



SMX München

March 14 - March 15, 2017

ICM München

Day 1 - Tuesday, March 14, 2017

8.00 am *Registration and Coffee*

8.30 am *Saal 03*

SMX Orientation Meeting

First time at SMX? Get the scoop on accessing presentations, WiFi, power food, networking and great content. Plus you'll meet part of the SMX team as well as other "first-timers" and start making connections before the show starts. Open to all attendees and speakers.

Moderator:

Sandra Finlay, Conference Director SMX Munich, Rising Media

9.00 am Opening and Keynote:

Saal 01

The Search Landscape in 2017

A lot has changed (and is changing) in SEO, searcher behavior, technology & marketing. We went from SEO first to holistic marketing, SERPs now and then are an entirely different story, apps, intent, voice search, assistants.... we are looking at an uncertain future. Rand will share his view on the search landscape 2017, explain what the election of Donald Trump means to site owners and most importantly provide you with the essential tactics that every marketer should embrace to be prepared for the changes.

Moderator:

Alexander Holl, CEO, 121WATT

Speaker:

Rand Fishkin, Founder, SparkToro

10.00 am *Coffee Break*

10.30 am Bootcamp

Saal 04

Search Engine Optimization and B2B: Strategic Solutions Instead of Gut Feeling

B2B companies face problems unknown to most B2C companies. Keyword research for niche topics is challenging. Generating meaningful analysis out of small search volume is very difficult. An international domain strategy must be thoroughly thought through and implementing international website structures is far from easy. So which best practices will help avoid these B2B problems? You have to have a plan! In this session we will discuss how to approach these challenges and problems strategically.

Moderator:

Jens Fauldrath, Founder and CEO, get:traction GmbH

Speakers:

Markus Hövener, Managing Partner, suchradar

Thomas Kilian, Thoxan GmbH

SEO

Saal 01

Part 1

Guide To The Changing Google SERPs

Does the always-changing Google search results page have your head spinning? Time to undo the dizziness. In this session, we will guide you through all the latest changes and tests showing up on Google, with a particular eye to what trends may be emerging that advanced SEOs should be aware of.

Moderator:

Alexander Holl, CEO, 121WATT

Speaker:

Philipp Klöckner, External Search Consultant, Rocket Internet

Part 2

Power of Google Featured Snippets

In the second part of this session we will zoom to the top spot in Google's search results and look at featured snippets, also known as "rich answers". While nobody can tell you with 100% certainty how to get them, there are definitely some best practices to follow to attempt to grab this prime and highly coveted real estate, which can make a huge difference in driving quality traffic to your sites. Our speaker will present examples of featured snippets from across industries, explore several case studies and provide comprehensive SEO recommendations for getting Google to consider your content as a featured snippet for specific types of queries.

Speaker:

Astrid Kramer, Astrid Kramer Consulting

PPC

Saal 05

PPC In A Cross-Device World - From Good to Great

Google AdWords and Bing Ads have been launching a lot of updates and more are to come. These changes offer new possibilities, but they also raise many questions for advertisers. What should your PPC strategy look like in a cross device world? Will expanded text ads, responsive display ads, and cross-device remarketing only increase your costs or will you see a significant growth in ROI? Is it about time to question your existing structures and adapt them? In this session, Brad Geddes will explore these new options and devise new strategies for taking advantage of these changes and Larry Kim, will give you some unique insights, why some AdWords accounts are so much more successful (=Unicorn) than others, and how you too, can lift yourself way beyond the average.

Moderator:

Tobias Fox, CEO, VERDURE Medienteam GmbH

Speakers:

Brad Geddes, Founder, Big Theory

Larry Kim, CEO, Mobile Monkey

Analytics & Data

Saal 13a/1.OG

Google Analytics Power-Reporting for SEO and SEM

Google Analytics reigns as a free, powerful platform for understanding the performance of your website(s). With the release of Universal Analytics, there are many new ways to take advantage of the data you are collecting to analyze and report on your AdWords performance. You can now cross-pollinate data from AdWords to Google Analytics and automate reporting in Google Drive through the Google Analytics API. With these new capabilities, you can create and share custom reports and dashboards with your teams, management and vendors. This session shows you how to connect the dots and take advantage of these powerful features.

Moderator:

Anna Denejnaja, Head of Data Analysis, Hermes NexTec

Speaker:

Andrew Garberson, Manager of Search, Luna Metrics

Mobile / Locale

Saal 13b/1.OG

The Power Of Location

At a time when smartphones shape the consumer journey from dawn to dusk, there is one mission-critical piece of marketing information that has gone largely overlooked - location. Location data drives mobile consumers to your doorstep via maps, apps, directories, and search engines. It drives engagement on mobile devices. It drives greater performance and efficiency in digital and

social advertising. Discover if you're fully leveraging the full power of location in this engaging session led by Jeff Rohrs, author of AUDIENCE: Marketing in the Age of Subscribers, Fans & Followers.

Moderator:

Timon Hartung, CEO, apexmedia

Speaker:

Jeffrey K. Rohrs, CMO, Author, AUDIENCE: Marketing in the Age of Subscribers, Fans & Followers, Yext

Trend Lounge

Saal 03



Voice Search Best Practices and Power BI Analysis

Moderator:

Markus Hartmann, axxios Consulting

Speakers:

Michael Oertel, Strategic Account Manager, Bing Ads

Peter Reinisch, Search Account Manager, Microsoft Search Advertising

10.30 am Only 12 Spaces available

Saal Wörthsee

Exclusive -Workshop with Attorney Dr. Martin Schirmbacher: Commissioning Service Providers Without Your Legal Department

You urgently need to contract for marketing services but your colleagues in the legal department are all involved in a big project and have no time for you. Sound familiar? Legal departments can be bottlenecks, especially when it comes decisions that are time critical. However this is an everyday problem for many marketing departments in larger companies. Let us help! This workshop will provide you with the essential knowledge for legal security when negotiating contracts. We will also provide specific examples to cover the potential pitfalls when engaging marketing services.

This workshop is designed for corporate marketers with budget responsibility.

This workshop will deal with the specific questions and interests of the attendees, hence the number of participants is limited to 12. This workshop is included in the SMX conference fee (all SMX conference passes and Expo+ passes), however, additional registration is essential. To register, please send an email to rechtsworkshop@smxmuenchen.de. We will inform you by March 3, 2017 whether the workshop will take place and whether you are accepted as one of the participants. Every attendee will receive a complimentary copy of Dr. Martin Schirmbacher's book „Online-Marketing- und Social Media-Recht“.

