SMX München
March 17 - March 18, 2015
ICM – Internationales Congress Center

S M X®

SEARCH
MARKETING
EXPO

Day 1 - Tuesday, March 17, 2015

8.00 am	*Registration and Coffee*

9.00 am — Opening and Keynote:

Saal 01

Being Signal Amidst the Noise

Success in search, and for that matter, in every earned marketing channel (social, content, email, word-of-mouth, et al) is harder than ever because, for the first time, a true majority of businesses are investing in all of these. As saturation hits and consumer attention is even more challenging to come by, what can we do to be the source people listen to rather than the one they all ignore. In this presentation, Rand will cover the quiet shifts in behavior from search engines, social networks, and web users themselves that are forcing us to change, alongside a plethora of tactics and examples of how to be the signal amidst the noise.

Moderator:
Alexander Holl, CEO, 121WATT

Speaker:
Rand Fishkin, Founder, SparkToro

10.00 am	*Coffee Break*

10.30 am — Bootcamp
Double Session:
Saal 04

Part 1

Keyword Research For Search Success

The first step to any successful marketing campaign is to know your message. With search marketing that means understanding the search terms being used by your target audience. And though it sounds obvious, it helps to actually use those words in your web pages!

Moderator:
Philipp von Stülpnagel, Refined Labs

Speaker:
Frank Hohenleitner, Director Consulting, Catbird Seat GmbH

Part 2

Copywriting For Search Success

This session covers the importance of textual content to search engines and how with some forethought, you can create HTML title tags and body copy that works to generate search traffic – and also pleases your human visitors.

Moderator:
Philipp von Stülpnagel, Refined Labs

Speaker:
Stephanie Ludermann, Owner, Wortalarm.de

SEO Track

Saal 01

SEO = Search Experience Optimization

Google retooled its search engine a while ago, introducing "Hummingbird" that moves beyond keyword search and into "entity search." SEO as we used to know does not exist any more. Today you can only be at the top of the search results if you have it all: relevant content, a good product, user-friendly architecture.. in short a good holistic search experience. In this session you will learn

rising media

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1 / 19

what really matters if you want to be a successful Search Experience Optimizer.

Moderator:
Tobias Fox, CEO, VERDURE Medienteam GmbH

Speakers:
Marcus Tober, CTO and Founder, Searchmetrics GmbH
Raj Nijjer, VP Partner Community and Services, Yext

SEA Track

Saal 05

Google Shopping

High CTRs, high Conversion Rates, CPCs relatively low, hence a good ROI.. that's Google Shopping. For some shop owners up to 80% of their revenue is via Google Shopping and lots has happened since the last SMX. Enough reasons to dedicate a session to Google Shopping: data feed optimization, campaign development and structure, bid management, daily management (i.e. special events), market analysis.. come up to date on how to use Google Shopping most effectively for your shop.

Moderator:
Harald R. Fortmann, D-Level GmbH

Speaker:
Oliver Zenglein, CEO, SEM Boutique

Track 4 - Analytics & Data

Saal 13a / 1.OG

How to Avoid Ready-Fire-Aim Marketing: Creating a Meaningful Measurement Strategy

Measure twice, cut once. While that is the golden rule of carpentry, the same can't be said for most online marketing programs. The truth is that unless you set forth a sound measurement strategy before launching your marketing campaigns, you will have trouble effectively analyzing your results. Without effective measurement, endless amounts time and money will be wasted. This happens every day in the online marketing world, but by following these simple frameworks, you can tailor your online campaigns toward the one thing that matters: results.

Moderator:
Alexander Holl, CEO, 121WATT

Speaker:
Jeff Sauer, Founder and Lead Instructor, Jeffalytics

SoLoMo Track

Saal 13b / 1.OG

Reacting To Real-Time Events: Being On-Point For Mass Appeal

Power out? No Problem. This tweet by the US cookie brand Oreo received 14.000 retweets during the SuperBowls. Social media enables "Real Time Marketing Moments," and brands are mustering resources to participate in the conversation during high-profile sporting and media events. Some RTM Moments are one-hit wonders; some are egg-on-the-face blunders. But with adequate forethought, RTM Moments can deliver brand engagements that are timely, on-message, culturally relevant and memorable. In this session you'll learn how social teams inside large brands and the agencies that support them plan for RTM Moments, glean insight in real-time, and respond swiftly with appropriate and results-delivering messaging.

Moderator:
Timon Hartung, CEO, apexmedia

Speaker:
Robert Seeger, CO-Founder and President, FMX World

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no Session

11.30 am	*Session Change*

11.35 am	Bootcamp

Saal 04

Search Engine Friendly Design (SEFD)

"I'm not designing my site for search engines," is a common designer objection to SEO suggestions. The reality, however, is that search engines are the starting point for most internet users, and if your site is difficult for Google, Bing or other engines to "read", it's never going to work for your human visitors either. Attend this session and learn how to create search engine friendly sites that are equally appealing to human visitors.

Moderator:
Philipp von Stülpnagel, Refined Labs

Speaker:
Kai Spriestersbach, eology

SEO Track

Saal 01

Competitive Research For SEO

Your competitors have top rankings in search results for some of your prime keywords? So how did they do it? Savvy SEOs know how to analyze and understand the strategies of the competition, and then use that knowledge to rev up their own efforts to achieve even greater visibility and reach. During this session our experts will show you tools and tactics and beyond to mine valuable competitive insights, and how to use that knowledge to maximize your own SEO strategies.

