SMX München
March 17 - March 18, 2016
ICM

S M X®
SEARCH
MARKETING
EXPO

Day 1 - Thursday, March 17, 2016

8.00 am	*Registration and Coffee*

8.30 am   *Saal 02*

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.

9.00 am   <u>Opening and Keynote:</u>

Saal 01

Optimising For A New World: How Google Embraces Machine Learning

Google's biggest shift the last few years has been from algorithms designed entirely by human engineers to algorithms designed (at least partially) by other algorithms. What does this mean for SEO and for web marketers? How do our tactics need to shift? What inputs still matter and which might be fading? In this presentation, Rand will explore the answers to these questions and give actionable tips for how to succeed in the new world of machine learning.

Moderator:
Alexander Holl, CEO, 121WATT

Speaker:
Rand Fishkin, Founder, SparkToro

10.00 am   *Coffee Break*

10.30 am   <u>Bootcamp</u>

Saal 04

<u>Part 1</u>

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. In this session we will show you how to find the best keywords that deliver results and the tools and strategies that are effective to optimize on the right keywords from the start.

Moderator:
Tobias Fox, Strategieberater & Google Expert, VERDURE Medienteam GmbH

Speaker:
Thomas Kaiser, cyberpromote GmbH

<u>Part 2</u>

Copywriting For Search Success

The second part of the session covers the most important basics as well as the different approaches to produce high quality SEA text. You will learn about the importance of SEA text for the success or failure of your AdWords Campaigns as well as some techniques that will help you to optimize your AdCopy so that you can target your users better and stand out from the crowd.

Moderator:
Tobias Fox, Strategieberater & Google Expert, VERDURE Medienteam GmbH

Speaker:
Kai de Wals, Owner, SUMAFA Online Marketing Lösungen

<u>SEO</u>

Saal 01

The „How" And The „Why" Of SEO Experiments

How does the Panda Update actually work? Is the keyword in the title really important and does Google know what I, the provider, mean? Many SEOs try to understand Google ranking factors by running their own tests and experiments. But too often SEO experiments do not stand up to scrutiny when questions arise. In this session we show you how to build a meaningful SEO experiment, what you can and cannot learn, how you can interpret results and how to gain insights from experiments that are relevant for your business. And of course you will also hear the latest findings on Google ranking factors.

Moderator:
Alexander Holl, CEO, 121WATT

Speakers:
Prof. Dr. Mario Fischer, Publisher, website boosting
Marcus Tober, Head of Enterprise Solutions, SEMrush

SEA

Saal 05

AdWords Without Keywords: Dynamic Ads And Customized Ads

You're familiar with keyword-based ads. Dynamic search ads are different - rather than using keywords, they automatically show your ad based on the content of your website. But that's not all. Dynamic ads can use real time data, can be refined with ad customizers, can help tightly focus your remarketing efforts and more. When ads are used like a blueprint, which is filled with dynamic elements we are dealing with Customized Ads. Who can and should us Dynamic Ads and Customized Ads? How much, which parts should be automated and how? This session examines how to create, use and launch dynamic ads and customized ads to supercharge your advertising campaigns.

Moderator:
Harald R. Fortmann, D-Level GmbH

Speakers:
Brad Geddes, Co-Founder, Adalysis
Alistair Dent, Founder, Mismi

Analytics & Data

Saal 13a / 1.OG

How To Develop A Meaningful Attribution Model

Every marketer is aiming to have a deep understanding of the user journey. How did we acquire this customer, which marketing channels were important and which provided a positive ROI? To retrieve this essential information you need to know which of the many attribution models will work for you. Last Click Attribution, Time-decay or should you use a linear model? And what about Cross-Channel and Cross Device attribution? In this session we will show you how to develop your own tailor made attribution model based on your data, that describes the path your clients took to get to your website as accurately as possible. We will also explain what happens after you have defined your model and you understand the journey. Learn how you can integrate cross channel and cross device attribution data and how to judge if you really have an increased performance as a result.

Moderator:
Philipp von Stülpnagel, Refined Labs

Speakers:
Lennart Paulsen, Founder and CEO
Matthias Cada, Attribution Solution Lead, Google Germany GmbH

Mobile

Saal 13b / 1.OG

The World Is Mobile: Are You, Are Your Sites And Is Your Business Mobile Friendly?

Google said that its mobile-friendly algorithm impacted more sites than their Panda or Penguin algorithms. And though mobile SEO has much in common with traditional SEO, other factors weigh significantly in mobile search algorithms. For example, how important is the mobile user experience? Is your site responding properly to tablets vs. phones or even different types of

phones? What about load time, link placement, http status codes, or the use of rich snippets? To be truly effective at mobile SEO, you need to pay close attention to these and other factors, and this session shows you how.

Moderator:
Timon Hartung, CEO, apexmedia.de

Speakers:
André Goldmann, Founder, Büro für gute Websites
Jan-Henrik Köhler, SEO Manager, Air Berlin PLC & Co. Luftverkehrs KG

EXPO+ Track

Saal 02

Part 1

**From People to Product,
Microsoft's Mission on Search**

Moderator:
Markus Hartmann, axxios Consulting

Speaker:
Carsten Rauh, Director Search Advertising, | Strategic Sales Germany, Microsoft Germany

Part 2

SEMY - The Best Of The Best: Focus SEA Agency And Tools

The winner and nominees of the Second German Search Marketing Award SEMY present themselves. Don't miss our elevator pitch session and meet the best of the best. This session will feature the winners of the categories SEA Suite, Special Tool and Agency.

Moderator:
Kerstin Pape, Head of online marketing, Otto (GmbH & Co KG)

| 11.30 am | *Session Change* |
| | **Attention! The tracks "SEO" and "Analytics & Data" switch rooms for the next session only!** |

| 11.35 am | Bootcamp |

Saal 04

Site Architecture and Search Engine Friendly Design (SEFD)

Your information architecture and the design of your website should be attractive not only to your visitors but also for the search engines. Want to know about the basics that every SEO should know, from internal linking to navigation, from labeling to tools that will help you with your information architecture? This session will cover it.

