



Day 1 - Tuesday, March 20, 2018

8.00 am *Registration and Coffee*

8.30 am SMX Orientation Meeting

Saal 3

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.

Speaker:

Sandra Finlay, Conference Director SMX Munich, Rising Media

9.00 am Opening and Keynote

Saal 1

Don't Freak Out! Tips for Mobile and Voice Search in 2018 and Beyond!

Mobile search overtook desktop search in less than five years... Mobile searches are inherently local, yet most digital marketers don't use Local SEO tactics. In this epic keynote session, Greg will cover the rise of mobile searches and how the landscape has changed for both organic and paid search. He'll share specific tactics to help you succeed in mobile searches in 2018. Even more shocking than the fast rise of mobile search, voice search went from zero to 10% in less than one year. Google recently announced that 20% of all mobile searches are voice based. Greg will share specific examples and tactics for voice search to help you prepare for the massive shift in search behavior that's already started. Are you ready for a Star Trek world where users simply talk to their mobile computers? We're living in that world already, and this session will make sure you're able to compete in 2018 and beyond.

Moderator:

Alexander Holl, CEO, 121WATT

Speaker:

Greg Gifford, Vice President of Search Marketing, Searchlab

10.00 am *Coffee Break*

10.30 am Bootcamp

Saal 4

Keyword Research and Copywriting for Search Success

Successful marketing starts with the message. With SEO, that means understanding the terms being used by your target audience. Take it from Captain Obvious: it helps to use those words in your web pages. The second part of the session covers the importance of textual content to search engines and how, with a bit of planning, you can create HTML tags and body copy that are search engine-friendly and engage your customer.

Moderator:

Astrid Kramer, SEO & Digital Strategy Consultant, Astrid Kramer Consulting

Speaker:

Kai Priestersbach, Owner, SEARCH ONE

SEO

Saal 1

SEO for Google's Mobile-First Index & Mobile-Friendly World

Google is now using a mobile-first index that is based on how users experience the web on their mobile devices. This is a radical change from how Google previously indexed the web with a desktop-first approach. This change has major ramifications for SEOs and web masters. Are you up

to speed on these changes? Have you optimised your site for a mobile-first world? Leslie To and Google's John Müller will present techniques for performing an audit in a mobile-first world to ensure that content, links, metadata and structured data are compliant, regardless of how your site is accessed by users. We'll also discuss tactics and techniques to improve the mobile user experience and potentially boost rankings in this new mobile-first world.

Moderator:

Tobias Fox, Strategieberater & Google Expert, VERDURE Medienteam GmbH

Speakers:

John Mueller, Webmaster Trends Analyst, Google

Leslie To, VP of SEO, 3Q Digital

PPC

Saal 5

Ad Testing: Everybody is Getting it Wrong, But You Can Fix it

You have to do your own ad testing - this is table stakes in the industry. You know you can't trust Google - it's been over a decade since PPC pros made decisions based on statistical. In this session Martin will show how that approach is mathematically sound and widely accepted, but completely wrong. He brings data that you normally won't be able to see to demonstrate where widespread approaches reach limitations, and how this has consequences for the practical use of ad testing. Attend this session and you will know which "Best Practices" you better forget quickly, where you should put emphasis on when testing ads, and how you will achieve so much more with a lot less effort.

Moderator:

Alexander Holl, CEO, 121WATT

Speaker:

Martin Röttgerding, Managing Director and Head of PPC, Bloofusion

Analytics & Optimisation

Saal 13a

From Digital Analytics to Predictive Analytics: Mind the Gap!

There is no doubt that Analytics tools are extremely useful and there are great tools available that are even free. So naturally this will always be your analytics first stop. But there is a huge gap between using a tool such as Google Analytics and moving on to the process of using machine learning for predictive analytics and optimization. In this presentation, practical examples will be given that use the DATA from Google Analytics by combining it with other data sources for predicting patterns, trends and future outcomes around questions you could not have answered with Google Analytics alone.

Moderator:

Timon Hartung, CEO, apexmedia.de

Speaker:

Phil Winters, Author and Thought Leader, CIAgenda

Search Beyond Google

Saal 13b

Amazon SEO ≠ Google SEO

What's true for Google, also counts for Amazon: You will only be successful if you rank at the top. But Amazon SEO works very differently than Google SEO. This is the case because the one and only goal on Amazon is the sale. For each search query, all products, that are a possible match, are filtered out of the huge product inventory, then sorted and ranked algorithmically. Product presentation, product condition, shipping conditions, etc., are all very important performance indicators that significantly influence ranking. In this session, we will show how to get your products at the top of the Amazon list.