Moderator:
Tobias Fox, CEO, VERDURE Medienteam GmbH

Speakers:
Gero Wenderholm, Online Marketing Expert, Wenderholm.de
Philipp Klöckner, External Search Consultant, Rocket Internet

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SEA Track

Saal 05

AdWords is so much more: API + Scripts for Marketers

Create and automate delivery of custom reports, alert to issues in your account, connect to external data sources such as your Twitter feed, product inventories, weather forecasts and so much more... this is a glimpse of what you can do with Scripts and APIs. But there are challenges and hurdles. In this session we will show you the capabilities of scripts and APIs, discuss how best to get started, which steps you can do yourself and when it's best talk to your programmer (and how!)

Moderator:
Harald R. Fortmann, D-Level GmbH

Speakers:
Russell Savage, Business Systems Analyst, Elastic Search
Evert Veldhuijzen, Managing Partner, The Reach Group GmbH

Analytics & Data Track

Saal 13a / 1.OG

Be Critical: Going Beyond The Defaults With Google Analytics and GTM

Google Analytics is a tool designed to be useful for millions of businesses. This means that you will have to do some work in order to make the data you see as relevant as possible. In this session, Simo will show you a number of ways to think outside the box when improving data quality. Techniques such as bounce rate adjustment, form tracking, page view tracking are all scrutinised, and you'll be inspired to look for methods that answer your business-specific questions in the best possible way.

Moderator:
Alexander Holl, CEO, 121WATT

Speaker:
Simo Ahava, Senior Data Advocate, Reaktor

SoLoMo Track

Saal 13b / 1.OG

You Absolutely Must Optimize Your Website for Mobile - Top Tips from Top Experts

A good mobile user experience is not good enough, it needs to be VERY good. Otherwise you are losing sales, credibility and Google's love. Speed for example is a key factor for users, easy navigation, content that is easy to read, good usability etc..all important for users as well as for Google. In this session you will get top tips from Aleyda Solis and Cindy Krum; and Zineb Ait Bahajji will give you Google's recommendations for mobile-friendly websites.

Moderator:

Timon Hartung, CEO, apexmedia

Speakers:

Aleyda Solis, International SEO Consultant, Orainti
Zineb Ait Bahajji, Webmaster Trends Analyst, Google
Cindy Krum, Chief Executive Officer, MobileMoxie

Trend Lounge

Saal 02

Part 1

MAJESTIC

Categorizing The Web. How Topical Trust Flow Affects Everyone and Everything

We all know we live in a connected world, connected to everyone on the planet with increasing small degrees of separation. These connections are also mimicked on the Internet and it turns out that the way pages, people and companies connect to each other on the web can predict and even dictate how companies and people behave and develop professionally. This fascinating insight will help you to:

- Learn why links in one part of the internet can affect a completely different part of the internet
- Understand how to use Topical Trust Flow to find and evaluate Twitter personalities and profiles
- Learn why Topical relationships may be an increasing part of search engine algorithms

Speaker:

Dixon Jones, Director, Majestic

Part 2

Content Marketing and performance - the importance of measurement and ROI

Content Marketing is now established globally as an important pillar of the digital Marketing strategy. For leading marketers, Content Marketing is the future. As with other Marketing strategies, demonstrating measurable results is what counts in the end. Daniel Holm, Director Brands & Agencies DACH at Outbrain, will speak about this topic and give practical examples. How can a performance-oriented content distribution work right? Across the Marketing funnel, which are the most important KPIs for organizations to measure and evaluate? How can brands measure the ROI of Owned, Earned and Paid Media? Daniel Holm will give the answers.

Speaker:

Daniel Holm, Head of Brands & Agencies - DACH, Outbrain

12.30 pm	*Lunch Break*

1.45 pm	Keynote:

Saal 01

The Future Of A Brand

Today's marketers are expected to understand what makes a successful brand, how to build one, and how to grow brand loyalty. But tomorrow's consumers do not want to buy "products", they want to buy experiences from brands that are authentic and interesting and they can trust. What are the implications for the well established brands and their agencies? How does sustainable

brand building work in 2020? Who is talking to whom via which channels (24/7 of course), which jobs will have disappeared and which qualities does the CMO of the future bring to the party?

Moderator:
Alexander Holl, CEO, 121WATT

Speaker:
Dr. Peter Figge, CEO, Co-Owner, Jung von Matt AG

2.30 pm   *Session Change*

2.35 pm   Bootcamp

Saal 04

AdWords Checklist for Beginners

AdWords is new for you or running alongside many other projects?In this session we will provide you with a hands on checklist. See the most common problems and challenges that come with AdWords accounts. After this session even the non-expert can get much more from his/her account with very little effort.

Moderator:
Philipp von Stülpnagel, Refined Labs

Speakers:
Martin Röttgerding, Head of SEA, Bloofusion
Robin Heintze, Founder and CEO, morefire

SEO Track

Saal 01

HTTPS is a ranking signal? Should I implement for this change and if so how?