Speaker:

Dr. Martin Schirmbacher, HÄRTING Rechtsanwälte

11.30 am Session Change

11.35 am Bootcamp

Saal 04

Customized Ads - Hands-On Creation and Implementation

Using customizers, AdWords ads can be adapted in real time, hence making them very attractive and highly relevant. And there are so many possibilities to use customizers to create dynamic ads: customized ads based on keywords on a big scale, using location-based elements, displaying real time information, and much more. At first glance this might seem complicated and only for the advanced search marketer. The reality is that ad customizers offer a huge potential that can be used with relatively little effort. In this session Martin Röttgerding will give guidelines on how to create, use, and launch dynamic build ads. He will also show concrete examples where you can and should use them. After you leave this session, dynamic ads will be a feature that you can use to supercharge your advertising campaigns.

Moderator:

Oliver Zenglein, CEO, SEM Boutique

Speaker:

Martin Röttgerding, Head of SEA, Bloofusion

SEO

Saal 01

The Truth, Nothing But the Truth: Announcing the End of the Most Persistent SEO Myths

Do 302 redirects produce link power? Or is this only the case with 301 redirects? Do canonicals have the same effect as 301 redirects? We know that Rank Brain is interpreting search queries. But maybe Rank Brain does much more, such as aggregating relevant ranking signals? Come to this session and learn from John Müller if the answer to these questions is True or False and what Google really thinks.

Moderator:

Alexander Holl, CEO, 121WATT

Speaker:

John Müller, Webmaster Trends Analyst, Google

PPC

Saal 05

Conquering Google Display, Gmail Ad Targeting & YouTube Ads

Not quite sure how to get the most out of all the targeting options for Google Display campaigns? Don't feel like you've mastered Gmail ads yet? You are not advertising on YouTube? About time you do! In this session, you'll learn how to target on the GDN with confidence, how to create targeted, relevant Gmail campaigns that click with users, and we will give you an overview of highly effective possibilities on YouTube such as TrueView Advertising and how to run influencer campaigns.

Moderator:

Tobias Fox, CEO, VERDURE Medienteam GmbH

Speakers:

Aaron Levy, Manager of Client Strategy, Elite SEM

Colleen McCaskell, Paid Media Manager, Ambergreen Internet Marketing

Christian Tembrink, CEO, netspirits

Analytics & Data

Saal 13a/1.OG

Search Marketing Reports: Why your Data is Lying to You

Every day we make decisions, most of them unconscious, following gut feelings. Data Driven Marketing was meant to be the end of gut feelings and help us base decisions that carry financial risks on reliable data. But advanced search marketers know you can pick and choose from literally hundreds of retrospective reports that say what you want to hear. So did you ever ask yourself how reliable your data actually is? Do you always know on which data aggregation level you are when generating data from the Search Console (and why the data varies so much)? Do you trust your reports blindly and are you aware your data often is massively incomplete? In this session we look at the most common mistakes made in analysis and reporting. Come to this session and ensure that your next reports are truly data driven and help your company be more successful.

Moderator:

Anna Denejnaja, Head of Data Analysis, Hermes NexTec

Speakers:

Felix Benz, Personalization Consultant, konversionsKRAFT (Web Arts AG)

Jens Fauldrath, Founder and CEO, get:traction GmbH

Mobile / Locale

Saal 13b/1.OG

AMP, Progressive Web Apps and More: Why and How you must Adopt Mobile Tactics Now

In October, Google announced that the main index will no longer be the desktop, but the mobile index. Mobile devices drive a shift to voice search. AMP and Progressive Web Apps offer major performance increases. Apps are growing in importance. And, you need to decide between responsive or adaptive designs. With so many options, it's hard to tell where to start. In this session Eric Enge, renowned digital marketing thought leader and Search Marketer of the Year at Landys awards at SMX East 2016, will show you how move forward and prosper!

Moderator:

Timon Hartung, CEO, apexmedia

Speaker:

Eric Enge, CEO, Stone Temple Consulting

Trend Lounge

Saal 03



The State of Search Engine Advertising 2017: Trends, Challenges and Opportunities

Moderator:

Markus Hartmann, axxios Consulting

Speakers:

Patrick Hutchison, Global Product Marketing Manager, Marin Software

Richard Sandig, Agency Client Director DACH, Marin Software

12.30 pm *Lunch Break*

1.45 pm Keynote:

Saal 01

Making Attribution Happen

Attribution so very important - and difficult - for every company, no matter which branch, no matter what size. But the challenges for companies that are striving to manage their marketing channels efficiently are huge: intra-channel, cross-channel, cross-device and research online - purchase offline (ROPO). Which attribution should I choose, how can I test whether it works better than what I have right now? How can attribution be implemented not only based on transactions, but focused on the client's lifetime value? How does dynamic attribution work and what are the requirements? These are only some of the questions that every Online Marketer has to ask himself. Oliver Borm, Advanced Performance Lead for Google in EMEA, focusses on attribution, web analytics and testing. In this keynote he will share his view of the attribution challenges we all face, as well as his approach to an efficient solution to manage marketing channels.

Moderator:

Alexander Holl, CEO, 121WATT

Speaker:

Oliver Borm, Advanced Performance Lead, Google

1.45 pm Only 12 Spaces available

Saal Wörthsee

Exclusive -Workshop with Attorney Dr. Martin Schirmbacher: Things that Really Matter When Negotiating with Clients

A big new customer wants to order but things need to move fast. You cannot wait for the deal to close, but the customer does not accept your contract template. Instead, he attaches his purchasing terms and conditions to the order. Is this a make or break? What is really important from a legal perspective when you negotiate with a big client? Which contract clauses can be discussed, which should not be touched? How can you deal with the more common client objections?

This workshop is designed for managing directors and key account managers of bigger agencies and online marketing specialists.

This workshop will deal with the specific questions and interests of the attendees, hence the

number of participants is limited to 12. This workshop is included in the SMX conference fee (all SMX conference passes and Expo+ passes), however, additional registration is essential. To register, please send an email to rechtsworkshop@smxmuenchen.de. We will inform you by March 3, 2017 whether the workshop will take place and whether you are accepted as one of the participants. Every attendee will receive a complimentary copy of Dr. Martin Schirmbacher's book „Online-Marketing- und Social Media-Recht“.

