

Press release



d3con enters the 2019 event calendar with numerous partners

Hamburg, 8 January 2019 – d3con is going into another year accompanied by a strong network of partners. For this year's event, which will follow the theme of "Creating programmatic success in digital advertising", the conference team once again managed to secure the support and multiplication abilities of several renowned names in the industry.

In terms of national associations and industry organisations, alongside the German Association for the Digital Economy (BVDW) and related interest groups for German online media agencies are the Online Media Agencies Expert Group of the BVDW (FOMA), the Organisation of Brand Advertisers (OWM) again and the Admanagerforum. International support comes from the IAB Austria, the IAB Schweiz and IAB Europe as a European umbrella organisation for the digital media and advertising industry.

Among the media partners who have joined Marketingbörse.de this year are [Absatzwirtschaft](#), [CP Wissen/ LOUT](#), [DIGITAL BUSINESS](#), [LEAD DIGITAL](#), [MEEDIA.DE](#), [ONEtoONE](#) and [OnlineMarketing.de](#)

d3con 2019 is taking place on 2 April ([d3con University im Beach Hamburg](#)) and 3 April ([d3con Konferenz im CinemaxX Hamburg Dammtor](#)) in Hamburg. Industry experts in attendance can create their own event programme from more than 40 sessions across the two days and look forward to the expertise and insights shared by around 100 national and international speakers from leading advertising companies, publishers and marketers, agencies and technology service providers. This year's event will focus on success factors, best case scenarios and success stories relating to programmatic advertising as an operating system for modern digital marketing. Talks and panels will cover 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, while also addressing the opportunities and challenges as well as the clear benefits and added value of programmatic strategies and technologies. The client side will be well represented, by reputable brands and large advertisers including BMW, Daimler, Deutsche Bank, L'Oréal and Toyota.

Thomas Promny, organiser of d3con, explains, "We are very pleased that we are now able to count several associations, industry organisations and media among our long-standing partners who will once again be in attendance and support us at d3con in 2019. Together, we not only want to highlight the opportunities and challenges associated with programmatic as the operating system of modern digital marketing, but also work out its concrete added value in a practical way. 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 away from the exchange with leading Programmatic experts and technology providers as well as advertisers, agencies and publishers at d3con and apply it to their own business in a profitable way.

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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