In August 2014 Google announced that HTTPS has been added as a ranking signal. Even if according to Google it is just a minimal signal, it could gradually become more important over time. Webmasters are wondering whether they should implement HTTPS on websites and, if so, how much effort they need to invest in the implementation and what risks may emerge during the process. In this session we will discuss if the integration of HTTPS is worthwhile for you and if so, how to implement the change or if you are wise to give other projects preference.

Moderator:
Tobias Fox, CEO, VERDURE Medienteam GmbH

Speakers:
Alexander Merkel, Owner, Online Strategy Consulting
Anke Probst, Xing

SEA Track

Saal 05

It's the "Why" that Counts: 45% Conversion Uplift for AdWords Campaigns

Most display texts are only optimized on a quantative level and it makes sense to find out with A / B testing what works well and what does not. But this is only answering the question of "what" and really is a guessing game. If you can answer the question of "why " you can optimize campaigns qualitatively. In this session André Morys will show you how to build a simple system for qualitative AdWords optimization based on models and typologies of neuromarketing. He will also show you how the models tested in a practical study, the results as well as the specific application of an Adwords campaign optimized based on neuromarketing, which has led to a conversion uplift of 45 % .

Moderator:
Harald R. Fortmann, D-Level GmbH

Speaker:
André Morys, CEO, konversionsKRAFT (Web Arts)

Analytics & Data Track

Saal 13a / 1.OG

Had enough of Copy & Paste? Internal Storytelling with Data and Reports

Your reports don't need to be boring or mind-numbing because the is no contradiction between precision and conciseness. If you succeed in the qualitative display of quantitative information, your reports will get the attention they deserve. In this session we show you how to visualize your data und consistently and elegantly communicate your branding. This is how information becomes knowledge.

Moderator:
Alexander Holl, CEO, 121WATT

Speaker:
Jeff Sauer, Founder and Lead Instructor, Jeffalytics

SoLoMo Track

13b / 1.OG

Large Scale Local SEO for Chain Stores and Franchise Businesses

Businesses that have a strong local presence face very complex demands when it comes to local SEO. Organising a local presence with Google and Facebook, optimising local rankings, choosing the right information architecture (how to structure address databases for SEO etc..), understanding the Dos and Don't for the Store Finder.. these are just some examples, but the list is long. In this session our experts discuss the challenges that come with large scale local SEO and share advanced success strategies and tactics with you.

Moderator:
Timon Hartung, CEO, apexmedia

Speakers:
Michael Felis, Director SEO & Business Development, SEM Boutique
Eric Schulz, kaufDA

Trend Lounge

Saal 02

Part 1

The Ever Changing Google: Gaining a Maximum Attention for Your SERP Listings

Because Google has already launched a huge number of updates that have dramatically altered SERPs, Alexandra and Bastian are giving you a detailed overview of how these updates have affected SEO and what you need to do to gain a maximum attention. During the session, Alexandra will share insights about the presence of knowledge graphs, answer boxes and other elements of search engine results for Google.de. Bastian is going to talk about the technical side of things: what type of markup you need for a proper schema-implementation, as well as which tools will help you verify and debug your code. And how to generally speed up implementation and creation of semantically valid schema-tags.

Speakers:
Alexandra Tachalova, Brand Manager, SEMrush
Bastian Grimm, Director Organic Search, Peak Ace AG

Part 2

Next Level Longtail Optimisation - Product Specific Bid Management for Google Shopping Ads

Speakers:
Jan Radanitsch, Smarter Ecommerce GmbH
Christian Scharmüller, Head of Sales and Strategic Customer Development, Smarter Ecommerce

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3.30 pm	*Coffee Break*
4.00 pm	Bootcamp
	Saal 04

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6 / 19

Mobile Search: SEO and SEA Basics

According to Google there will be more mobile searches than desktop searches by the end of 2014 and it's foolhardy for any company to ignore mobile users. That's the theory! In reality many companies are still trying to push this topic to „later" and consequently lose money, best case - more likely they miss the future. But help is coming. This session offers the SEO and SEA basics that every online marketer must know today. In this session get up to speed with mobile SEO basics: On the small screen, ranking high is critical, but how do conventional desktop SEO techniques work in the mobile world, how to analyse mobile performance? What's the best way to attract and convert mobile users? Text-based ads or display ads? Click-to-call offers? And what about targeting, by device, by location, or even by demographics of users on specific carriers?

Moderator:
Philipp von Stülpnagel, Refined Labs

Speakers:
Marc Hoeft, Director Client Services DACH, Marin Software
André Goldmann, Founder, Büro für gute Websites

SEO Track

Saal 01

The Fine Art of Link Earning

Dan Petrovic hasn't done any link building for the last two years but his content has been attracting about ten organic links per day during that time. How did he do it? He stopped link begging, and started link earning. Learn about the characteristics of natural links on the web, future-proof link acquisition methods and clever software aided link management practices. This session is loaded with practical tips you can apply as soon as you're back in the office. Dan will finish the session with never-before seen bonus material and you'll be the first to hear about it.

Moderator:
Tobias Fox, CEO, VERDURE Medienteam GmbH

Speaker:
Dan Petrovic, Director, DEJAN SEO

SEA Track

Saal 05

Life in a parallel universe: PPC beyond Google

Much to Google's despair, word has gotten out by now that there are more ways to advertise than just with Google AdWords. While there are some hidden gems in PPC advertising that are on the verge of a major breakthrough, other methods drain your wallet at the blink of an eye without producing the desired results. In this session, we will show PPC alternatives to Google AdWords that are not only cost effective but also changing the digital marketing industry as we know it today. Topics include but are not limited to Amazon Product Ads, Bing, Facebook and other social media channels that are worth looking at from a different perspective.