Speaker:

Dr. Martin Schirmbacher, HÄRTING Rechtsanwälte

2.40 pm *Session Change*

2.45 pm Bootcamp

Saal 04

Good Bye Penalties - 20 Link Building Stories that Will Save your Site

Wondering why your site suddenly disappeared from organic results? Want to prevent that from happening in the future? This session unearths link building worst practices that result in penalties, and shows you -- step-by-step -- how to avoid (or fix) them. You'll learn to identify what search engines consider manipulative behaviors that trigger penalties, including domain registration information, site structure, referring pages, and of course, improperly constructed links themselves.

Moderator:

Jon Myers, Chief Growth Officer, Deep Crawl

Speaker:

Sha Menz, Lead Software Architect / Link Removal Specialist, rmoov.com

SEO

Saal 01

How the Search Console Will Make Your Life Much Easier

What does the Search Console say? This question should be asked by every SEO, every day. But only a handful of SEOs use the full potential offered by the Search Console. Time to change that! In this session Marcus Tandler will show you how to master five important SEO tasks that will save a lot of time. And after you have learned how to gain all that valuable data, including CTR, Larry Kim will show you how the CTR Data you gain will be your next traffic booster.

Moderator:

Alexander Holl, CEO, 121WATT

Speakers:

Marcus Tandler, Founder & CEO, Ryte

Larry Kim, CEO, Mobile Monkey

PPC

Saal 05

Only the Best Survive: AdWords Quality Assurance

Google AdWords offers innumerable optimization possibilities. That's great on the one hand, but many things can go wrong, and for a long time without anybody noticing; payment methods don't work anymore; ads show last year's collection; targeted URLs lead to nowhere; budgets are exceeded; new competitors show up; remarketing lists are filled with wrong information - the potential for mistakes is huge. In addition, you really should be on top of all updates, to ensure you are not missing something important. Based on methods, checklists, scripts and tools you will learn how to secure top quality and avoid mistakes.

Moderator:

Tobias Fox, CEO, VERDURE Medienteam GmbH

Speaker:

Oliver Zenglein, CEO, SEM Boutique

Analytics & Data

Saal 13a/1.OG

Google Tag Manager Hacks for Online Marketers

GTM is a such a useful tool, used by many to implement marketing tags and Google Analytics, and to integrate Tracking Pixels, such as Facebook or Google AdWords conversion cookies. But the Google Tag Manager can do so much more than standard tasks. In this session, we will show you how to integrate structured data, how to influence the Sitelinks Search Box and how to generate data that tells so much more than the bounce rate, like the search return rate of organic.

Moderator:

Anna Denejnaja, Head of Data Analysis, Hermes NexTec

Speakers:

Jens Hinrichs, Head Of Technology / CTO, Carnect

Michael Janssen, Digital Analyst, Zedwoo

Mobile/Local

Saal 13b/1.OG

Measuring Mobile SERPs - How To Deal With Content On Mobile Sites

Based on an exclusive study conducted for SMX, Hanns will present the specifics of mobile SERPs, how mobile SERPs are different from desktop SERPs, how well websites work with both worlds and what you should take away from all of that. Norman will report on his experience at Zalando with client expectations, and discuss how (and if) Accelerated Mobile Pages (AMP) can support E-Commerce and if Progressive Web Apps (PWA) will become the rising star of the mobile universe. Attend this session and learn how to best deal with content on mobile sites.

Moderator:

Timon Hartung, CEO, apexmedia

Speakers:

Hanns Kronenberg, SISTRIX GmbH

Norman Nielsen, Head of Content Marketing & ASO, Zalando SE

Trend Lounge

Saal 03

Productsup⁷

Screw Best practice. Go beyond.

Best practice is boring. The e-commerce field is totally saturated with fierce competitors, all doing the same thing and, mostly, offering the same products. What are you doing to win the shopper's attention? Join our workshop with product data experts Christian and Lena as they introduce three key ways that will help you create compelling product ads that break through the creative fatigue. Together they'll explore the realms of cognitive commerce, compelling product images, as well as dynamic video ads. Calling all early adopters in performance marketing. This is some pretty innovative stuff not to be missed!

Moderator:

Markus Hartmann, axxios Consulting

Speakers:

Christian Reichert, Regional Sales Manager - DACH, Productsup

Lena Wisser, VP Client Solutions, Productsup

3.45 pm *Coffee Break*

4.15 pm **Bootcamp**

Saal 04

The Mobile Playbook Session

Nearly every year for the past decade has seen a significant rise in the volume of mobile search traffic, and now advertisers are seeing it overtake desktop volume across industries. Smart marketers know copying and pasting their desktop search campaigns is no longer a viable strategy; it's time to create a mobile specific strategy! In this session, Aaron Levy will explore how to build a sound mobile search strategy from the ground up. He will help you define personas at the outset and explore how their behavior differs in mobile relative to desktop. He'll use a breadth of data to show how a general mobile user tends to skew younger, more educated and more

impulsive, and how you can use your own data to identify trends. Attendees will leave this session with a mobile playbook, empowering them to create a sound mobile strategy for their companies or clients.

Moderator:

Jon Myers, Chief Growth Officer, Deep Crawl

Speaker:

Aaron Levy, Manager of Client Strategy, Elite SEM

SEO

Saal 01

The Next Era of SEO: a Guide to SEO Split-Testing

SEO has always been half a science and half an art. We all love to try out new ideas and try to understand what makes the search engines tick, but it has always required a fair amount of guesswork and trying to speculate what the latest news from Google really means. However, with new software libraries and better technologies it is now becoming easier than ever to run proper SEO-focused tests and, for the first time, actually measure the impact that each SEO change has on our site. Tom will talk about some of the experiments he has been running at Distilled, the things he has learned, and how you can start running experiments yourself.

Moderator:

Alexander Holl, CEO, 121WATT

Speaker:

Tom Anthony, Head of R&D, Distilled

PPC

Saal 05

How to Find, Hack & Build Great AdWords Scripts

AdWords scripts can do so many things: run reports, manage bids, create ads, build entire campaigns and more. In this session, we'll show you how and where to find useful pre-written scripts, how to edit them to suit your own purposes and how to build scripts yourself from scratch. We will also show you two Large Scale PPC scripts that help you to control your account inclusive script source code.