Moderator:
Tobias Fox, Strategieberater & Google Expert, VERDURE Medienteam GmbH

Speakers:
Jens Fauldrath, Founder and CEO, get:traction GmbH
Stefan Fischerländer, SEO-Consultant and Developer

SEO

Saal 13a / 1.OG

hreflang - The Devil Is In The Detail

For Google to determine which URL has to be attributed to which language region and /or country you need the hreflang attribute. You use hreflang="it" if a site should be attributed to Italy and hreflang="x-default", if the English speaking version is the version that should be attributed for all languages and countries. So far so good. The devil though, is in the detail. Wrong labeling, language, and country abbreviations add up to the wrong combination of hreflang and Canonical

Tags. Come to this session and learn how to use hreflang without tripping over the pitfalls, how to use other tags, like the language tag (important for the other search engines) and all of that in combination with a redirect based on the IP address.

Moderator:
Philipp von Stülpnagel, Refined Labs

Speakers:
Eoghan Henn, Senior Consultant, rankingCHECK GmbH
Ralf Ohlenbostel, Mobile Web Specialist, Google Germany

SEA

Saal 05

Very High And Highly Underused: The Potential Of Google Shopping

Google Shopping is growing rapidly and increasingly you will find that it produces a higher ROI than text ads. The big difference compared to classic SEA disciplines however, is that most catalogue retailers find it challenging to differentiate themselves from their competitors. In this session we will analyze data from leading catalogue retailers and focus on the following questions: How do Google Shopping and text ads play together? Are product ads merely the beneficiary at the end of the conversion funnel and you are investing way too much in it? Get higher bids and get rid of your poor performers. Is Google Shopping the perfect tool for catalogue retails to actively control the inventory? Come to this session and get the most effective tips and tricks for Google Shopping and learn how they can help you to make the most out of your Google Shopping investment.

Moderator:
Harald R. Fortmann, D-Level GmbH

Speakers:
Marcel Prothmann, Director Performance Advertising, Peak Ace AG
Andreas Reiffen, CEO, crealytics

Analytics & Data

Saal 01

Personalisation 2.0 - Big Data Meets Consumer Psychology

Every user visiting a website, will be associated in real time with a specific psychological type and website elements will be displayed accordingly. Sounds like a dream for every online marketer, but is it really possible? Dynamic landing pages are already using existing data, but only in the best case scenario will user intent be recognized correctly and the landing page adapted accordingly. Data mining methods derived from big data offer new possibilities that allow the development of extremely effective new principles. André Morys will present a case study that proves personalisation strategies 2.0. can be developed and deployed. He will also explain the results that you can expect when big data meets consumer psychology.

Moderator:
Alexander Holl, CEO, 121WATT

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

Mobile

Saal 13b / 1.OG

Mobile Usability And Design - A Look From The User Perspective

Mobile is still very underrated. But think about it.. users are looking at their mobile devices up to 150 time a day, in the USA that number is even higher and increasingly significant. In these short but frequent moments, the mobile device is the all-deciding touchpoint in a user journey, that may lead to the purchase. But you will only benefit from this moment if you create mobile sites that offer different users in different situations maximum benefit, best usability and fastest speed. Mobile Optimisation offers very effective opportunities for e-commerce, in-store-commerce and direct client contact. In this sessions we'll look at how you can meet the needs of mobile users and be present, speedy and useful for your potential and existing clients.

Moderator:
Timon Hartung, CEO, apexmedia.de

Last update: August 20, 2022 . Rising Media Ltd. reserves the right to make any changes it deems necessary to this programme.

4 / 21

EXPO+ Track

Saal 02

Part 1

MAJESTIC

Majestic API: Case Studies For Efficient Working

Moderator:
Markus Hartmann, axxios Consulting

Speaker:
Andor Palau, International SEO Consultant, OnCrawl

Part 2

SEMY - The Best Of The Best: Focus SEO Tools and Agency

The winner and nominees of the Second German Search Marketing Award SEMY present themselves. Don't miss our elevator pitch session and meet the best of the best. This session will feature the winners of the categories SEO Suite, SEO Special Tool and SEO Agency.

Moderator:
Eva Rausch von Traubenberg, XING

12.30 pm	*Lunch Break*

1.45 pm	Keynote

Saal 01

Marketing Automation Technology Was Meant To Make The Dream Of Multi-Channel Marketing Programmes A Reality, So Why Are So Few Companies Doing It?
An incredible 1876 vendors of marketing technology offered their services in 2015. This is nearly 2 times the number (947) that were on the market in 2014. Scott Brinker, compiler of the marketing technology landscape super-graphic has catalogued them and despite (or possibly because) of this - the truth is that almost nobody is actually delivering truly multi-channel programs. In this thought provoking keynote address Dela Quist takes a close look at the opportunities and challenges the inexorable rise of marketing automation technologies presents to the marketing profession, as well as the impact that the adoption of these technologies is having on the lives of their customers.

Moderator:
Alexander Holl, CEO, 121WATT

Speaker:
Dela Quist, COO, Alchemy Worx

2.40 pm	*Session Change*

2.45 pm	Bootcamp

Saal 04

AdWords Checklist 2016

Your AdWords Account is solid, yet runs alongside all your other marketing activities. It's time to optimize, otherwise your budget will be wasted before you know it! This session covers the basics that every SEA - no matter if beginner or advanced - should know to get the most out of the AdWords account.

Moderator:
Tobias Fox, Strategieberater & Google Expert, VERDURE Medienteam GmbH

Speaker:

Martin Röttgerding, Managing Director and Head of PPC, Bloofusion

SEO

Saal 01

The Perfect Relaunch

Your Google Rankings are dropping, your users are unhappy….it happens many times: despite detailed and thorough planning, your highly anticipated relaunch turns out to be your biggest nightmare once you press that Go Live button. But once in a while relaunching the website is a must for companies of all sizes and all industries. Google's John Müller will show you how to prepare, carry out and supervise a relaunch from SEO-perspective without sliding down into a SERP-valley.

