping list? Is there the ideal split between reach and relevance when it comes to constantly recruiting new shoppers? What does the ideal consumer journey for a chocolate bar actually look like? What role do data and consumer trends play in media plans, and are they still as rigid as we know from consumer goods companies? How does Mars Wrigley leverage its media and agency partners to translate trends into campaigns in real time?



Selina Peukert
MARS WRIGLEY



Sandra Spichalsky
MARS WRIGLEY



Saskia Düxmann
EssenceMediacom

MAIN STAGE

10:30 Coffee Break

MAIN STAGE

11:00 Experts Panel: Programmatic 2024

Leading experts in the industry discuss the latest challenges and trends.



Marian Hanke
Vodafone



Jannis Poestges
Spotify



Bent Böer
PepsiCo



Michael Fuhrmann
DoubleVerify



Annemarie Besenthal
Pandora



Alexander Weißenfels
Adform

Moderation:



Julia Schössler
schoesslers

MAIN STAGE

11:45 The Future of Digital Marketing 2024

The future of digital advertising is full of opportunities and challenges. As technologies advance, personalized and interactive advertising formats become possible. Augmented reality, AI and voice control offer completely new possibilities to effectively address every target group. As well, the change in user behavior challenges the industry with new tasks.



Jason Modemann
Mawave



Tim Wiegels
*Data Leader, Strategist,
Principal & Inspirational
Speaker On Demand*



Stephan Jäckel
emetriq

Moderation:



Ralf Scharnhorst
Scharnhorst Media, m42m



Kathrin Franssen
TikTok



Jochen Schlosser
Adform



Bernd Fauser
Google

MAIN STAGE

12:30 Lunch Break

MAIN STAGE

13:30 DOOH - The future of OOH advertising

Digital Out of Home is one of the most dynamic and fastest-growing industries in outdoor advertising. How is DOOH setting new standards with innovative technologies and creative concepts, and how can advertisers benefit from this medium?



Jan-Philipp Thomas
ALDI SÜD



Claudia Zayer
Goldbach



Björn Wendler
WallDecaux

Moderation:



Lothar Krause
Opinary



Sandra Hass
OTTO



Ravi Ahluwalia
*Sage+Archer \ VISTAR
MEDIA*



Magdalena Pusch
FRAMEN

MAIN STAGE

14:15 Revolution AI?

AI the future of advertising? Can AI-based technologies optimize and personalize campaigns to reach target audiences? Leading advertisers provide insight into current developments.



Peter Kabel
CogniWerk.ai



Jan-Philipp Thomas
ALDI SÜD



Alexander Ewig
AIDA Cruises



Julia Barsch
BURGER KING Deutschland



Marike Heycke
Loveco



Bastian Schwärmer
Initiative

MAIN STAGE

15:00 Coffee Break

MAIN STAGE

15:30 Is privacy killing advertising sales in digital marketing?

How can companies use the possibilities of programmatic advertising to offer targeted advertising? And how can strict data protection guidelines be adhered to and the privacy of users be respected at the same time?



Dirk Freytag
Content Pass



Julia Kühne
Axel Springer



Sandra Wojciechowska
e-dialog

Moderation:



Christian Bachem
MARKENDIENST



Ulrich Hegge
European netID Foundation



Sarah Ostkamp
Unilever



Mark-Olaf Winter
SPIEGEL Media

MAIN STAGE

16:15 d3con Innovation Award 2024

Here you will see the most exciting innovations of the industry briefly demonstrated. Be inspired and vote!



Sophia Boysen
Bottalk.io



Frederic Hansen
Click Performance



Alexander Ermisch
taico



Christoph Legat
PREDICTORES.AI

Moderation:



Oliver Busch
Author - Angel - Advisor



Andreas Hofmann
Nexx360



Roland Siebert
SLACE



Julia Saswito
aimpower



Uwe Seebacher
PREDICTORES.AI

MAIN STAGE

17:00 d3con 2024 Summary

Together with a selection of inspiring guests, Ina and Ralf will summarize the highlights of d3con 2024 and present a forecast for the upcoming year.

Moderation:



Ina Börner
NO DIRTY TALK

MAIN STAGE

17:45 d3con Speaker Awards Ceremony

Moderation:



Inken März
d3con Moderation

MAIN STAGE

18:00 Networking Dinner powered by Taboola

MAIN STAGE

20:00 d3con Lounge

d3con Conference

March 13th, 2024 STAGE II

STAGE II

10:00 CTV and AVOD are the trending topics! Everything is great for the publisher?