Moderator:

Tobias Fox, CEO, VERDURE Medienteam GmbH

Speaker:

Thomas Grübel, InBiz Online Marketing GmbH & Co. KG

Analytics & Data

Saal 13a/1.0G

Personalization from Ad Impression to Thank-You Page

Users demand personalized experiences online and with the launch of a free version of Google's Landing Page Testing and optimization tool that integrates directly with Google Analytics, every marketer can now deliver this experience. Attend this session to learn tips and tricks, witness the power of advanced audience features and explore SEO and SEM personalization case studies. Attendees will leave with big ideas and the practical skills necessary to implement them.

Moderator:

Anna Denejnaja, Head of Data Analysis, Hermes NexTec

Speaker:

Andrew Garberson, Manager of Search, Luna Metrics

Mobile / Locale

Saal 13b/1.0G

How the Local World is Changing and What that Means for Your Keyword Strategy

Venice, Pigeon, Penguin – much has changed when it comes to local search. Google localizes more and more keywords even without location information. As a result, in some cities /areas you might rank on 5th position while in others you find yourself on position 95 or not even in the TOP 100. Most people are not aware this is happening and base their SEO strategies on keywords and

ranking (essentially the right thing to do). But unfortunately they might be optimising based on faulty data. In this session we will show you how to recognize that a keyword has been localized and how you can find keywords that Google doesn't.

Moderator:

Timon Hartung, CEO, apexmedia

Speakers:

Bastian Grimm, President Organic Search, Peak Ace AG

Christian Paavo Spieker, One Advertising

Trend Lounge

Saal 03



Links are Essential for your Ranking - Use them!

Google confirmed that links are one of the TOP ranking factors. It's about time to use them to push your Website on the first search engine page. In this Session, you will learn everything about linkbuilding, the different kinds of Redirects and Rel-Canonicals. Based on valuable SEO Tests you will experience how links affect your SEO. We even discovered a new species of links because of this tests! Like Gary Illyes said recently: "Ranking without links is really, really hard" - so just don't do it. Christoph C. Cemper, founder of LinkResearchTools, is an expert on Links and provides you with the necessary knowledge and advice. Grab the opportunity and learn everything about links to catapult your SEO to the top!

Moderator:

Markus Hartmann, axxios Consulting

Speaker:

Christoph C. Cemper, Founder & CEO, LinkResearchTools (LRT) und Link Detox

5.00 pm *Session Change*

5.05 pm Keynote:

Saal 01

Questions We Always Wanted to Ask Rand Fishkin and Wil Reynolds

When it comes to online marketing and specifically SEO, discussions can last forever. Technical SEO or Content SEO? Do we still need search ranking factor studies in the future? These are just some of the questions we have prepared for Rand Fishkin, founder of MOZ and Wil Reynolds, founder of Seers, two of the world's most renowned optimizers. Alexander Holl and Marcus Tandler will shed light into the dark with this Q&A keynote session and ask the questions that we always wanted to ask.

Moderators:

Alexander Holl, CEO, 121WATT

Marcus Tandler, Founder & CEO, Ryte

Speakers:

Rand Fishkin, Founder, SparkToro

Wil Reynolds, Founder & Director of Digital Strategy, SEER Interactive

5.50 pm *End of First Conference Day*

6.30 pm



[SEMY Awards - The German Search Marketing Award](#)

The glamorous price giving incl. champagne reception is taking place on the first evening of SMX Munich.

7.30 pm



S M X[®]

AFTER
DARK

SMX After Dark

This year, the German Search Marketing Award, SEMY, after-party allies with the SMX after-party (SMX After Dark), at the "Wappenhalle", to realize the full networking potential of these two top events. The SEMY starts at 6.30 pm and the SMX After Dark at 7.30 pm. Both events are included in the [SEMY ticket](#).

Day 2 - Wednesday, March 15, 2017

8.00 am *Registration and Coffee*

9.00 am SMX Future

Saal 13a/1.OG

The Experience Age Has Arrived - Digital Marketing In A New Era

Consumer behaviour is changing. Emerging and converging technologies, new platforms, and shifting economies are changing how we research, consume and spend. The way in which you think about markets, websites, purchase funnels and business needs to change, too, otherwise you risk being left behind. From driverless cars and 3D printing, to personal assistants and machine learning, attendance is a must for those who wish to arm themselves for the next revolution.

Moderator:

Alexander Holl, CEO, 121WATT

Speaker:

Jono Alderson, Mad Scientist, Yoast

SMX Technical

Saal 13b/1.OG

Ways Out of the Internal Link Maze

It's mostly without intension, but many websites become huge. In most cases, these websites don't deliver proportional value to the number of sites that are indexed. The reasons vary from internal linking without contemplation, faulty bot controls, and proliferating faceting. As a result, internal links are not weighted accurately, your crawl budget is way off, and the sites that really matter lose power. This is hardly a new problem but it applies to almost every site that is faceted and only very few understand the extent of the problem. In this session we will show you how to get this chaos under control. A special focus will be given to the crawling of big sites, logfile-analysis (where does the bot really pass and where should you use a red pencil), and the masking and automation of internal links (and why this is a terrible idea).

Moderator:

Tobias Fox, CEO, VERDURE Medienteam GmbH

Speakers:

Florian Stelzner, Wingmen Online Marketing

Björn Beth, Head of SEO, Ringier AG

Content

Saal 01

The Rise of Relevancy Factors and Fall of Ranking Factors: Successful Content Marketing

We are facing a massive acceleration of competition, an incredible growth of data volumes, and ever-improving algorithms. As a consequence, the classic rules of why and how online content is successful no longer apply. Organic search results are under massive pressure thanks to AMP, Knowledge Graph, Google Direct Answers and AdWords ads. Marcus Tober goes so far as to declare the end of traditional ranking factors. Instead, we are looking at a rise of Relevancy Factors, which may be completely different, depending on the subject and place. Using many examples, Marcus will explain how search engines evaluate topics differently based on machine learning and the enormous amounts of data and which content is relevant for which user intentions.