Moderator:
Alexander Holl, CEO, 121WATT

Speaker:
John Mueller, Webmaster Trends Analyst, Google

SEA

Saal 05

Knowing What Matters: Large Scale PPC Management & Automation

Managing a paid search account with 10.000+ keywords requires both an intelligent organized structure and some level of automation to keep chaos at bay while achieving your KPIs. In this session Christi will cover the most important factors for managing a large PPC account including account structure and hierarchy, keyword management and expansions, ad copy development and testing, and reporting. I'll She'll also cover possible ways to automate your processes using Excel, AdWords Scripts and the API.

Moderator:
Harald R. Fortmann, D-Level GmbH

Speakers:
Christi Olson, Search Evangelist, Microsoft
Brad Geddes, Co-Founder, Adalysis

Analytics & Data

Saal 13a / 1.OG

Measuring The Success Of Your Content Strategies

Once you've created content that you think will drive the desired actions, you can start measuring the effectiveness of your content campaign and prove that your significant investment was worthwhile, or maybe not? Content shouldn't be measured with any single metric and certain data just isn't actionable. In this session we will explain how to measure the success of your content marketing (short term and long term success) by using Google Analytics and other technologies to take action from the data.

Moderator:
Philipp von Stülpnagel, Refined Labs

Speakers:
David Sottimano, Independent Consultant
Simo Ahava, Partner, Senior Data Advocate, 8-bit-sheep

Mobile

Saal 13b / 1.OG

Apps as Mobile SEO Assets and Deep App Linking

Apps can be so much more than a cool and useful features for your users, Apps can be Mobile SEO Assets that rank in App Packs, App Carousels, Branded App Singles, Deep Links, Predictive Search and in the App Stores. In this session you will learn how they are different and what searches trigger them. But although apps are a great way to find specific things, Google and Bing maintain that a search box is a better way to gain the most from third party apps. So let's take a deep dive into App Deep Linking and explore tactics for letting Google and Bing dig deep and directly within your apps to surface appropriate content in search results.

Moderator:
Timon Hartung, CEO, apexmedia.de

Speakers:
Cindy Krum, CEO, MobileMoxie
Emily Grossman, Mobile Marketing Specialist, MobileMoxie
Mariya Moeva, Webmaster Trends Analyst, Google

EXPO+ Track

Saal 02

Part 1

refinedads
A Visual IQ Product

Moderator:
Markus Hartmann, axxios Consulting

Speaker:
Thomas Bindl

Part 2

SEMY - The Best Of The Best: Focus SEA Kampagnen

The winner and nominees of the Second German Search Marketing Award SEMY present themselves. Don't miss our elevator pitch session and meet the best of the best. This session will feature nominees of the SEA campaign categories.

Moderator:
Kerstin Pape, Head of online marketing, Otto (GmbH & Co KG)

3.45 pm	*Coffee Break*

4.15 pm	Bootcamp

Saal 04

Link Auditing & Cleanup For Fun & Profit

Link building has changed. Many tried-and-true practices of the past no longer work. Some may result in ranking penalties, making link auditing and cleanup more crucial than ever. But how do you go about it? How do you decide what to remove or disavow? This session explores the new best practice methods for link auditing, penalty identification, link cleanup and reporting for clients, managers and the all important "spam cops" at Google and Bing. And yes, it really can be fun... :-)

Moderator:
Tobias Fox, Strategieberater & Google Expert, VERDURE Medienteam GmbH

Speaker:
Kaspar Szymanski, SEO Consultant, SearchBrothers

SEO

Saal 01

The Latest In Advanced Technical SEO

Let's talk about the about the complicated technical issues that completely sabotage even the best SEO efforts. While you're a master of the technical basics, even battle-scarred veterans can run into serious challenges and feel like Frodo in Mordor when they dive into web site infrastructure, and find that things get a lot more complicated. URL parameter facets + pagination + canonicalization? Mobile and hreflang? Local/geo + rel next/prev + AJAX + HTTPS? If you're stumped on some of these issues you're not alone. Come hear our experts talk about the common advances technical mistakes, how to find these mistakes and how the experts tackle the crazy, complicated technical issues.

Moderator:
Alexander Holl, CEO, 121WATT

SEA

Saal 05

The Great PPC Account Structure Debate

What's best: Single keyword ad groups, campaigns organized by match types, or allowing your bid modifiers to dictate your organizational strategy? How should you organize display and shopping campaigns? One account per domain or several accounts? Not everybody agrees, so it's time to discuss. Oliver Zenglein and Matthias Weth will debate these topics and other organizational structures so you'll leave this session with great ideas about how to manage your paid search accounts and campaigns.

Moderator:
Harald R. Fortmann, D-Level GmbH

Speakers:
Oliver Zenglein, CEO, THE BOUTIQUE AGENCY
Matthias Pierrick Weth, Catbird Seat GmbH

Analytics & Data

Saal 13a / 1.OG

I Don't Care About Metrics - Turning The Data Chaos Into Consumer Centric Insights

Big Data has become a blessing and a curse at the same time. Most companies are collecting more data than ever before, but what's the point if you're generating a data tsunami instead of usable insights? With the sheer amount of information available to both brands and consumers today, using data to make strategic decisions should be happening all around us - whether you're a brand trying to learn about consumers and target appropriately, or a retailer looking for the next hot seller. But how can you collect, integrate and visualize these enormous amounts of data in a way that make sense? How does a brand learn about and target consumers while adding value rather than burdening or bombarding them? Marc Preusche will show you, what needs to happen before the analysis in order to have structure rather than chaos and Erika Ammerman, adidas Global Consumer Analytics, explains how adidas is working to make sense of it all, and keep the consumer – not the software or even the metric – centre stage.