Have the golden times started for leading CTV first publishers and everything is great, or are we just at the beginning of a far-reaching change in monetization strategies? What kind of success and new challenges are there for OTT publishers in the area of programmatic advertising and marketing? Which advertising formats will be in the foreground in the future? Gregor Fellner, representing Rakuten Advertising, will share his experiences with CTV publishers and give recommendations for action as one of the best-known CTV experts in Germany. A keynote with added value for anyone who sees AVOD as a new source of revenue and increasing reach.



Gregor Fellner
Rakuten Advertising

STAGE II

11:00 Publisher Summit

Leading publishers report about their strategies, achievements and new challenges. What chances currently exist for publishers in the area of programmatic advertising and which advertising formats will be key in the future?



Christian Lindenau
Finya



Mike Klinkhammer
AutoScout24



Benedikt Faerber
BILD

Moderation:



Jochen Kalka
schoesslers



Felix Herkenrath
Hamburger Morgenpost



Tobias Fella
Ströer Digital Publishing



Sara Urbainczyk
Echte Mamas

STAGE II

11:45 Independence as a driver of the digital transformation of news publishers - Success case KStA Medien

Independence as a strategic direction for news publishers not only preserves integrity, but also promotes the development of innovative and digital growth areas. Find out how this strategy can lead to sustainable revenue growth and a stronger competitive position - an inspiring insight into the world of digital transformation for news publishers.



Christoph Rüttgers
*Kölner Stadt-Anzeiger
Medien*

STAGE II

12:00 The Power of Publishers Beyond the Cookie

Publishers report about their experiences and challenges after the removal of third-party cookies. What does the future of leading publishers look like, and which solution approaches does Google have to offer?



Robert Blanck
Axel Springer National Media



Martin Pichler
gutefrage



Christine Nieland
Chefkoch



Holm Münstermann
Google



Svenja Onasch
iq digital media marketing



Max Henrychowski
Permutive

Moderation:



Stefan Krüger
Cocodibu

STAGE II

12:45 Lunch Break

STAGE II

13:30 Spot on Environmental SOCIAL Governance (ESG) Social responsibility as a central element of economic sustainability

Spot on ESG. How can we take sustainability and social aspects into account in strategic corporate governance? How do we live up to our responsibility? How do we create trust and transparency? What contribution and what solutions can digitalization, technology and data make in our media and advertising ecosystem? Spot on - we need to talk!



Sascha Dolling
Mediaplus Realtime



Lisa-Charlotte Wolter
IU International University of Applied Sciences



Anna-Lena Mikoteit
BVDW



Heike Fuhrmann
iq digital media marketing



Jakob Wößner
Weleda

Moderation:



Eric Hall
Halls of ...

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.



Alexander Dörfler
etepetete



Anna Adam
Jaguar Land Rover



Lucia Schleiwies
Girl Got Lashes



Sergio Mutis-Schönewolf
Seat Cupra



Thomas Grabner
MAILODY



André Mettken
Hearts & Science



Romy Riffel
SNOCKSULTING



Uwe Roschmann
OMG

Moderation:



Oliver Busch
Author - Angel - Advisor

STAGE II

15:30 Digital advertising platform 2.0: European telco giants and their groundbreaking alliance for the advertising landscape of the future

In this discussion, high-level representatives from the telecommunications industry will provide insights into the groundbreaking joint venture between the European telecommunications giants - Telekom, Vodafone and Telefonica - and discuss how their joint digital advertising platform will shape the future of the European advertising landscape.



Norman Wagner
Utiq



Dirk Rohweder
Teavaro



Sven Stühmeier
Vodafone

Moderation:



Arndt Groth
ACG Consulting

STAGE II

16:15 How AI is transforming Programmatic Advertising

Hear from Industry programmatic experts on how AI is powering programmatic campaigns. Panellists will explore the impact and effectiveness of AI on programmatic buying, trading, campaign optimisation and measurement. Key elements such as data targeting, auction mechanics, and creative optimisation will be discussed to show best practices and use cases for the application of AI.



Sebastian Grantz
Google



Sara Sihelnik
Quantcast



Maximilian Nolte
Microsoft



Elisa Schwuchow
Smaato (part of Verve Group)

Moderation:



Jörg Vogelsang
IAB Europe

STAGE II

17:00 Live Podcast: Advertising on the open Internet: State of Play, challenges and opportunities

The d3con Podcast is the largest German language podcast that deals with programmatic advertising.



