

## **Press Release**



### **Programmatic in the 2020s: The era of advertisers**

**d3con celebrates its 10th birthday in 2020 | Programmatic in the 2020s: The era of advertisers | "Advertisers' Day" at Millerntor Stadium - a new format for the first day of the event**

Hamburg, 27th November 2019 – 2020 marks a special date for d3con: it's the tenth year in a row that the largest specialist conference on the future of digital advertising will take place. 2011 saw the first Programmatic Advertising conference in a German speaking country, and now d3con is considered a driving force in the industry and an integral part of the digital economy event calendar.

Thomas Promny and his conference team have released the main topics and a new event format for the two-day anniversary event taking place on 31st March (Millerntor Stadium) and 1st April (CinemaxX Dammtor) 2020 in Hamburg.

#### **Programmatic in the 2020s: The era of advertisers**

The tenth d3con is dedicated to the advertising industry. 2020's slogan "Programmatic in the 2020s: The era of advertisers" doesn't just account for the growing weight of advertising clients in the programmatic ecosystem, it also draws on the growth of the topic and the increase in client-set agendas. Among the renowned national and international advertisers that will be attending and speaking at d3con 2020 are Bayer, Coca-Cola, Douglas, EnBW, Ferrero, Henkel, Hugo Boss, Lufthansa, McDonalds, Nestlé, Toyota and VW.

d3con is increasing its profile as the market-wide industry platform for Programmatic Advertising as an operating system for modern digital marketing with the largest share of advertisers among the specialist conferences focusing on martech and adtech in any German speaking country, as well as an equally vast presence of leading publishers and marketers in addition to agencies and technology service providers.

#### **Advertisers' Day: New format to kick off the event**

For the first time, 2020's d3con will start off with Advertisers' Day. The new format on the first day of the event will take place at Millerntor Stadium, focusing on specific questions about the advertising industry. Three parallel programs – stage, masterclasses and roundtables – will see advertisers sharing their experiences and shining light on their factors for success and showstoppers in the digital transformation within marketing. They will discuss topics such as the conflicting topics of data, technology and creativity, as well as measures, skills and tools for increasing the quality of programmatic. Furthermore, they will present pioneering best-case scenarios and success stories from their own experiences. The scope of the content will range from co-marketing as a channel of growth, to successful

strategies and technology set-ups in B2B marketing, to an all-woman panel discussing women in the programmatic business.

d3con's Advertisers' Day comes as a response to the growing demand for advertiser-side industry benchmarks for digital marketing and offers a dedicated platform for more focused discussion and knowledge transfer on the customer side in addition to the comprehensive topics covered in the conference program.

"2020 is a special year in the history of d3con," explains Thomas Promny, organiser of d3con. "Not only can we reflect on ten successful years of the conference, in which we were able to accompany and significantly shape the rapid advance of Programmatic Advertising, originally started as real-time bidding to becoming today's versatile operating system of modern, digital marketing. The beginning of the 2020s also represents a kind of turning point: Having been driven by technological innovation for a long time, today, Programmatic has not only arrived in the mainstream, but it will continue to be shaped by creative applications and new usage requirements from advertisers in the later stages of its development. At the same time, the basic mechanics of data-based, automated marketing such as cookies are being eliminated and are forcing people to rethink digital marketing. As a central industry platform, d3con will continue as before to address and map this kind of relevant change in the market at an early stage and make important contributions towards successful 'Programmatic in the 2020s'".

For more information on d3con 2020 and a first look at the event schedule, visit [www.d3con.de](http://www.d3con.de). Visitors can purchase tickets [here](#).

Media representatives can find images for unrestricted use at: <https://d3con.com/Press/>

#### **About d3con**

With approximately 2,000 attendees in 2019, d3con is the largest trade conference in the programmatic advertising industry. Starting in 2011, the event was the first of its kind in Germany and was aimed primarily at advertising companies and agencies as well as online marketers and publishers. Internet entrepreneur Thomas Promny is founder and organiser of d3con.

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#### **Press contact:**

d3con GmbH  
Nina Kress

< elias communications >  
Nadja Elias

Phone: +49 40 537 99 11 30

Email: [presse@d3con.de](mailto:presse@d3con.de)

Phone: +49 89 15 89 03 06

Email: [presse@d3con.de](mailto:presse@d3con.de)