Moderator:
Philipp von Stülpnagel, Refined Labs

Speakers:
Marc Preusche, Managing Director, Dept Data & Intelligence
Erika Ammermann, Senior Manager ⁄ Global Consumer Analytics, adidas Group

Mobile

Saal 13b / 1.OG

Planet Facebook And Planet Google: The Mobile Ad Universe

Ignoring mobile users is foolhardy in a world where mobile accounts for more and more traffic - as much as 50% in the US already... and a large percentage of sales. But mobile ads are not Web ads and the mobile Call-to-Action offers many interesting opportunities for the online marketer. But what's the best way to attract mobile users? Text ads? Display ads? Click-to-call offers? App Installs? Which ad form works for which goals? How can you effectively measure mobile performance? And what about targeting, by device, by location, or even by user demographics? Attend this session and find out. You will also learn how to optimize your bids based on your marketing goals. We will focus this session on mobile ads for Facebook and Google.

Moderator:
Timon Hartung, CEO, apexmedia.de

Speakers:
Thomas Hutter, Owner and CEO, Hutter Consult AG
Michel Ramanarivo, Klickwunder

EXPO+ Track

Saal 02
Part 1

ADFERENCE
A BID MORE SCIENCE

Moderator:
Markus Hartmann, axxios Consulting

Speaker:
Dr. Florian Nottorf, Adference

Part 2

SEMY - The Best Of The Best: Focus SEO Campaigns

The winner and nominees of the Second German Search Marketing Award SEMY present themselves. Don't miss our elevator pitch session and meet the best of the best. This session will feature nominees of the categories SEO Campaigns and SEO Small Sized Campaigns.

Moderator:
Eva Rausch von Traubenberg, XING

5.00 pm	*Session Change*

5.05 pm   Bootcamp

Saal 04

International SEM Is A Beast: 10 Aspects You Should Check

Your international SEO and SEA is in place and runs smoothly… are you sure? You have a technical infrastructure in place and the international strategy and structure seems to work well. But how good is your Domain Strategy, really? How effective is your international AdWords structure? Is your analytics data synchronised with your AdWords structure and are your servers fast enough? In this session we show you how to effectively audit and optimize the Status Quo of your International SEM. If you run an International website and are active in more than one country, you don't want to miss this session

Moderator:
Tobias Fox, Strategieberater & Google Expert, VERDURE Medienteam GmbH

Speaker:
Evert Veldhuijzen, Managing Partner, The Reach Group GmbH

SEO

Saal 01

Large Scale SEO - Bringing Method To The Madness

The increasing trend for large scale sites is to build websites with several services. A blog that runs on WordPress, a main site that runs on something else, an eCommerce section on yet another platform. This requires a service oriented approach (from SEOs) in terms of providing related content, on-site search, XML sitemaps, hreflang tags etc. But it also requires different tools for analysis. How can you see what Google crawls, what goes wrong? And how do you manage the complexity of it all? Come to this session and learn how to bring method to the madness.

Moderator:
Alexander Holl, CEO, 121WATT

Speaker:
Joost de Valk, CEO, Yoast

SEA

Saal 05

TV Tracking - How To Benefit From Your Competitors' TV Spending

Combining TV tracking and AdWord campaigns is daily business for companies with big media budgets. But second screen AdWord campaigns are really interesting for a much broader group of advertisers (who don't even run TV ads). Being in the right place at the right time with the right

message/offer is much more effective especially if you can piggyback on the success of a TV campaign. Andreas Hörr will present examples of where we are today with TV tracking and he will show you the high potential opportunities when using TV ads that are not your own, as well as ads from suppliers and partners. He will also discuss how combining TV tracking and AdWord campaigns may help advertisers distribute some of their ad spend to suppliers.

Moderator:
Harald R. Fortmann, D-Level GmbH

Speaker:
Andreas Hörr, Founder, Insight-M Consulting

Analytics & Data

Saal 13a / 1.OG

Extreme Excel Excellence

Microsoft Excel is an invaluable Swiss army knife for marketers. This common yet powerful application lets you import data from many sources and analyze those data in countless ways. You'll leave this session knowing power-user tactics and tips to get the most from Excel.

Moderator:
Philipp von Stülpnagel, Refined Labs

Speaker:
Martin Kreitmair, Head of Performance Marketing, Catbird Seat GmbH

Mobile

Saal 13b / 1.OG

Always Mobile - Always On Air! From Real-Time Marketing To Live Marketing

Life is Life - advertising, marketing AND interaction in real time: Periscope, Snapchat and Facebook Live change every smartphone into an interactive live advertising and content channel. In this session Robert Seeger will spill the beans: examples, traps, anecdotes and provocations, it's all about live content and live interaction as a success factor for online marketing in 2016. This session will not only deliver invaluable tips and tricks but will also be lots of fun.

Moderator:
Timon Hartung, CEO, apexmedia.de

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

EXPO+ Track

Saal 02

.::**LinkResearchTools**

7 Things You Didn't Know About Links

In the past months, Google has again explicitly confirmed that links are very important. Also Yandex, the Russian Search Engine, has reintroduced links as a ranking factor after experimenting their ranking algorithm with no links for some commercial queries in Moscow. The Penguin Update was probably the most famous and most important Google Update when it comes to links. But is that all? No! Google has also developed, but in the hectic everyday life, one may overlook important changes. This presentation brings you closer to seven important aspects or changes concerning links and redirects. Things that are important for your SEO. Things that changed over time, where you may require a knowledge update or things that you never knew. Christoph C. Cemper, link specialist since 2003 and founder of LinkResearchTools, will share his SEO experience with you. He is looking forward to your questions.

Moderator:
Markus Hartmann, axxios Consulting

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

---

5.50 pm   *End of First Conference Day*

Day 2 - Friday, March 18, 2016

8.00 am   *Registration and Coffee*

9.00 am   <u>SMX Future</u>

Saal 05

Purchasing Does Not Equal Selling - New Marketing Strategies Using The Customer Perspective

The role of SEO and other digital strategies is becoming established in the consumer space. But in the BtoB world best practices are not yet established. This is surprising since recent surveys show that 60% of a complex BtoB buying process no longer uses the traditional channel known as the "sales person". In this presentation, we will take the BtoB customer's perspective and use BtoB case studies to illustrate how the decision process is changing, how organizations and particularly digital practitioners can identify relevant touchpoints and - most importantly - how approaches can be developed to specifically for delighting the BtoB customer.