Moderator:
Harald R. Fortmann, D-Level GmbH

Speakers:
Sebastian Grebasch, Marketing Director, Google
Christina Baldassarre , Chief Operating Officer, Zebra Advertisement

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Analytics & Data Track

Saal 13a / 1.OG

The unknown KPIs of Internet Superstars

What are the enterprises doing that I don't? Facebook, Airbnb, Amazon etc. are the superstars in the online world and increasingly they are using sophisticated data measurement to improve their business. In this session we will display the superstars' data tactics and KPIs such as Keyword or Topic Opportunity, Content Optimization Metrics, Search Traffic Performance and Understanding authority and authorship. Some will surprise you, some will confirm what you already thought, but be assured, you will learn how to better understand how to grow brand, traffic and revenue for your company and targets.

Moderator:

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7 / 19

Alexander Holl, CEO, 121WATT

Speaker:
Jordan Koene, Chief Evangelist, Searchmetrics

SoLoMo Track

Saal 13b / 1.OG

A Time of Change - Facebook Atlas

The biggest social network knows a lot about it's users, really a lot…. actually a lot more than Google. Facebook/Atlas promises "people-based marketing" and measurement across device platforms and even offline. Now that sounds really exiting if you consider how much advertising-relevant information is accumulated on a daily basis. Via Facebook Login many websites are already connected with Facebook and Facebook knows every „Like" (and every „Dislike") and is using every post/status to generate even more relevant information. In this session we show you the opportunities as well as the challenges that Atlas is bringing.

Moderator:
Timon Hartung, CEO, apexmedia

Speaker:
Tom Thaler, Thaler Enterprises

Trend Lounge

Saal 02

Attribution strategies to inform your search and digital investments

Today's consumers seldom move smoothly along the purchase funnel. Instead of a process, it's more of a journey. In this session, learn strategies for using attribution models from DoubleClick Search, DoubleClick Campaign Manager or other Google products to better understand your how your advertising investments turn into conversions.

Speaker:
Manuela Werhand, Sales Lead, DoubleClick Search

4.55 pm   *Session Change*

5.00 pm   Keynote:

Saal 01

Want to carry links to their grave? Not just yet... say the Wizard and the Warrior

There seems to be increasing prove, that links are getting less and less important and even irrelevant and many believe that links will lose their edge as a ranking signal in the next 2 years. A pure link-focused SEO will likely lose out to a more holistic thinker, however an anti-link-earning SEO will struggle just as hard against their holistic, link-inclusive brethren. In this keynote session Rand Fishkin and Marcus Tandler will present their own point of view about the waning power of links, but with the caveats of how powerful they can still be.

Moderator:
Alexander Holl, CEO, 121WATT

Speakers:
Marcus Tandler, Founder & CEO, Ryte
Rand Fishkin, Founder, SparkToro

6:00 pm
7:00 pm

[SEMY Awards Gala](#) *in the historic Wappenhalle (additional pass required)*

10.15 pm

[SMX After Dark](#) *in the historic Wappenhalle (additional pass required)*

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9 / 19

Day 2 - Wednesday, March 18, 2015

8.00 am   *Registration and Coffee*

9.00 am   <u>SMX Future Track</u>

Saal 01

Dialogue in the Dark

Interested in listening to Parry Lage and Bergey Srin discussing how to protect their search engine with a zoo against manipulation and bad SEOs? How they are preparing their search engine for the many years to come? Then join the dialogue in the dark - not without humour but certainly with a serious background.

Moderator:
Alexander Holl, CEO, 121WATT

Speakers:
Prof. Dr. Mario Fischer, Publisher, website boosting
Prof. Dr. Tobias Aubele, Professor of E-Commerce, Hochschule für angewandte Wissenschaften Würzburg-Schweinfurt

<u>Technical Track</u>

Saal 05

Thinking Now About Later: Mobile Relaunch

In this session we will show you the technical challenges of a mobile website relaunch. Learn about successful strategies to plan and implement your new website as well as the advantages of "mobile first", responsive web design ad well as tracking solutions for measuring your mobile conversions.

Moderator:
Timon Hartung, CEO, apexmedia

Speaker:
André Goldmann, Founder, Büro für gute Websites

<u>Content Track</u>

Saal 13a / 1.OG

Persona-Based Keyword Strategies

Many companies put a lot of effort into the research of search terms that they optimize their sites on. But most companies have more than one target group. In this session we will show you which strategies and tools you need to research search terms for different target groups and how to create and implement a Persona-Based Keyword Strategy.

Moderator:
Tobias Fox, CEO, VERDURE Medienteam GmbH

Speaker:
Karl Kratz, Owner, Karl Kratz Onlinemarketing

<u>Online Marketing für Marken und Agenturen</u>

Saal 13b / 1.OG

Optimising for the Knowledge Graph is Worth Your Time

KG panels are already present in over 20% of the queries in the US, both for general brand queries but also for local results. Google is offering simple optimisations like using Schema.org to make sure they are displaying the right logo. Adding social media links to your brand name searches isn't difficult too. But what about influencing the mentions of CEO's, where does Google get that data? How can you influence that? How can you make use of structured snippets if you are an established brand which is already trusted by Google? In this session Jan-Willem Bobbink will provide insights in the data collection and verification by Google. He will show you how brands can more easily make use of these possibilities by making it easy for Google to understand the information on your webpages and how to make use of the Answer boxes, since they already have built their authority.