Daniel Neuhaus
The Trade Desk

Moderation:



Erik Siekmann
Digital Forward

STAGE II

17:45

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MASTERCLASSES I

MASTERCLASSES I 10:00 The mindset era: advertising impact in the competition for attention

The mindset era: attention in the competition for advertising impact Advertising impact is the old and new magic word in marketing. It helps to really understand the mindset of people on the Internet - and nowadays this works, for example, by using contextual targeting and attention measurement, even without any personal data. To illustrate the impact of advertising, we also present the latest findings from the "Mindset Index". This shows how campaigns perform in relevant categories compared to the market and where there is still potential for optimization for brands.



Frank Sültmann
GumGum

MASTERCLASSES I 10:30 Retail Media: Retailers, revolutionize yourselves!

Retail media is evolving in a similar way to online advertising. Leveraging programmatic infrastructure and tapping into first-party retailer data proves effective in realizing its full potential. Exploring these technologies can offer competitive advantages. Companies like Adform and the OBI First Media Group provide valuable insights. Let's dive in!



Dennie-Alexander Trost
Obi First Media Group



Marc-Oliver Michel
Adform

Moderation:



Markus Forster
Adform

MASTERCLASSES I 11:00 Successfully shaping the post-cookie era: Addressability strategies for the German digital advertising market

In 2024, the digital advertising landscape will undergo a profound change due to the abolition of third-party cookies on Google Chrome. This change represents a key challenge for advertisers and marketers. How can this change be managed? How can addressability be maintained without compromising user privacy? In this masterclass, Stéphane Printz will guide you through Google's Privacy Sandbox and Topics API and explore their potential to provide alternative methods for targeting and measurement. He will share insights and best practices on how to navigate these new technologies. The focus will also be on future-proof strategies for effective audience targeting and campaign optimization. The aim of the masterclass: to provide participants with a comprehensive understanding of the addressability landscape amidst the abolition of third-party cookies. How to remain successful in an even more privacy-focused environment? Looking at the latest developments and best practices in the field will provide an answer, as well as insights into how digital advertising strategies can be adapted. Join this masterclass and discover how you can help shape the future of addressability.



Stéphane Printz
Index Exchange

MASTERCLASSES I 11:30 Data Clean Room - How adality enables cross-channel data collaboration and builds bridges where there are none

In the era of first-party data, data clean rooms can be an important building block for making this data usable securely and in compliance with data protection regulations. In this masterclass, you will learn how important match rates and anonymization are.



Florian Bole
adality

MASTERCLASSES I 12:00 How Publishers Can Win in the Green Media Economy

Join Duration Media and guests for a masterclass in the Green Media Economy and how publishers can create new revenue opportunities through more sustainable ad solutions. Learn how the world's biggest brands and agencies are taking bold corporate climate action and why they are looking to their media supply partners for ways to help them measure and reduce their scope 3 emissions. Get a deep dive on data waste in programmatic advertising and how to quantify and reduce it to create more efficient and effective advertising products for buyers. Then hear from Duration Media about their latest ad tech solution, Sequency™, that helps publishers curate incremental, highly viewable and "green" inventory to drive new, more sustainable revenue opportunities.



Brian Murphy
Duration Media

MASTERCLASSES I 12:30 Lunch Break

MASTERCLASSES I 13:30 **Measurement Tools That Align Publishers and Advertisers**

Understanding advertisers' objectives is key to winning their business, but also delivering consistent results strengthens relationships. This requires efficient workflows that are fully aligned with advertisers' goals to maximize results. Learn from Clemens Egle how publishers can leverage their tech capabilities to meet advertisers' goals.



Clemens Egle
DoubleVerify

MASTERCLASSES I 14:00 **Shifting tides to direct sold: strategies for publisher success**

In an era defined by consumer choice, publishers must demonstrate their ability to reach any audience. Join us for a dynamic discussion on the three essential pillars empowering publishers to thrive: Insights, maximising yield, and replacing third-party data.



Carsten Sander
BurdaForward

Moderation:



Max Henrychowski
Permutive

MASTERCLASSES I 14:30 **Attention & Media Quality - Unleashing the impact of advertising**

We dive deep into the latest developments in media measurement and optimization. Explore how advanced eye-tracking technology and machine learning work together to deliver precise attention metrics. Learn how these methods help to significantly improve campaign performance and return on investment. We will show you the role attention plays in media quality and the synergies this creates for successful campaigns.



Christian Eisenblätter
Integral Ad Science

MASTERCLASSES I 15:30 **CTV and the media mix: holistic and long-term strategies**

How should CTV be placed into your moving image strategy, what incremental reach can be achieved, how do we bridge the gap between TV and programmatic advertising, and what role does data-based targeting play on the big screen? Christian Russ's advertiser panel will demystify the intricacies of CTV, outline the state of CTV advertising in 2024, and examine the measurement and effectiveness of non-linear television for advertisers.