Moderator:

Astrid Kramer, Astrid Kramer Consulting

Speaker:

Marcus Tober, CTO and Founder, Searchmetrics GmbH

Online Marketing for Brands & Agencies

Saal 05

Think Big, Act Big: How to Get the BIG Links

Getting the big authority sites to link to your content is a big challenge. But if you concentrate on great creativity and solid outreach, it is entirely possible to get coverage from high authority sites beyond your imagination. Lisa, one of the most renowned search marketers in Europe, will be sharing case studies of how her agency has got coverage from some of the biggest authority sites in the world. These are rare insights, so get ready for an inspirational session, that will have you holding on to your seats!

Moderator:

Timon Hartung, CEO, apexmedia

Speaker:

Lisa Myers, CEO & Founder, Verve Search

Specials

Saal 04

If you compete in a popular vertical, let RLSA Save the Day!

If you're an advertiser in a competitive vertical, we feel your pain! How's a PPC marketer going to drive increases in conversion volume while also driving down costs in this era of flat conversion rates and rising CPCs? You might think the golden age of PPC is behind us, yet the future has never been brighter. Creative PPC marketers are creating unusual integrated campaigns involving RLSA that reduce CPCs, while also increasing conversion rates. Skeptical? Come to this session and prepare to be persuaded that there's a better way to do paid search in competitive verticals.

Moderator:

Anna Denejnaja, Head of Data Analysis, Hermes NexTec

Speaker:

Larry Kim, CEO, Mobile Monkey

9.45 am *Session Change*

9.50 am Keynote:

Saal 01

Humanizing the Search Results or Why People Buy

It's complicated! In this keynote, Wil will describe how studying WHY people take action has lead him to abandon following Google Updates, Domain Authority, CTR curves, and got him back to something that hasn't changed a lot in hundreds of years...how to communicate in ways that build trust. And how this can be applied to the SERP. He'll share philosophy, case studies, and some tips on how you as well can start adopting a "people first" approach to optimization on Google.

Moderator:

Alexander Holl, CEO, 121WATT

Speaker:

Wil Reynolds, Founder & Director of Digital Strategy, SEER Interactive

10.45 am *Coffee Break*

Attention! The tracks "SMX Technical" and "SMX Content" switch rooms for the next session only!

11.15 am SMX Future

Saal 13a/1.OG

The Future of the Landing Page is No Future

Imagine if you had no landing page or keywords. How would you run your online business? The reality is, our digital purchase behaviors have been changing rapidly. We're reaching a point where the landing page - and sometimes even keywords - are not necessary anymore. How will customers transact in a landing page-less world? In this session based on in-depth research, we will explore text messaging commerce, visual search and artificial intelligence, conversation as a platform and how digital personal assistants can buy things on our behalf. Come to this session to learn exactly what you need to do to get prepared.

Moderator:

Alexander Holl, CEO, 121WATT

Speaker:

Purna Virji, Senior Engagement Manager, Microsoft

SMX Technical

Saal 01

WOTR: Advanced SEO - what is new, what is important?

The Webmasters on the Roof are back and Mediadonis and guests will discuss live from SMX Munich. This year we will cover topics such as AMP, Penguin in the Core-Algo / Penguin 4.0 Real-time Penguin and Progressive Web Apps. If you're stumped on some of these issues you're not alone. Come hear the WOTR panelists discuss about what really is important and which priorities you should set.

Moderator:

Marcus Tandler, Founder & CEO, Ryte

Speakers:

Eric Enge, CEO, Stone Temple Consulting

Lisa Myers, CEO & Founder, Verve Search

Dan Petrovic, Director, DEJAN SEO

Marcus Tober, CTO and Founder, Searchmetrics GmbH

Wil Reynolds, Founder & Director of Digital Strategy, SEER Interactive

Content

Saal 13b/1.0G

No One Hit Wonder: Sustainable Content Marketing Along the Customer Journey

Long term, sustainable, structured, process oriented; these attributes very rarely match content marketing strategies in companies. In this session, we will show companies that run successful content marketing campaigns in the long run, and as a result can target their clients along the customer journey. "So what are they cooking with?" you might ask. Come to this session and get the secret recipes for creating sustainable processes that make the creation and implementation of successful and longterm content marketing processes part of daily business.

Moderator:

Astrid Kramer, Astrid Kramer Consulting

Speakers:

Marcel Kollmar, Abteilungsleiter SEO · Online Marketing, Otto (GmbH & Co KG)

Roman Burdick, Chief Marketing Officer (CMO), windeln.de

Robert Seeger, CO-Founder and President, FMX World

Online Marketing for Brands and Agencies

Saal 05

Chatbots - the Future Key to Automated Business Platforms

Messenger systems are considered to be the business platform of the future and a lot of the discussions are about how this development will revolutionize business processes. Chatbots play a major role here. Automated text assistants will help us solve problems - from science questions, to purchases and travel bookings. In this session, we will have a closer look on how chatbots work and we'll look at two examples (sport information bot during the European Soccer Championship and Wetter.com) how chatbots are already in use by companies today.

Moderator:

Timon Hartung, CEO, apexmedia

Speakers:

Steffen Konrath, CEO, Liquid Newsroom

Franz Buchenberger, WhatsBroadcast GmbH

Matthias Mehner, ProSiebenSat.1 Digital

Hauke Jepsen, Head of Content Strategy & Programming, Wetter.com

Specials

Saal 04

Custom Match und Facebook Custom Audience

Google's Customer Match and Facebook's Email Custom Audience were launched as game-changers, allowing advertisers to target users based on email addresses. This opened up new

possibilities with ad messaging, bidding and landing pages and has been powerful for reactivating dormant buyers and email list unsubscribers for advertisers. And while this is a great opportunity for B2B companies, the legal department won't let you enter this grey area in most cases. This session explores the challenges of Customer Match and Email Custom Audiences with building lists that meet minimum audience size requirements (particularly for B2C companies in vertical markets) and compares potential volume and value to the more established Remarketing Lists for Search Ads product, to give advertisers an idea of where the best value lies. In addition our lawyer, Dr. Martin Schirmbacher, will assess Custom Match and Facebook Email Custom Audiences from a legal perspective to help you rate the risks involved.

Moderator:

Anna Denejnaja, Head of Data Analysis, Hermes NexTec

Speakers:

Matthias Pierrick Weth, Catbird Seat GmbH

Tom Thaler, Thaler Enterprises

Dr. Martin Schirmbacher, HÄRTING Rechtsanwälte

Masterclass

Saal 02

Increase Sales with better and faster Mobile Experience

Mobile is most user's primary device. Most businesses are limiting their success by delivering poor mobile user experience or slow sites. We will show you key best practices to improve your sites performance and to leverage new industry standards like Accelerated Mobile Pages (AMP) and Progressive Web Apps (PWA) to help you increase your mobile performance.