Moderator:
Markus Hartmann, axxios Consulting

Speaker:
Phil Winters, Author and Thought Leader, CIAgenda

<u>SMX Technical</u>

Saal 13a / 1.OG

Using Free Machine Learning APIs For SEO

Collect millions of reviews from travel websites, extract entities via AlchemyAPI and train a model to predict search behaviour in upcoming months based on what users are writing about specific geographical areas, specific accommodations? Or how about a recommendation engine for e-commerce platforms, that not only takes into account the number of purchases but also SEO specific factors like keyword difficulty, number of external links and more to find the right balance between internal linking and commercially interesting items? Classifying and structuring huge datasets of content can be time consuming, why not us a free trained Machine Learning API for Topic Detection to do this for you? In this session Jan Willem Bobbinck will introduce the concept of machine learning and share a few practical examples on how you can use it to optimize your SEO processes.

Moderator:
Tobias Fox, Strategieberater & Google Expert, VERDURE Medienteam GmbH

Speaker:
Jan-Willem Bobbink, International SEO Manager, metapeople GmbH

<u>Content</u>

Saal 01

Content Republishing - Getting The Most Out Of Your Existing Content

Content is a very valuable resource. You worked hard for it and should treat it in a very sustainable way. Mostly however, you only reach a fraction of your target group when you publish content, "miss" the important influencers, and were in the wrong channel at the wrong time. There is nothing wrong with republishing content as long as it is intelligently recycled and offering at least the same value than it did when originally published. In this session you will learn which criteria you should look for when deciding which content to republish.

Moderator:
Alexander Holl, CEO, 121WATT

Speakers:
Rand Fishkin, Founder, SparkToro
Marcus Tandler, Gründer und Chief Evangelist, Ryte

<u>Brands & Agencies</u>

Saal 13b / 1.OG

Responsive Philosophy - Building Your Brand

Today brands need to act like newsagents - they need to offer their users relevant information and

engaging interaction at any time, in every location, no matter what the situation and all of that for every platform. To achieve this you need a method to the madness that is suited to the brand / industry sector. But once you have defined a method it will help you generate excellent tactics. Be inspired and learn how big brands create successful content and engagements across all important channels. We will also explain how channels like Facebook become increasingly important whereas search is losing its importance to a responsive marketing philosophy.

Moderator:
Harald R. Fortmann, D-Level GmbH

Speakers:
Blundstone Osterberger, Managing Director, Code and Theory
Reinhard Patzschke, Grabarz&Partner

Specials

Saal 04

How To Stay In Control Of Your Automated Website

Your website was hacked? You missed an error? 404, 503 - site or service unavailable? No index? With complexity and growth of websites comes an increasingly growing challenge to stay in control and fix problems immediately. In this session we will show you which tools and processes will help you remain in the driver's seat at all times.

Moderator:
Timon Hartung, CEO, apexmedia.de

Speaker:
Markus Hövener, Managing Partner, Bloofusion

EXPO+ Track

Saal 02

learn
with Google

Mobile Must-Haves for all Marketers

Think your website is delivering the experience that consumers want on their mobile devices? And are you driving paid traffic to your mobile site in an optimized way? This session covers all of the tools advertisers should have in their arsenal to connect with mobile users and create mobile website experiences that maximize conversions.

Speaker:
Cemal Buyukgokcesu, User Experience Consultant, Google

9.55 am   *Session Change*

10.00 am   Keynote

Saal 01

Social? Psychographics? Data? SEO? PR? PPC? What the hell is Marketing Now ANYWAY?

Marketing tactics are blurred more than ever. Social channels are actually big display networks and SEO can be purchased with sponsored content which search engines somehow index. Marketers run cutthroat search PPC campaigns to curated social audiences and retarget filtered by financial qualification, intent data and other psychographics. PR and SEO are inexorably wound and native advertising disrupts. Targeting is explicit, distribution ubiquitous, retargeting pervasive and filtered. In other words, It's an AWESOME time to be a marketer! Are YOU ready to take the challenge? Join Marty Weintraub, winner of the US Search Awards, for a no-holds barred shredding session to demystify the new, blended, universe of search and social, paid and organic marketing. Get inspired to crush social, integrated with search, distribute content to media players and other influencers, mine next gen' competitive intelligence for radical insights to drive content, PR & SEO, untangle the twisted TAO of paid and organic search and social. AND get started and determine what to do FIRST. by creating a reasonable marketing plan, using the right tactics and channels.

Moderator:
Alexander Holl, CEO, 121WATT

Speaker:

Marty Weintraub, Co-Owner & Founder, aimClear Online Marketing Agency

10.45 am	*Coffee Break*
	Attention! The tracks "SMX Technical" and "Content" switch rooms for the following sessions!

11.15 am	<u>SMX Future</u>

Saal 05

How Apple's Changing Up Search: From Siri To Safari To Spotlight

The days of doing a search on an Apple product and being sent to Google are long gone. Siri routes people to many search resources, with Bing as the final backup. The new Spotlight feature on the Mac works similarly. Safari still uses Google as a default, but suggestions might detour searches away from it. Attend this session to learn how search has radically changed in Apple products, and what it means for marketers.

Moderator:
Markus Hartmann, axxios Consulting

Speaker:
Emily Grossman, Mobile Marketing Specialist, MobileMoxie

<u>SMX Technical</u>

Saal 01

WOTR: RankBrain & Co - Let's Talk

The Webmasters on the Roof are back. Mediadonis and guests will discuss live from SMX Munich about everything that is new, important and might change the SEO world as we know it. Such as the new kid on the Hummingbird block, RankBrain, Google's new algorithm based on a machine-learning artificial intelligence system. RankBrain has been deployed only a few months but has become the third-most important signal contributing to the result of a search query already. What's the opinion of the international search experts about RankBrain and Co? This power point free discussion will be both, exiting and fun.