Andrea Zenner
EssenceMediacom Germany



Can Zeybekler
OMG Value X

Moderation:



Christian Russ
Samsung Ads

MASTERCLASSES I 16:15 Publishing experts fire-side chat

Which technologies deliver the best results and how can my setup remain future-proof? What can I do about sustainability? Why do I need data clean rooms? How can I market without cookies? What are the decisive factors for ID solutions? Alexander Schott will discuss these and other questions with experts from publishers about their challenges and solutions in front of a virtual fireplace. Participants are invited to ask questions and report on their own experiences.



Jenny Schweneker
RND



Carsten Sander
BurdaForward



Alwin Viereck
United Internet Media



Sasha Mordehai
Axel Springer

Moderation:



Alexander Schott
MediaMarktSaturn | Admanagerforum

MASTERCLASSES I 17:00 Digital Publishing 2024: Embracing Change

In an industry that's constantly evolving, staying ahead means embracing change and innovation. Deep dive with us into the heart of digital publishing as we discuss how to successfully navigate the hurdles of significant organizational changes - Strategies for leading change in a shifting landscape - Practical insights on fostering innovation within your organization - Methods to align with internal stakeholders for cohesive progress



Rachel Shekhtman
Browsi



Yulia Volokh
Browsi

MASTERCLASSES I 17:30

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MASTERCLASSES II

MASTERCLASSES II 10:00 State of Sustainable Advertising in Germany

The digital ad industry's drive to decarbonise is at an inflection point. As the movement to minimize the industry's impact on the environment grows stronger and generates more energy, new data, insights and actions are emerging that promise to accelerate the transition to a cleaner ecosystem while enhancing campaign performance and supporting economic growth for all industry segments. Join this session to learn about the underlying emissions problem we are facing in digital advertising, the current state of sustainable advertising in Germany, and insight into how emissions data is helping us create a sustainable digital advertising ecosystem for years to come. With the case study for Vodafone Germany together with Adform, we'll give a deep insight into the practical implementation and results.



Rosa Markarian
Scope3



Anna Wendlinger
Adform

MASTERCLASSES II 10:30 Are you ready? The abolition of third-party cookies in Chrome has officially begun. The time to act is now.

Did you know that you've lost addressability for 1% of Chrome users since January this year - and Google plans to eliminate third-party cookies for everyone in the second half of 2024? Meet the Privacy Sandbox team and representatives from leading ad tech companies and learn how they are using the Privacy Sandbox to develop new advertising solutions.



Daniel Volož
RTB House



Tim Beckmeyer
Seedtag



Roland Oberländer
Index Exchange



Benedict Gründig
Criteo

Moderation:



Lidia Schneck
Google

MASTERCLASSES II 11:00 **Sustainability Beyond the Screen: Integrating Eco-Friendly Practices into the Advertising Mix**

Join us for a special session with industry experts as they explore the challenges and opportunities in steering digital advertising towards a more sustainable future. The session will address questions such as: How can campaigns be designed for maximum impact with minimal environmental footprint and what are the channels being used in order to do so? What technologies and data-driven approaches are reshaping the sustainability landscape? and more.



Anja Martensen
The Trade Desk



Björn Wendler
WallDecaux



Daniela Tollert
GroupM

Moderation:



Helen Miall
VIOOH

MASTERCLASSES II 11:30 **The beginning of the privacy-first era. The alternatives for advertisers to reach target groups without third-party cookies.**

Learn more about the upcoming shift towards a privacy-first era. In this session, industry leaders will discuss a changing advertising landscape and how advertisers can bridge the gap between protecting consumer privacy and precise targeting. With the right partners, target groups can still be reached on a large scale, even in a world without cookies.



Jan Heumüller
Ogury



Matthias Cada
*Omnicom Media Group
Germany*

MASTERCLASSES II 12:00 **Alternatives to the Walled Garden**

In this insightful presentation, Hannah Cooper, Head of Account Management, EMEA at Beeswax and Tanno Krauß, Senior Director, Demand Sales at AudienceXpress, will be discussing the need to look for alternatives to the walled garden, covering options that already exist on the market, highlighting the role and direct benefits of a bidder as well as sharing an overview of open marketplaces.



Hannah Cooper
Beeswax



Tanno Krauß
AudienceXpress

MASTERCLASSES II 12:30 **Lunch Break**

MASTERCLASSES II 13:30 **From Privacy Sandbox to Cookie Deprecation to Curation 2.0: How to Survive in Programmatic in 2024**

1% of cookies have been deprecated from Chrome with the rest slated to be removed by the end of 2024. The Privacy Sandbox has emerged as an opportunity and challenge for brands, agencies, data companies, publishers and ecosystem partners. Curation continues to be one of the leading trends in programmatic. During this session, experts from across the industry will share their strategies on how to stay ahead of the changing landscape, and how to not only survive but succeed during this time of massive industry transition.