Speakers:

Martin Loss, Mobile Solutions Specialist, Google Germany GmbH

Dominik Wöber, Head of Performance Sales, Central Europe, Google Germany GmbH

Trend Lounge

Saal 03



The Best SEO Tools: The SEMY Nominees Present

The nominees in the SEO Tool categories of the Third German Search Marketing Award SEMY present themselves. Don't miss our elevator pitch session and meet the best of the best. See presentation from LinkResearchTools, Trisolute Software, Search Console Helper, One Advertising und Searchmetrics

Moderator:

Jens Fauldrath, Founder and CEO, get:traction GmbH

12.15 pm *Lunch Break*

Attention! The tracks "SMX Future" and "SMX Technical" switch rooms for the next session only!

1.30 pm SMX Future

Saal 01

When the iPhone Becomes Retro: A Peak in the Futuristic Marketing World

The future of technology and marketing has never been more exciting than it is today. With continued progress and growth in Virtual Reality and Augmented Reality technologies, Artificial Intelligence and Machine Learning, Conversational Search, Beacons, and Deep Personalization, we are looking at the fastest evolving marketing environment ever. This panel will introduce both technologies and concepts around these evolving technologies and discuss how you as marketers can prepare and succeed in a Futuristic Marketing Environment.

Moderator:

Brent Csutoras, CMO, PeakActivity

Speakers:

Tom Anthony, Head of R&D, Distilled
Eric Enge, CEO, Stone Temple Consulting
Duane Forrester, VP, Industry Insights, Yext

SMX Technical

Saal 13a/1.OG

Relaunch of National and International Websites: Planning, Common Problems, Checklist

You have a lot of concerns when relaunching your website? Rightly so! Many things can go wrong and most of the consequences are severe. In this session Bastian Grimm and Philipp Klöckner will give you concrete advice on how you should plan your relaunch and how you can avoid the most common problems. You will also learn, what else should be taken into consideration if you are also changing domains and / or dealing with HTTPs conversion. Attend this session and you will be well equipped for one of the biggest SEO challenges: Your next (smooth!) relaunch.

Moderator:

Tobias Fox, CEO, VERDURE Medienteam GmbH

Speakers:

Bastian Grimm, President Organic Search, Peak Ace AG

Philipp Klöckner, External Search Consultant, Rocket Internet

Content

Saal 13b/1.OG

Influencer Marketing for SEO

If you want to benefit from the influence and the reach of opinion makers and multipliers, Influencer Marketing is what you need. But how to find and convince people with high reach in social networks, the Facebook and Instagram stars, the most important bloggers and the influential press? In this session we will show you how to win Influencers for the digital communication of your corporate messaging, how to prepare an outreach campaign, which tools you can use and the pros and cons of outsourcing your influencer marketing.

Moderator:

Astrid Kramer, Astrid Kramer Consulting

Speaker:

Marcela De Vivo, Founder & CEO, Gryffin

Online Marketing for Brands and Agencies

Saal 05

Data, Strategy, Content and Outreach Automation

Artificial intelligence will soon revolutionize the marketing industry but human creativity will remain our most powerful asset. In order for our ingenuity to flourish, we must let the machines do the time-consuming work for us. In this session you will be guided through examples of smart data collection, processing, strategy, content production and outreach automation.

Moderator:

Timon Hartung, CEO, apexmedia

Speaker:

Dan Petrovic, Director, DEJAN SEO

Specials

Saal 04

Dynamic DMP: Taking your Audience in Display and Driving Audience Performance in Search and Social as well

Programmatic advertising arrived on the paid search scene and Search became Display and Display became Search overnight! Search Marketers need learn to harness this new world of ad real estate or die! Search Marketing has been a huge growing entity over the last 15 years and a great success for Global Businesses online. BUT it is intent based marketing, imagine if you could drive performance from the people and demographics behind the search? Well you now can.... with Programmatic advertising now driving performance in Display and Social, we have effectively created "Audience Based Search Marketing with Pictures". This session will show you how to take

audience data into a DMP to inform making the right choices to drive performance in Search, Social and Display and then how you tie this back into your results platform to inform your bidding to drive true audience based results!

Moderator:

Anna Denejnaja, Head of Data Analysis, Hermes Nextec

Speaker:

Jon Myers, Chief Growth Officer, Deep Crawl

Masterclass

Saal 02

Being less wrong with AdWords Attribution

For the past 15 years digital performance marketing followed one logic: the last click/ cookie wins. If we zoom in on the customer journey in 2017 this logic is flawed: users make multiple searches before they convert; 40% of consumers start their shopping process on mobile, but finish it on desktop or tablet. At the same time getting multitouch and multichannel attribution right is nearly impossible. In this session you will learn about 5 different steps in Google AdWords that you can take today to make better marketing decisions across different screens and touchpoints to ultimately grow your business.

Speaker:

Thyge Backen, Cross - Device Specialist, Central Europe, Google Germany GmbH

Trend Lounge

Saal 03



The Best SEA Campaigns: The SEMY Nominees Present

The nominees in the SEA campaign categories of the Third German Search Marketing Award SEMY present themselves. Don't miss our elevator pitch session and meet the best of the best. See presentations from eprofessional (Hawesko), One Advertising (Aktionsfinder), One Advertising (Dein Design), TerraFinanz, eology (Bienen Ruck), SMEC (Wien Ticket).

Moderator:

Andor Palau, Head of SEO, Peak Ace AG

2.30 pm *Session Change*

Attention! The tracks "SMX Future" and "SMX Technical" switch rooms for the next session only!

2.35 pm SMX Future

Saal 13a/1.OG

Keywordless Searches: How Your Camera Is The New Search Box

We are visual creatures. We eat first with our eyes, we love with our eyes, we become curious with our eyes. Our technology is adapting to us, to our very human drive to see everything. And that is why the future of search has a very visual component. With the rise of visual intelligence, could we see a niche that finally manages to eliminate the need for keywords? The answer is yes, for many industries such as retail and travel. Our cameras are becoming our search platforms - this means we don't need to type in a search query. Purna will take this concept to the next level and will discuss the signs we already see today and which actionable steps you should take to get photo-ready and ditch the keywords.