Moderator:
Harald R. Fortmann, D-Level GmbH

SMX Specials

Saal 04

International SMX: SEO Strategies and Tactics - Part 1

Successful international SEO is a complex task and there are many different approaches to getting it right (or wrong). In this session, Aleyda and Fabienne will show you how to set your International web structure in different international scenarios (ccTLDs, Sub-Domains & Sub-Directories), how to correctly implement hreflang annotations based on your international targeting and the most important Do's & Don'ts in building links for International sites.

Moderator:
Markus Hartmann, axxios Consulting

Speakers:
Aleyda Solis, International SEO Consultant, Orainti
Fabienne Colling, Managing Partner, insideOut.lu

Trend Lounge

Saal 02

Law Clinic mit Dr. Martin Schirmbacher

Ten minutes free legal advice - book your slot to get a first opinion from our IT-Law expert. Dr. Martin Schirmbacher will give you an initial assessment of SEO regulations for your concrete case or discuss with you the legal limits of your SEA efforts - it's you who determines the content. Not sure if your problem is already a case for the lawyer? Learn if you are really in trouble or worrying unnecessarily. Apply now for your slot by sending an email to lawclinic@smxmuenchen.de. We will let you know shortly before SMX Munich if and for which time slot you are booked. NB: Both SMX EXPO+ and SMX conference pass holders can apply for a slot. We have limited slots, so may not be able to accommodate everyone.

Speaker:
Dr. Martin Schirmbacher, HÄRTING Rechtsanwälte

9.55 am | *Session Change*

10.00 am | Keynote:

Saal 01

Did Captain Kirk use Google? The Future of Search!

Imagine a world where everybody can ask any question and get an answer -- whatever they need, for whatever they're doing, on any device. We're not too far from that future. Mobile search is no longer a future vision; it's already here, and it's just the beginning. Behshad Behzadi, Director of Conversational Search at Google in Zurich, will take you on a roller coaster ride from where we are today to the future of search, and what computer science challenges we face as search becomes more natural and conversational.

Moderator:
Alexander Holl, CEO, 121WATT

Speaker:
Behshad Behzadi, Director of Conversational Search, Google

10.45 am | *Coffee Break*

11.15 am | SMX Future Track

Saal 05

Search & Find: Marketing In The Age Of The Internet Of Things

What does the world of marketing look like when we can reference beacons on everything a person touches, passes, buys, uses, and loses - from watch to fridge to car? And when you connect not on a screen, but through objects themselves? Join us in this session to consider the changes coming our way with the growth of the Internet of Things.

Moderator:

Alexander Holl, CEO, 121WATT

Speakers:
Sebastian Grebasch, Marketing Director, Google
Susanne Behrens, Online Channel Director B2B & B2C, Philips GmbH, Unternehmensbereich Lighting

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Technical Track

Saal 01

HTML Performance Optimization for Geeks

Few requests, going to the maximum with CSS, JS & other text assets, image optimization, fonts... Fast and attractive sites are loved by users and search engines equally. In this session we will show you advanced performance optimization tactics such as Critical Path Rendering, Web Delivery und Asset Optimization.

Moderator:
Timon Hartung, CEO, apexmedia

Speakers:
Cindy Krum, Chief Executive Officer, MobileMoxie
Bastian Grimm, Director Organic Search, Peak Ace AG

Content Track

Saal 13a / 1.OG

Content Analysis: See Your Site in Terms of Funnels

Setting up meaningful content analysis is difficult because you can't benchmark product impressions, add to cart, checkouts etc...Google Analytics' Enhanced Ecommerce gives you a bunch of useful reports, which you can use to track not only store transactions but any kind of user interaction on your site. You just have to see your site in terms of funnels and to translate Ecommerce terminology to match the conceptual framework of your site, whether it's a blog, a web store, a news portal, or a brand site. In this session Simo Ahava will show you how to track content in a meaningful and actionable way.

Moderator:
Tobias Fox, CEO, VERDURE Medienteam GmbH

Speaker:
Simo Ahava, Senior Data Advocate, Reaktor

Online Marketing for brands and agencies

Saal 13b / 1.OG

You are an established brand - would Google agree?

You have a well-established brand in the offline world, this will naturally translate into the online world? Far from it! If Google does not recognize and appreciate you as a brand, the impact on your online visibility is significant. As a result your brand will be far from strong in the online world. Only „real" brands, considered as such by Google, will receive good links and can send many other positive signals back to Google. In this session we will show you effective approaches to finding out whether your business is considered a brand by Google and the actions you can take to help carry your offline brand awareness into the online world.

Moderator:
Harald R. Fortmann, D-Level GmbH

Speakers:
Kai Spriestersbach, eology
Nicole Otten, CEWE Stiftung & Co. KGaA

SMX Specials

Saal 04

International SEO - Part 2: Success in China & Russia

Interested in a view outside the box? It's hardly a secret that China and Russia are extremely lucrative markets, not only for large companies but also for small and medium enterprises. In this session you will learn how companies can be very successful in these markets, what you should know (distributors, customs, firewall, social media channels, customer services expected by

clients, payment methods, etc.) and the mistakes you should definitely avoid.