Moderator:
Marcus Tandler, Gründer und Chief Evangelist, Ryte

Speakers:
Rand Fishkin, Founder, SparkToro
Joost de Valk, CEO, Yoast
Mike King, Founder and Digital Marketing Consultant, iPullRank
Marcus Tober, Head of Enterprise Solutions, SEMrush

<u>Content</u>

Saal 13a / 1.OG

Finding Your Way Through The Channel-Jungle: Which Content Works For Which Channel?

Instagram, Pinterest, Facebook, Google, Twitter, YouTube... where do I begin? HOW do I begin? Our speakers will give you an overview of - and insight for - the most important communication channels. You will also learn which content works best in which channels as well as the outcomes you can expect.

Moderator:
Tobias Fox, Strategieberater & Google Expert, VERDURE Medienteam GmbH

Speakers:
Blundstone Osterberger, Managing Director, Code and Theory
Jes Scholz, Group CMO, Ringier

<u>Brands & Agencies</u>

Saal 13b / 1.OG

<u>Part 1</u>

Time For A Change: How Your Online Marketing Team Becomes An Agile Team

Endless communication loops, decisions that have to be approved by multiple departments and the list goes on... This used to be way we organised ourselves internally, but today we need to

redefine our internal structures in order to stay on top of the changes. Decision-making is transferred from the executive to the operational level, the RASCI model is used for new organizations, leaders work according to the Expert-Achiever-Catalyst-Model. It's all about switching to Agile Teams. Mario Hillmers will show how Agile Teams have been created from scratch at Otto and the challenges that were met on the way.

Moderator:
Harald R. Fortmann, D-Level GmbH

Speaker:
Mario Hillmers, Produkt Manager, Otto Group

Part 2

The Five Success Factors For A Sucessfull Agile Relaunch

A relaunch is extremely expensive but does not necessarily deliver the expected results. Many companies have had this experience, maybe you as well. Yesterday we were looking at the SEA aspects of a relaunch, today we look at how to implement a relaunch while ensuring its economic success. Based on a case study, Gabriel Beck will demonstrate how agile development and optimisation need to work together to result in a positive ROI for your relaunch project.

Moderator:
Harald R. Fortmann, D-Level GmbH

Speaker:
Gabriel Beck, Member of the Executive, konversionsKRAFT (Web Arts)

Specials

Saal 04

WhatsApp, Facebook Messenger, Snapchat - The Direct Line: Messenger Marketing

Messenger Marketing is not for every company, but for the ones that use it, clients can become friends and friends communicate often, honestly and directly. In this session we will present the business opportunities that WhatsApp, Facebook Messenger, Snapchat and others offer. We will explain which businesses can benefit from using messenger marketing and what kind of resources they require to do so. We will also discuss the potential risks you should be aware of.

Moderator:
Timon Hartung, CEO, apexmedia.de

Speakers:
Matthias Stock, SIXT
Philipp Thurmann, buddybrand GmbH

EXPO+ Track

Saal 02

learn
with Google

Finding Actionable Insights with AdWords & Google Analytics

Determining success in your AdWords account comes down to what happens after a click.This session dives deep on reporting & analysis techniques across AdWords and Google Analytics. Find out how you can generate the types of insights that lead to sustained account success.

Speaker:
Róisín Moran, Head of Data & Attribution, PerformanceX, Google

---

12.15 pm *Lunch Break*

1.30 pm SMX Future

Saal 05

It's The Biggest Question On The Table: How Is Voice Search Going To Change The World of Advertisers?
Who's using Voice Search and how? Are digital personal assistants (like Siri and Cortana) changing the way we search? If Voice Search is going to be monetized in future, how can advertisers prepare? Purna Virji looked at Cortana data and also at usage on Siri, Google Voice Search and

Amazon's Alexa, to see how search queries are changing. Come to this session and learn what you should pay attention to in the coming months and what you can do to be best prepared for the changes.

Moderator:
Markus Hartmann, axxios Consulting

Speaker:
Purna Virji, Content Solutions Consultant, LinkedIn

SMX Technical

Saal 01

Stop Wasting Time And Money - Why You Crawl Budget Matters

The higher your PageRank, the bigger crawl budget. The bigger your crawl budget, the more your sites will be crawled. The relationship between crawl budget and SEO sounds straight forward but it never is. In this technical session we will show you how to optimize your crawl budget with pagination, indexable pages, facetted navigation, sitemaps, redirects, etc.

Moderator:
Alexander Holl, CEO, 121WATT

Speakers:
Bastian Grimm, CEO & Co-founder, Peak Ace AG
Philipp Klöckner, External Search Consultant, Rocket Internet

---

Content

Saal 13a / 1.OG

Do You Have High Email Open Rates? Then Be Careful, Your Most Active Customers May Not Be Engaged At All!

In a world where your subscribers expect to receive relevant and personalised messages in their inbox, measuring engagement is more important than ever before. In his presentation Dela Quist reviews the way we currently measure engagement and asks whether it is time to re-think what email marketing metrics we use and how we measure success. Loaded with data to substantiate his findings, this is a session not to be missed.

Moderator:
Tobias Fox, Strategieberater & Google Expert, VERDURE Medienteam GmbH

Speaker:
Dela Quist, COO, Alchemy Worx

Brands & Agencies

Saal 13b / 1.OG

If Lifetime Value (CLV) Is > Than Your Customer Acquisition Cost (CAC) = You Have A Business

The acquisition cost for a client cannot be higher than his Life Time Value. Jeremy Liew, Partner with Lightspeed Venture Partners, has created a simple formula: "Lifetime Value (CLV) > Customer Acquisition Cost (CAC), then you have a business. If not, you don't. Simple!" Your Online Marketing has to be prioritised so that you generate long-term clients without generating any additional media costs. CRM plays a major role here. In this session we will discuss how Jeremy's formula can be put into action and we will show you examples of how this principle can be successfully put into place.