Moderator:

Lisa Myers, CEO & Founder, Verve Search

Speaker:

Purna Virji, Senior Engagement Manager, Microsoft

SMX Technical

Saal 01

Technical Onpage & Onsite Clinic

What's working on your site and what isn't? In this session you can get Google's opinion on this question. All registered SMX Munich conference attendees can submit a site for review before the conference. Learn only from the best and use the chance to receive the most relevant feedback you can get! Submit your proposal now under onpageclinic@smxmuenchen.de (NB: only registered attendees can submit a site, not all proposals will be discussed in the session).

Moderator:

Tobias Fox, CEO, VERDURE Medienteam GmbH

Speaker:

John Müller, Webmaster Trends Analyst, Google

Content

Saal 13b/1.OG

Videos for Everybody - Basics Beyond the Big Campaigns

Videos are great for content marketing, but many companies don't dare to go down that path. They think about the big and expensive campaigns run by major corporates such as VW. Not surprisingly, the conclusion is that video marketing is a good fit for big companies only. A wrong conclusion! There are numerous ways SMEs can tackle this channel just as well. In this session, Christian Tembrink will show many hands-on and very successful examples of pragmatic approaches on YouTube & Co. for a carpenter to a toy shop to his own business. After that, Oliver Weiß, managing director of ARS24 will show how producing tutorial videos about installing car radios has created a YouTube Channel with more than 25K subscribers and over 10 Million views. This success story has not only built authority for him and publicity for his branch, but also generated significant turn over. Get tips and tricks in this session and become the director of your content.

Moderator:

Astrid Kramer, Astrid Kramer Consulting

Speakers:

Christian Tembrink, CEO, netspirits

Oliver Weiß, Geschäftsführer, ARS24

Online Marketing for Brands and Agencies

Saal 05

Leave the Silos! Integrating The SEO, SEA and Social Disciplines

The digital marketing world is becoming more and more complex and the possibilities of gain are huge. It's not enough to be a solid Online Marketer, you need to be the Online Marketing Expert. And you will be if you manage AdWords and SEO, or Email Marketing and Social Media! It is now time for advanced search marketers to step out of their silos, and integrate the different species (disciplines) while connecting the dots on a tactical level. Only then will you be able to deliver the right message - relevant to your potential customer - at the right time. In this session you'll learn how to integrate your hard-earned expertise with the other disciplines.

Moderator:

Timon Hartung, CEO, apexmedia

Speakers:

Alexander Holl, CEO, 121WATT

Melanie Ruf, Head of SEO, gutefrage.net

Specials

Saal 04

How wrong cross device tracking kills your data (and how to do smart SEM Attribution)

Understanding what is driving conversion has always been difficult to manage. Today, with the explosion of new digital platforms, understanding assisted conversions, cross-device conversions and cross-channel conversions is more critical than ever. Why is Coca Cola still booking display? As a brand, how can I use the digital channels and how can I measure what works and what doesn't? Get it wrong and all the hard work you put into collecting your data will have been in vain. But going beyond last-click attribution will help you understand how your customers are

actually behaving and help you optimize conversion. Attend this session and learn how to get more insights out of the attribution and measurement tools available in Bing, Google AdWords and Google Analytics for making smarter campaign optimization and budget allocations.

Moderator:

Anna Denejnaja, Head of Data Analysis, Hermes NexTec

Speaker:

Russell McAthy, CEO, CUBED Attribution

Masterclass

Saal 02

Fueling your business with Google machine learning

How can we drive campaign performance by making decisions at a scale that we couldn't perform manually? This session is going to help you understand how AdWords Smart Bidding can help you grow your business. You will be equipped with best practices and tips on how to run and combine Smart Bidding with targeting options across Search & Display advertising as well as newest developments of the solution.

Speakers:

Denis Dautaj, Search Audience & Automation Specialist, Central Europe, Google Germany GmbH

Annika Weckner, Display Specialist, Central Europe, Google Germany GmbH

Trend Lounge

Saal 03



The Best SEA Tools: The SEMY Nominees Present

The nominees in the SEO Tool categories of the Third German Search Marketing Award SEMY present themselves. Don't miss our elevator pitch session and meet the best of the best. See presentations from eprofessional, Productsup, SMEC, Kenshoo, Marin, Channable und IntelliAd.

Moderator:

Raphael Bienz, CEO, BlueGlass

3.30 pm *Coffee Break*

4.00 pm SMX Future
Saal 13a/1.OG

Marketing in an Altered Reality World

Virtual Reality and Augmented Reality have started to really dominate the discussion when we talk about how the internet will be used and presented to us in the near to distant future. Companies like Google, Apple, Facebook, Microsoft, HTC, and more, are dedicating an enormous amount of time and money into the future of Altered Realities. This session will detail not only the technology available today and coming tomorrow, but also provide examples of how companies are taking advantage of marketing through both VR & AR.

Moderator:

Alexander Holl, CEO, 121WATT

Speaker:

Brent Csutoras, CMO, PeakActivity

SMX Technical

Saal 01

Accelerated Mobile - Beyond AMP!

Speed is both a Google ranking factor and a crucial signal for user satisfaction. And AMP has brought mobile performance into the spotlight; but has it gone far enough? From server configuration techniques to Angular optimisation, and beyond, you will walk away from this

session with unique insights and an bucket-loads of practical hands-on tips, ideas, considerations, options and tactics on how to make your mobile experiences blazing fast.

Moderator:

Tobias Fox, CEO, VERDURE Medienteam GmbH

Speaker:

Jono Alderson, Mad Scientist, Yoast

Content

Saal 13b/1.OG

The Art of Digital Seduction

How can you guide the valuable attention of your website visitors? How can you lead their thoughts? How can you seduce them? And how do you create a new reality for your website visitors in their brain, heart and wallet? Three valuable impulses for seductive digital content are hidden in 2.700 seconds - you might find even more!

Moderator:

Astrid Kramer, Astrid Kramer Consulting

Speaker:

Karl Kratz, Owner, Karl Kratz Onlinemarketing

Online Marketing for Brands and Agencies

Saal 05

Less Is More: Inbound Marketing For B2B Companies

Websites and landing pages in B2B companies have way too many stakeholders. Sales wants leads, HR wants (different) leads, corporate communications always needs to be involved and social media is needed because everybody else has it as well. This is not effective! B2B and B2C companies need to define the goal of their online presence. Only then you can start on a clear structure with minimal, but highly relevant content. Only then can you start to shift information into the channels where your clients and prospect are already present, and generate and convert relevant inbound traffic.