Daniela Tollert
GroupM



Jens Bargmann
Zalando Marketing Services



Oliver von Wersch
nxt statista

Moderation:



Matthew Griffiths
audigent

MASTERCLASSES II 14:00 **Synthetic audiences: paradigm shift for digital customer approach**

Data is at the heart of successful advertising. But control over data is dwindling. A change is needed. The new targeting category "Synthetic Audiences" is revolutionizing digital customer targeting through the differentiated, secure and cross-platform use of synthetic data. Stephan Jäckel shows the next step towards data-driven excellence for more control, impact and data protection in the advertising landscape.



Stephan Jäckel
emetriq

MASTERCLASSES II 14:30 **Efficient target group targeting in Digital Out of Home (DOOH) – data-based optimization with TheTradeDesk**

Digital Out of Home has become one of the most relevant advertising channels today. But how can the desired target group be reached efficiently? Presenting a case based on TheTradeDesk's data-driven algorithm, Audience Reach Percentage. Compared to a randomized display, the automated screen prioritization led to an increase in target group reach, less media waste and measurable lead generation.



Christian Busch
MINT Square



Julia Kornau
VILSA



Kirsten Haase
PEAK VALUE

MASTERCLASSES II

15:00 Adtech made in Europe: Hier kommt die Zukunft der Bewegtbildwerbung

Moving image advertising is becoming programmatic across the board - from traditional TV to ATV and CTV to online video. The announcement of the technology partnership between Smartclip and Virtual Minds has triggered a veritable earthquake in the media and marketing industry. Here, the two partners show for the first time what the future joint technology offering will look like, what it can do and how it will open up completely new performance dimensions in moving image advertising for publishers, agencies and advertisers.



Thomas Peruzzi
Virtual Minds



Thomas Servatius
smartclip

MASTERCLASSES II

15:30 Ströer 4-chain. Sports marketing talk with N. Pellkofer (Sky) & M. Harnik (ex-professional soccer player)

In the masterclass "Ströer 4er-Kette" with N. Pellkofer (Sky), M. Harnik (ex-professional footballer) and Oliver Wolde (Ströer), you will learn in an emotional panel discussion how you can impress online and out of home with cross-media campaigns for the European Football Championship and the Olympics. Whether programmatic, managed service or IO. Discover creative ways to attract attention and communicate emotionally with your target group. This session is a must for anyone who wants to shine with innovative marketing strategies in the 2024 sports year.



Martin Harnik
Ex-Bundesligaprofi / Unternehmer



Norbert Pellkofer
Sky Deutschland



Olli Wolde
Ströer

Moderation:



Alexandra Hirsch
Ströer

MASTERCLASSES II

16:00 DOOH without borders: Engaging global audiences

Discover how DOOH is transcending traditional borders and allowing brands to engage with new global audiences, driving new revenue streams to media owners. As programmatic enables buyers and sellers to connect beyond their local markets, both can capitalize on DOOH's unique ability to engage targeted audiences anywhere. Join this session to learn how to unleash the power of borderless DOOH for your brand or media business.



Tizian Hosch
HYGH



Boris John
Hawk by Azerion



David Bell
Flux Outdoor

Moderation:



Will Brownsdon
Hivestack

MASTERCLASSES II 16:30 **Cookieless Success through Choice-Driven Advertising**

Choice-Driven Advertising puts self-determination at the center of advertising consumption and lets people decide for themselves which advertising suits their interests. Learn in this masterclass how Bayer was able to celebrate true cookieless success through self-determined advertising consumption.



Stefan Knöppel
Bayer Vital



Roman Heger
EssenceMediacom



Mandy Schneider
Welect



Otto Schmidt
Welect

MASTERCLASSES II 17:00 **Brands Saving the World With Ads - How climate protection can succeed with programmatic advertising.**

The recognized consequences of climate change have triggered a socio-political and economic transformation dynamic in western industrial nations. Drivers: - Politics with targets such as 1.5 degrees, the Paris Climate Agreement 2015, ESG, GHG, EU-CSR, - society with awareness of sustainability issues, which are becoming increasingly important for consumers - companies, as over 90% of companies in Germany (source: Bitkom) have committed to climate neutrality Regulatory, reputational and capital market risks must be avoided, and understanding and shaping this change is precisely the task facing brands. We provide insight into how this will succeed in digital advertising supply chains.



Francois Roloff
PYURE

MASTERCLASSES II 17:30