Moderator:
Markus Hartmann, axxios Consulting

Speakers:
Maximilian Rabl, COO, Windeln.de GmbH
Bernard Lukey, Managing Director, Yandex Europe

Trend Lounge

Saal 02

From Searches to Searchers – Driving Evolution at Bing

How does a search engine deliver a truly useful result? Man and Marketer cannot survive on keywords alone! Relevancy is no longer defined by a one-dimensional question and answer format – it's about understanding people, in their specific context, using a richer palette of signals. Tor Crockatt will take you through Bing's recent evolution in building a digital universe composed of people, places and things, now the intelligence fabric in Microsoft's services and devices. Tor will also share the latest Bing Ads platform news to help you make the most of your campaigns, including powerful new optimisation tools and ad extensions, as well as a preview of how Bing Ads is evolving beyond just keywords, with the shift to audience-based buying. What's the new scope of modern search? Why does 'www.' no longer just mean 'worldwide web'? Attend to find out!

Speaker:
Tor Crockatt, EMEA Product Marketing Director, Bing Ads

12.15 pm *Lunch Break*

1.30 pm SMX Future Track

Saal 05

Predictive Search World: Future of Search or the End of Search as We Know It?

Search is changing, constanly and on a daily base. Google is seeking out and presenting answers to people before they even think to search for them. With Google Now you get traffic updates before you leave for your next meeting and Microsofts's Cortana is your personal assistant predicting your requests and questions. While Predictive Search may still be at the beginning, clever marketers are getting ready for it now. In this presentation Marcus Ash takes you on a tour to show you the the types of answers that will be offered as well as opportunities and issues for search marketers to consider as Microsoft's Cortana service continue to develop predictive search.

Moderator:
Alexander Holl, CEO, 121WATT

Speaker:
Marcus Ash, Partner Group Program Manager Cortana, Microsoft

Technical Track

Saal 01

Webmasters on the Roof All-Star Panel

Different than last time, new, yet like you all love - the Webmasters on the Roof are back. Mediadonis and guests will air live from SMX Munich and discuss SEO of tomorrow and 2020. Other topics will be published shortly before the event. Hot topics and fun are guaranteed.

Moderator:
Marcus Tandler, Founder & CEO, Ryte

Speakers:
Aleyda Solis, International SEO Consultant, Orainti
Dan Petrovic, Director, DEJAN SEO
Rand Fishkin, Founder, SparkToro
Kaspar Szymanski, SEO Consultant, SearchBrothers

Content Track

Last update: January 22, 2019 . Rising Media Ltd. reserves the right to make any changes it deems necessary to this programme.

13 / 19

Saal 13a / 1.OG

Content Marketing Strategies for Large Scale Websites

Running a large scale website means your content marketing projects will become very complex, but sustainable results for both client acquisition and retention as well as SEO are the rewards. So what are the most important things you should know about large scale content projects? Which technical details are key and how do you find and judge ideas for big content projects that are promising to go viral? In this session Bo von der Heyden and Norman Nielsen will show you how it's all done.

Moderator:
Tobias Fox, CEO, VERDURE Medienteam GmbH

Speakers:
Bo von der Heyden, acribis AG
Norman Nielsen, Head of Content Marketing & ASO, Zalando SE

Online Marketing für Marken und Agenturen

Saal 13b / 1.OG

Integration of Customer Data: Challenges you need to know when DWH, CRM, Retargeting etc. become one

Everybody agrees - with all the data we have at our disposal today, the digital transformation will become reality. But the reality needs also basics, which are far from becoming a standard. The integration of customer data, DWH, CRM, Retargeting etc. as well as RTA represent big challenges for many companies. Who is getting it right? Who are the players in the market (krux, eyeota, conversant etc)? What's there to learn from Amazon? Are there players in the US you should watch?

Moderator:
Harald R. Fortmann, D-Level GmbH

Speakers:
Karsten Courtin, Head of Digital Analytics, iCompetence
Olga Walter, CRM Specialist

SMX Specials

Saal 04

You are not Google, but you should be as Good: Optimizing Internal Search

As fast as Google, as good as Google, as easy as Google.. that's what we expect from every search experience, this is what we are used to. And this applies also to the internal search on your very own site. Search box, layout, usability, how you treat 404 not found, all that needs to be thought through thoroughly and the user experience should be as good if not better than with Google. In this session we will show you how to optimize your internal search, mistakes to avoid at all cost and how you can use the valuable information generated by your very own search box effectively.

Moderator:
Markus Hartmann, axxios Consulting

Speakers:
Sonja Quirmbach, Deutsche Telekom AG, Products & Innovation
Jens Fauldrath, Founder and CEO, get:traction GmbH

Trend Lounge

Saal 02

SEM in Russia - from Talk to Action

"Обещанного три года ждут - it's a Russian saying meaning "it's a long way from talk to action. Russia is one of the big and lucrative markets that are not dominated by Google. However, many companies simply duplicate the campaigns they are running in other markets and by doing that they lose tremendous potential. How are keywords booked in Russia? Which link strategy should you follow? Are seasonal events important? In this session Dominik Johnson will show you the important differences and peculiarities you should be aware of if entering the Russian market.