Moderator:

Timon Hartung, CEO, apexmedia

Speaker:

Lars Schulze, Digital Marketing Executive

Specials

Saal 04

Retail Search Beyond Google: Get Found More, Sell More

Consumers often skip the traditional search engine route when researching and buying products online. In fact the majority of product searches start on Amazon (and not on Google). In this session you will learn how effective Amazon search marketing works, how to use Amazon Marketing Services (AMS) and how to measure your success.

Moderator:

Anna Denejnaja, Head of Data Analysis, Hermes NexTec

Speakers:

Marc Aufzug, Factor-A

Scarlett Wycisk, The Walt Disney Company

Masterclass

Saal 02

Leveraging the full suite of Google Shopping

Google Shopping has become one of the leading performance marketing channels in the recent years and can't be ignored by advertisers anymore. Due to its feed-based campaign management, advertisers are facing much more complex challenges as compared to classic text ads. We will

present you current feed and campaign management best practices so that you can utilize the full potential out of your Google Shopping activities. Additionally, we will give you an overview of upcoming product developments in the area of Google Shopping.

Speakers:

Patrick Chardon, Product Specialist Google Shopping, Central Europe, Google Germany GmbH

Christin Krooß, Product Specialist Google Shopping / Omnichannel, Central Europe, Google Germany GmbH

Trend Lounge

Saal 03



The Best SEO Campaigns: The SEMY Nominees Present

The nominees in the SEO campaign categories of the Third German Search Marketing Award SEMY present themselves. Don't miss our elevator pitch session and meet the best of the best. See presentations from Arthur Kosch (SunHelp International, onlinefacts (Cosmos Direct) und Catbird Seat (Einhell).

Moderators:

Björn Wagner, Teamleiter Audience Development und Datenanalyse, Zeit Online

Christoph Baur, Geschäftsführender Gesellschafter, Bits & Passion

4.45 pm *Session Change*

4.50 pm SMX Future

Saal 13a/1.OG

SMX: Looking Back and Looking into the Future Session: What's Coming, What's Disappearing, What's Here to Stay?

Google Home, Answer-Box, AMP (Accelerated Mobile Pages) and HTTP/2, Expanded Text Ads, Responsive Display Ads, Cross-Device Remarketing, and so much more. It's not easy to keep track of the important changes and to be on top of all the information that matters. In this session we bring you up to date and point out the changes you should be aware off since the last SMX Munich.

Moderator:

Alexander Holl, CEO, 121WATT

Speakers:

Kerstin Reichert, SEO Manager, TSB Bank plc

Martin Röttgerding, Head of SEA, Bloofusion

SMX Technical

Saal 01

Hidden Data - Your Server Logs and How to Understand Them

There are few truly concrete data sources in SEO. Logs are one of them, and there is no better way to understand how Google views your website than by digging through them. It's something we should all be doing! You can spot bugs as soon as they appear, see how fresh Google thinks your content is and understand the importance Google gives to different sections of your site. In this session Dominic will go through how to analyse them, powerfully and repeatably, without having to resort to expensive tools.

Moderator:

Tobias Fox, CEO, VERDURE Medienteam GmbH

Speaker:

Dominic Woodman, Technical Consultant, Distilled

Content

Saal 13b/1.OG

Excel Framework for Data Driven Content

We all know that high quality, relevant content is key. But there are many different categories of „good“ content. The content that people search for, content that gets shared and liked, and

content that generates links etc. These different categories are overlapping but they are not the same. In this session, Nikolaj will show you how to produce data driven content for your website structured by using an excel based framework. A framework that will help you put data from your keyword audits and link audits into play. The framework includes the different content goals and will help you to structure your content in a data driven way with the right priorities.

Moderator:

Astrid Kramer, Astrid Kramer Consulting

Speaker:

Nikolaj Mogensen, Head of SEO and Owned Media, GroupM Denmark

Online Marketing for Brands and Agencies

Saal 05

Which one is for Who and What is New? Exploring the AdWords and Bing Ads Target Groups

While AdWords are still dominant, the Bing Ads market share has grown up to 10,2% in Germany and more than 20% in the UK. While AdWords has amazing results for some marketers, others find that Bing Ads deliver a much higher ROI for them. In this session, we will discuss which network is potentially more effective for which player, how the users of the Bing Ad Networks are different from the users of the Google AdWords networks, and which target groups are particularly active in the respective networks. We will also show you how import AdWords campaigns into Bing and how to use external tools to maximise synergies from both accounts.

Moderator:

Timon Hartung, CEO, apexmedia

Speakers:

Stefanie Schilasky, Head of Performance Marketing, Sparwelt

Sebastian Stryj, Director Performance Marketing, SEM Boutique

Specials

Saal 04

PPC Scaling in a Hypergrowth Company

Growth is what most companies are striving for. And as every company that is growing knows, there are many challenges that come with it. Which (international) account structure is best for you? How can you manage it? What should the evolution from work scrappy - to getting things done - to the actual attribution and customer live time value look like? Let's look at a Hypergrowth company. Machiel Schepers will give you insights on how to grow from a niche market and share what he and his team did well ... but also which mistakes they made on the way.

Moderator:

Anna Denejnaja, Head of Data Analysis, Hermes NexTec

Speaker:

Machiel Schepers, Online Marketing Specialist, airbnb

5.30 pm

Closing Session:

Saal 01

Best Of Show / Key SMX Takeaways

Did you have a good show? Great! After two days of thought leadership, meaningful insights and tactical tips, you'll be sure to have your own list of top takeaways, favorite speakers and sessions. Of course, you couldn't attend every session - but have no fear! In this session you'll hear from our moderators what they found most valuable, as we recap the best information from the show and give you their opinion on how to prioritize the take aways.

Moderator:

Alexander Holl, CEO, 121WATT

Speakers:

Anna Denejnaja, Head of Data Analysis, Hermes NexTec

Tobias Fox, CEO, VERDURE Medienteam GmbH

Timon Hartung, CEO, apexmedia

Astrid Kramer, Astrid Kramer Consulting

6.00 pm *End of SMX Munich 2017*

*Sessions are held in German.
Sessions are held in English.*