Pressemitteilung

d3con 2019: Creating programmatic success in digital advertising

Conference focus: success factors, best case scenarios and success stories relating to programmatic advertising as an operating system of modern digital marketing | Prominently representing reputable brands and large advertisers

Hamburg, 5 November 2018 – The countdown to the ninth d3con has begun. Five months before 2019's first big event in the digital industry, Thomas Promny and his conference team have published several items from the programme for the largest specialist conference for the future of digital advertising. As in the previous two years, d3con will once again take place over two days in 2010, with the University on 2 April (Beach Hamburg) and the specialist conference on 3 April (CinemaxX Hamburg Dammtor) offering two complementary events on programmatic advertising.

Conference motto 2019: Creating programmatic success in digital advertising
Following the conference motto, "creating programmatic success in digital advertising," next year's d3con will focus on success factors, best case scenarios and success stories relating to programmatic advertising as an operating system in modern digital marketing. Talks and panels on the winning configuration of successful digital advertisers, in-house versus outsourcing in online marketing, data-driven marketing under GDPR and the ePrivacy Directive, and the "state of the nation" in the digital advertising market from the point of view of leading advertisers, among others, will address opportunities and challenges as well as the clear benefits and added value of programmatic strategies and technologies.

The conference's three parallel programmes in varied sessions offer a large spectrum of topics, from "Agencies Versus Consultants," to a look at developments in other markets with the "International Experts Panel". Top speakers from leading advertising companies, publishers and marketing houses, agencies and technology service providers in Germany and abroad discuss current topics in the digital advertising industry and provide an outlook on further developments. With reputable brands and big advertisers such as BMW, Daimler, Deutsche Bank, L'Oréal and Toyota, among others, the client side is well represented.

d3con University: Learn from experts
The d3con University has proved to be an extremely successful additional event format for d3con, boasting 500 participants in its second year alone. The training course, which will

again take place on the day before the conference in 2019, is primarily aimed at marketing and media decision-makers from advertising companies and agencies, who would like to expand their knowledge of programmatic advertising. Practical workshops, seminars and focus groups with industry experts create a profitable addition and foundation for the conference topics by looking at the communication of basic specialist knowledge and valuable decision-making tools related to programmatic advertising and marketing automation, as well as offering hands-on practical tips.

Overall, visitors to d3con 2019 can look forward to expertise and insights from approximately 100 illustrious speakers across both days of the event.

"Programmatic is now the operating system that enables modern digital marketing strategies and unifies the control and measurement of all marketing channels; marketing automation and marketing AI are trends that will make the complexity of the marketing world manageable in the future. As the platform for the industry, d3con not only wants to illustrate the associated opportunities and challenges, but also work out the precise added value of programmatic advertising. What prerequisites have to be created for this, what do successful concepts and use cases look like, etc.? Participants should be able to take all this knowledge from the discussion with leading programmatic experts and technology providers as well as advertisers, agencies and publishers and apply it profitably in their own business," explains Thomas Promny, organiser of d3con.

You can find more information about d3con and the current event program at www.d3con.com. Tickets can be purchased here.

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

About d3con
With approximately 2,000 attendees in 2018, 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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