Gain insights from specific brand examples that you can use hands on for your own SEM Campaigns.

Speaker:
Dominik Johnson, Key Account Development Director, Yandex

2.30 pm	*Session Change*

2.35 pm	SMX Future Track

Saal 05

10 Technologies that will change the Future

From Hummingbird to Hyper-Local mapping, from Conversational search to Context, from Bitcoin to Beacons... There are so many new technologies arriving which are changing the way people search, what they expect from search and how the search results are presented to them, that it is easy to believe that SEO is going to be in for a turbulent couple of years. This session will look at some technologies, from those that are starting to get established through to those that aren't yet available, and discuss the possible impacts these might have on both search and SEO.

Moderator:
Alexander Holl, CEO, 121WATT

Speaker:
Tom Anthony, Head of R&D, Distilled

Technical Track

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 2015 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:
Timon Hartung, CEO, apexmedia

Speaker:
John Müller, Webmaster Trends Analyst, Google

Content Track

Saal 13a / 1.OG

Semantic Optimization with Structured Data, HTML5 & Co. - Building Blocks for the Best Search Results
Search engines are using structured data for a deep semantic understanding of content. What does the user really want, which website is offering the best possible result, which content is really relevant? HTML5, semantic awareness or brand signals, which are the most important elements to implement sustainable semantic optimization? In this session we show you the smartest tactics for semantic success.

Moderator:
Tobias Fox, CEO, VERDURE Medienteam GmbH

Speaker:
Craig Bradford, VP London, Distilled

Online Marketing for brands and agencies

Saal 13b / 1.OG

Sleeping Resources in Companies or Why are Link Resources like Your Sales, PR and Many Other Departments so Underused?
Hardly any company is really using their true SEO potential. The larger the company, the more extensive are the sleeping or unused resources. Did you know for example that your sales team can provide you with high quality links? That your PR department is an amazing source for SEO optimization? Come to this session and we show you where to find unused resources that are waiting to be awaken from their slumber.

Speaker:
Markus Hövener, Managing Partner, Bloofusion

SMX Specials

Saal 04

App Store Optimisation

53% of Android users and 47% of iOS users found the last app they downloaded though app store search. Like traditional SEO, App Store Optimization largely focuses on improving rankings for relevant search queries, taking advantage of the search algorithms in each marketplace. But how do both Apple's App Store algorithm and Google's Google Play store determine an app's store ranking? Can features such as localization help optimize an app for ranking for foreign keywords? How important is the description in relation to the the App Store title? Get the answers in this session.

Moderator:
Markus Hartmann, axxios Consulting

Speakers:
Emily Grossman, Mobile Marketing Specialist, MobileMoxie
Ari Nahmani, CEO / Founder, Kahena Digital Marketing

Trend Lounge

Saal 02

Efficient SEA for chain stores - Automatically customize campaigns for each branch

Whether insurance, financial products, cars or travels - the search nowadays usually starts online. Not just in consultation-intensive topics or large purchases consumers often prefer personal contact or to make their own picture on site. But do potential clients find the most suitable branch or office in their area at the first online research? QUISMA, the international agency network for digital marketing shows how national SEA campaigns for each branch can be set up individually using a fully automated solution – and that in a fraction of the time it would take you manually. As a result, potential customers attention is drawn to relevant dealers. Click-through rates and sales - online and offline - rise.

Speaker:
Jana Fiaccola, Senior Product Manager SEA, QUISMA GmbH

3.30 pm	*Coffee Break*

4.00 pm	SMX Future Track

Saal 05

Tracking of the Future has already begun

Data is the new oil... yes, we've been hearing this for a while. But what does it really mean for marketers if the food processor talks to the supermarket, insurance clients are prepared to provide KPIs of their health data and, based on predictive tracking, crimes are punished before they take place? Complex tracking systems such as Google Universal Analytics are not only collecting data from internet users, but essentially generating unlimited information from the offline world that they can connect with the online data. And every day more devices come to market that can provide tracking systems with data. Fancy a look at future tracking? Then don't miss this session.

Moderator:
Alexander Holl, CEO, 121WATT

Speaker:
Ben Prause, eprofessional GmbH

Technical Track

Saal 01

SEA Deep Dive Tool Comparison

The tool market is becoming increasingly complex as are requirements. It's not just about investing your budget in the right tool, but also about creating reports that really save you time and money. What's needed is a neutral overview including lesser-known tools that can be cheaper and more flexible than some of the established tools. Our speakers will show you which tools you need for what purpose, if you need a tool at all and what you should be aware of depending on sector and budget size.

Moderator:
Timon Hartung, CEO, apexmedia

Speaker:
Marcel Prothmann, President Paid Search, Peak Ace AG

Content Track

Saal 13a / 1.OG

Blockbuster Content - Only learn from the best

Google's prime directive is "create good content." But what is good content, what is fantastic content? In this session we will show you what we consider the sort of content that everybody wants to share right away because it is just so good / different / exciting.