Moderator:
Harald R. Fortmann, D-Level GmbH

Speaker:
Dr. Jochen Schlosser, Director Data & IT, uniquedigital GmbH

Specials

Saal 04

Understanding Reddit: The Social Media Superpower You've Probably Never Thought Of

While Reddit is huge in many countries and increasingly used as a source for other media, it's still mainly the core Internet community that is familiar with this platform over here. But now Reddit

has launched their very first growth team, to focus on how to grow more international. So it's about time you familiarize yourself with Reddit as there is going to be a lot of opportunity for marketers to really get on board and use the site. Also Reddit is an amazing testing ground for European companies considering a run in the US; it is a great place to test the audience and get feedback. In this session Reddit specialist Brent Csutoras will teach you all you need to know to not miss out on one of the biggest new opportunities.

Moderator:
Timon Hartung, CEO, apexmedia.de

Speaker:
Brent Csutoras, CMO, PeakActivity

EXPO+ Track

Saal 02

learn
with Google

Don't Stop at the Download: Tips for App Installs and Engagement

With so many mobile apps out there, how can you get folks to find and download yours? Then once they've installed your app, how do you keep them engaged so that they keep coming back into your app? In this presentation, we'll show you how AdWords can help drive downloads of your app and grow a valuable user base. Then we'll talk about how to use AdWords to encourage those users to keep opening your app over and over again.

Speaker:
Christian Oliver Harris, App Promotion Specialist, Performance X, Google

---

2.30 pm   *Session Change*

2.35 pm   SMX Future

Saal 05

A Post-PageRank World - The Rise of Personal Assistants Apps

Web Search has been the dominant model for 2 decades, but the introduction of apps such as Google Now, Proactive Siri, and Cortana mean that a new model is beginning to emerge. Entities and the Knowledge Graph were the start of a trend towards search engines answering queries rather than taking you to a website, and now App Indexing means another destination for searchers. In this session, you will see how you can begin to adapt your SEO efforts for this new world.

Moderator:
Markus Hartmann, axxios Consulting

Speaker:
Tom Anthony, CTO, SearchPilot

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 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:
Alexander Holl, CEO, 121WATT

Speaker:
John Mueller, Webmaster Trends Analyst, Google

Content

Saal 13a / 1.OG

Content, SEO And Ecommerce

SEO and Content can't be separated anymore and ecommerce companies need to adapt processes and reallocate resources on top of recreating their content. So how can you replace product list SEO text with a user-focused sales advisor? How can you create scalable product descriptions and gain high quality traffic via Google and social channels? In this session we will look at best practice examples of how the merger of SEO and content can be pushed forward and how to assure the quality of content, including content from external service providers.

Moderator:
Tobias Fox, Strategieberater & Google Expert, VERDURE Medienteam GmbH

Speakers:
Marcel Kollmar, Abteilungsleiter SEO · Online Marketing, Otto (GmbH & Co KG
Ralf Ohlenbostel, Mobile Web Specialist, Google Germany

Brands & Agencies

Saal 13b / 1.OG

Growth Hacking For Brands

Social Media, SEO, Email... where should companies use growth hacking? How do brands use growth hacking today and are they successful? Growth hacking for brand awareness - is that even possible? Many people still believe that growth hacking marketing is for startup companies only. At the end of the day it is always about gaining "the most" through creativity and automation - a possibility for every company no matter what seize. In this session, Marc-Oliver (OLI) Schmiedle, will show how you can be a successful growth hacker even if you work for a big company or a brand.

Moderator:
Harald R. Fortmann, D-Level GmbH

Speaker:
Marc-Oliver Schmiedle, Sr. Manager Emarketing Head of SEO ebookers/orbitz Worldwide, ebookers/Orbitz Worldwide

---

Specials

Saal 04

Programmatic Buying: Using Data In Display, Social And Search.

Programmatic buying makes data the centrepiece of modern performance campaigns. In this session Alistair Dent will look at first, second and third party data, where it comes from, how to organise and prioritise it, and how to use it to filter your ads to just the right people at just the right time. You will learn how these data sources interact and how they can practically inform campaign planning and optimisation. This session is suitable for novices or experienced programmatic marketers

Moderator:
Timon Hartung, CEO, apexmedia.de

Speaker:
Alistair Dent, Founder, Mismi

EXPO+ Track

Saal 02

learn
with Google

Using Remarketing To Reengage Past Site Visitors

When a user visits your site they're expressing some sort of interest. You know that every visit doesn't translate to a sale; but how can you take full advantage of all of that expressed interest? Remarketing through AdWords is an integral part of a successful account. This presentation will cover how to best remarket to previous site visitors.

Speaker:
Brian McCaffrey, Head of Audience, Performance X, Google

| 3.30 pm | *Coffee Break* |

| 4.00 pm | SMX Future |

Saal 05

Beacons: Opportunities, Limitations & How Marketers Can Use Them Today

Beacons are an exciting technology offering a range of hyper-localized "real world" targeting and promotional opportunities to marketers and brands. Apple and Google both have beacon initiatives and marketers and retailers are deploying major beacon campaigns. But beacons have also been the subject of enormous hype. This session examines the strengths and limitations of the technology and how forward-thinking marketers are actually using beacons today.

Moderator:
Markus Hartmann, axxios Consulting

Speakers:
Tom Anthony, CTO, SearchPilot
Raj Nijjer, VP Partner Community and Services, Yext

SMX Technical

Saal 01

Google Search Console and Bing Webmaster Tools

Webmaster Tools are very important for every SEO and Webmaster. In this session Stephan Walcher will show you the most useful functions that Google and Bing offer in their tools and he will give you invaluable tips and tricks on how to use them.

Moderator:
Alexander Holl, CEO, 121WATT

Speaker:
Stephan Walcher, Director SEO, Auto Scout 24

Content

Saal 13a / 1.OG

A Powerful Partnership: How Content Put Public Relations Back in Style

With more and more companies doing content marketing, it becomes increasingly harder do stand out from this content overkill. So, how do we make sure our content gets in front of the right audience? How do we create synergies throughout all of our content and how do we eventually get legendary links and mentions? In this session Martijn will show how SEO's and Content marketeers should leverage the power of Public Relations within their daily work and vice versa in order to achieve great results.