Moderator:
Tobias Fox, CEO, VERDURE Medienteam GmbH

Speakers:
Sepita Ansari, CEO, Catbird Seat GmbH
Martijn Burgman, Head of PR & Content Marketing, Stylight

Online Marketing for brands and agencies

Saal 13b / 1.OG

Online Marketing Special: B2B

B2B online marketing strategies are significantly different from B2C strategies, even when the objectives are often similar. Expand awareness among the target group, generate leads, nurture existing and prospective customers. The B2B markets are heterogeneous, topics are more complex and the buying process is more diverse. The search terms are the same or similar to B2C words, the challenge is to know how to clarify ads and/or keywords. Often the search terms for pure B2B queries are low volume, so you need to know how to work with sparse data. Brad Geddes who has been working with hundreds of companies in the B2B and B2C space says that in order to be successful in online marketing, B2B companies need to learn how to be more aggressive. Come to this session and learn how to address the B2B specific issues.

Moderator:
Harald R. Fortmann, D-Level GmbH

Speaker:
Brad Geddes, Co-Founder, Adalysis

SMX Specials

Saal 04

YouTube Success Stories For Marketers

YouTube is the second largest search engine, and provides massive opportunities for marketers and retailers. But although the potential is very underrated and underused, you should not promote your business with cute animal videos or B-list celebrities. Even large companies like VW investing in expensive productions have produced videos that have been dismissed by the public and high traffic for your video can become quickly counterproductive. But how can you take advantage of the huge potential of YouTube effectively and safely? In this session, our speakers offer case studies of how they leveraged video assets to engage customers and broaden the reach of their online campaigns.

Moderator:
Markus Hartmann, axxios Consulting

Speaker:
Christian Tembrink, CEO, netspirits

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17 / 19

Trend Lounge

Saal 02

TBA

Speakers:
Christoph Jourdan, Digital Marketing Consultant, Adobe
Jan Borgwardt, Manager Customer Success / Account Director, Adobe

4.45 pm	*Session Change*

4.50 pm	**SMX Future Track**

Saal 05

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

No more authorship images, no video snippets, but a new bird named Pigeon, HTTPS....to keep updated and be informed about all important changes is a challenge. In this session we will bring you up to date, recap the main changes in search marketing since last year's SMX Munich and focus particularly on launches in the US.

Moderator:
Alexander Holl, CEO, 121WATT

Speakers:
Kai de Wals, Owner, SUMAFA Online Marketing Lösungen
Anke Probst, Xing

Technical Track

Saal 01

Deep Dive: Technical Problems of Large Scale Websites

Want to learn about the typical challenges and problems that large scale websites face? Interested in learning how to identify problems effectively and timely? How to deal with duplicate content? How to ensure that high quality is always achieved and how do you find content that you should delete or fix? Then this session is for you. We will also discuss tools in this session, as the tool market is becoming increasingly complex and so do the requirements. It's not just about investing your budget in the right tool for you, but also about creating reports, that really save you time and money. Sometimes the tools less known can be cheaper and more flexible than some of the established tools. Ralf Ohlenbostel knows about challenges and tools for large scale websites and will share with you his experience. He will also show you some tools, that you might not be aware of.

Moderator:
Timon Hartung, CEO, apexmedia

Speaker:
Ralf Ohlenbostel, Mobile Web Specialist, Google Germany

Content Track

Saal 13a / 1.OG

Search and the law - What 's new in the SEO and SEA space?

You have decided - the law session @SMX Munich this year will be: Search and the law - What 's new in the SEO and SEA space?

Moderator:
Tobias Fox, CEO, VERDURE Medienteam GmbH

Speaker:
Dr. Martin Schirmbacher, HÄRTING Rechtsanwälte

Online Marketing for brands and agencies

Saal 13b / 1.OG

Duplicate Cotent (DC) in Online Shops

Duplicate content ist hardly a new problem, but it remains to be a challenge specifically for online shops. It is key to unterstand how Google defines DC, so you know when to expect a penalty. In this session Bernhard Olles will show you how and where duplicate content in online shops is created (internally and externally) and which techniques will help to fix the problem. Based on case studies he will explain how Duplicate Content was detected in different online shops, how the problems were fixed and which effect it all had on visibility.

Moderator:
Harald R. Fortmann, D-Level GmbH

Speaker:
Bernhard Ollefs, Witt Gruppe (a member of the Otto Group)

SMX Specials

Saal 04

Attribution: Analytics-Based Models for Media Optimisation

Attribution is mostly seen as a complementary discipline to media analysis to assess user contacts beyond "the last click wins" which represents the state of the industry. However, the range of tasks coming with attribution is far more than an extended retrospective analysis function. Attribution is a complex process in today's online marketing, aiming for cross-channel optimisation. In this session Matthias and Gesa will use case studies to demonstrate which phases are important when implementing and operating an attribution programme as well as approaches for creating models and linking those to the analysis function.

Moderator:
Markus Hartmann, axxios Consulting

Speakers:
Matthias Cada, Attribution Solution Lead, Google Germany GmbH
Gesa Schramme, Head of Customer Acquisition Europe, Wayfair GmbH

no Session

5.30 pm   Final 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, favourite 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:
Harald R. Fortmann, D-Level GmbH
Tobias Fox, CEO, VERDURE Medienteam GmbH
Timon Hartung, CEO, apexmedia
Philipp von Stülpnagel, Refined Labs
Markus Hartmann, axxios Consulting

6.00 pm   *End of SMX Munich 2015*

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