Moderator:
Tobias Fox, Strategieberater & Google Expert, VERDURE Medienteam GmbH

Speaker:
Martijn Burgman, Head of PR & Content Marketing, Stylight

Brands & Agencies

Saal 13b / 1.OG

Legal Grey Areas Of Using Brands In Search Engines

Things got tougher in the worldwide data net. A few years ago it was easy for search engine optimizers to get top rankings with Google by using black hat methods, but now they are not only getting into trouble with the search engines but also with the lawyers. The newest verdicts about search engine optimization and search engine marketing that matter to brands will be summarized by lawyer Christian Solmecke. The expert for Online-Law will show which cases will be very expensive and the areas in which marketers may dare to enter grey zones without having to worry about ad extortion letters from lawyers.

Moderator:
Stefan Fischerländer, SEO-Consultant and Developer

Speaker:
Christian Solmecke, WILDE BEUGER SOLMECKE

Specials

Saal 04

SEO and SEA Optimization For Local Search

Local search results have a higher conversion rate: this is especially true for bigger companies that deal with clients mainly locally either through franchise companies or branches. An added bonus is that you save margins, if potential clients are finding your franchise directly and not through an aggregator. Many good reasons to have a close look at your local search efforts. In the first part of this session we will focus on the SEO aspects of local search and Kai Spriesterbach will give you many practical tips and tricks, that are specifically relevant for chain stores having to manage multiple locations. In the second part Nico Neglein will explain to you how Audi supports their local partners by a centrally driven SEA campaign and successfully increased the number of potential clients visiting the the local showrooms.

Moderator:
Timon Hartung, CEO, apexmedia.de

Speakers:
Kai Spriestersbach, Owner, SEARCH ONE
Nico Neglein, Audi

EXPO+ Track

Saal 02

Ask Google Anything You want To Know About Google App Indexing

Which iOS and Android interfaces are available to establish communication between app and web site? How can I avoid duplicate content, if Google can access my app? These and all your other burning app indexing questions will be answered by Mariya Moeva, Google's App Indexing expert. Submit your questions now under appindexing@smxmuenchen.de (NB: only registered attendees can submit a site, not all proposals migh be discussed in the session).

Speaker:
Mariya Moeva, Webmaster Trends Analyst, Google

4.45 pm | *Session Change*

4.50 pm | SMX Future

Saal 05

SMX: Looking Back and Looking into the Future Session: What's Coming, What's Disappearing, What's Here to Stay?
Mobilegeddon, no more authorship images, upload of email lists in AdWords, universal App-Campaigns, Panda 4.2, quality update, Penguin 3.0, Pigeon update, 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.

Moderator:
Markus Hartmann, axxios Consulting

Speakers:
Dominik Wojcik, Trust Agents
Tobias Pappert, Head of SEM, Projecter

SMX Technical

Saal 01

Speed Matters - Mobile Speed Matters More: Performance Optimisation and the Google AMP Project
In October 2015 Google launched a project known as Accelerated Mobile Pages or AMP. In typical Google style, a bland name hides something that potentially will revolutionize loading times if enough media companies support it. Google is addressing this issue because speed remains to be one of the biggest mobile challenges. Even when the user found what he was looking for, data retrieval on a mobile phone takes significantly longer than we are accustomed to on a desktop PC. This is especially true when you are dealing with videos or images. It doesn't take long for users to become frustrated and give up (and check out your competitor with the speedy mobile friendly site). You need to avoid „"click disappointment" and you can by providing websites that load quickly. In this session will focus on speed for mobile performance optimization We will also discuss first results of the AMP project and which new options they present for the online marketer.

Moderator:

Alexander Holl, CEO, 121WATT

Speakers:
Cindy Krum, CEO, MobileMoxie
Dominic Woodman, Founder, teflSearch

Content

Saal 13a / 1.OG

Getting Images Right - But First You Have to Know the Do's and Don'ts

Images are now central to many types of search and social advertising, and there are easily as many ways to fail with images as win with them. In this session, we'll cover the essential elements of successfully integrating images into ads across all platforms and networks. We'll look at issues like the psychology of images, colors, and text, how to think about images for various demographic and geographic audiences, the do's and don'ts for using images on Facebook, Twitter, etc., and how to technically implement images. In addition, we'll show how to find the best stock images and when not to use them, licensing, copyrights, usage issues, and much more.

Moderator:
Tobias Fox, Strategieberater & Google Expert, VERDURE Medienteam GmbH

Speaker:
André Goldmann, Founder, Büro für gute Websites

Brands & Agencies

Saal 13b / 1.OG

Things You Need To Know: Marketing Automation

Precise communication with your clients at the perfect time with the perfect message - marketing automation makes it possible. But setting up scalable 1to1 communications with your clients has many challenges. In this session we discuss the strategic aspects and also the potential pitfalls, that marketing automation brings to the table.

Moderator:
Stefan Fischerländer, SEO-Consultant and Developer

Speaker:
Nikolaus von Graeve, rabbit eMarketing GmbH

Specials

Saal 04

Facebook Open Graph Tags

It is key that content shared on Facebook has a high CTR. But this is only possible if the content preview is optimized and tailor made for the target group. And this is where the Open Graph Protocol or more specific, the use of tags for the Open Graph Protocol, is needed. In this session Jens Wiese and Philipp Roth will explain how the Open Graph Protocol works and how to influence the display of links on Facebook, including preview pics, description, link title, author information and much more. You will also learn how to check data with the URL Linter and how to use Facebook Open Graph Tags for Twitter, LinkedIn & Co.

Moderator:
Timon Hartung, CEO, apexmedia.de

Speakers:
Jens Wiese, Founder & Consultant, Tourismusmarketing Digital
Philipp Roth, Consultant, allfacebook.de

EXPO+ Track

Saal 02

no session

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:
Timon Hartung, CEO, apexmedia.de
Tobias Fox, Strategieberater & Google Expert, VERDURE Medienteam GmbH
Markus Hartmann, axxios Consulting
Philipp von Stülpnagel, Refined Labs
Stefan Fischerländer, SEO-Consultant and Developer

| 6.00 pm | *End of SMX Munich 2016* |

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