Moderator:

Michael Praetorius

Speaker:

Gil Lang, Amazon Consultant, COMMERCE&

Solutions Track

Saal 3



Why You Should Develop the Best SEO Tools Yourself - With Just a Few Exceptions

Matthias will be presenting his own tools including Linksilo, SiteClinic, Local Rankings and the Logfile Tool. He will explain why these tools have been created, when to do it yourself and when to draw back on existing tools in the process.

Moderator:

Nina Baumann, Linkbuilding & SEO Specialist, Linkspiel

Speaker:

Matthias Hotz, Head Of Technical SEO, diva-e

DoubleClick University

Saal 2



DoubleClick Campaign Manager & DoubleClick Bid Manager - Efficiency in Media Spend and Smart Creative Strategies

Merging data, targeted media purchasing in real time and dynamic advertising media - the possibilities are enormous and are being continuously expanded, improved and simplified. This opens up potential for a significant increase in the efficiency of your media spend as well as endless possibilities to create the smartest campaigns. And it's not complicated, more do you need to invest a huge budget. In this session we will show you how based on a target group and message-based strategy, it is already possible to realize superior campaigns today with a manageable effort.

Speakers:

Leonardo Kopp, DQ&A

Rupert Tonn, DQ&A

11.30 am *Session Change*

11.35 am Bootcamp

Saal 4

The Art & Science of Crafting Successful Ads

Extended ads, new targeting options or dynamic site links. With all the options available in AdWords and Bing Ads, creating simple, effective ads has never been so complex. In this session, we'll cover both the art and mechanics of crafting great online ads. We'll cover creative copywriting, how to assemble ad formats, extensions and targeting options for greatest potency, how to design and deploy display ads of every shape and size, and how to integrate ad automation tactics for greater scale and messaging precision.

Moderator:

Astrid Kramer, SEO & Digital Strategy Consultant, Astrid Kramer Consulting

Speaker:

Oliver Zenglein, CEO, THE BOUTIQUE AGENCY

SEO

Saal 1

The Local-Mobile SEO Playbook 2018

Clear signals of local intent usually result in high-quality traffic for businesses targeting locally. But local search results can be different on mobile, based on where the searcher is located at the moment, making results more variable. "Near Me" searches were just the thing that local marketers were waiting for, yet, these search queries have declined. Why and how does proximity affect results? How should you optimise for the local algorithm (both on-site and off-site) and which of the once most hyped tactics no longer matter? Greg Gifford will give you the full, 2018, local playbook based on the results of a massive research project he ran: ~185,000 keywords in

150 cities, checking 1 to 20 organic spots, and looking at over 200 data points per spot. Then Cindy will complement your local playbook with the mobile chapters, focusing on how to track and optimise all these variables, when an increasing amount of the searches are not only mobile but voice.

Moderator:

Tobias Fox, Strategieberater & Google Expert, VERDURE Medienteam GmbH

Speakers:

Greg Gifford, Vice President of Search Marketing, Searchlab

Cindy Krum, CEO, MobileMoxie

PPC

Saal 5

The Top AdWords Features You're not Using

Data Studio, Advanced Bid Adjustments, DSA. Under 1% of accounts use all three of these options and fewer than 25% use even one. And these are some of the better known features of AdWords. In this session, we'll look at some of the least commonly used features of AdWords and AdWords integrated products and why they are useful to employ in your PPC accounts.

Moderator:

Alexander Holl, CEO, 121WATT

Speaker:

Brad Geddes, Co-Founder, Adalysis

Analytics & Optimisation

Saal 13a

How Analytics Pros Get the Most Out of Google

In this session Yehoshua Coren, also known as Analytics Ninja, will take you on a Deep Dive into Google Analytics. He'll start with his approach to implementation of GA's enhanced features, and then show how to access a beautifully crafted data set via custom reports and segments. Finally, he'll put it to use showing how to answer business questions and create audience lists that represent user intent. You'll go home with a list of "things to do tomorrow" and practical knowledge about how to do it. If you want to become an Analytics Ninja yourself, this session is for you.

Moderator:

Timon Hartung, CEO, apexmedia.de

Speaker:

Yehoshua Coren, Founder & Principal, Analytics Ninja LLC

Search Beyond Google

Saal 13b

Ready for Amazon Ads? Connect with Your Clients, Where They Start Their Product Search

According to a Forrester Research Study, 30% of all product searches start on Amazon and only 13% on Google. It seems an obvious choice to advertise directly on Amazon like one does on Google. Amazon is offering exciting options to do so. The options are different between the so called vendors, who can use "Amazon Marketing Services," and Third Party-Sellers, who can use the advertising options offered within Amazon's Seller Central. What is the right choice for you? Which concrete options are available? How do you create keyword campaigns? Which targeting will work? How do you effectively manage them? How are those portals different? In this session Michael Felis will show concrete examples of advertising possibilities for vendors and Third Party Sellers, so you can optimize your campaigns successfully on Amazon.

Moderator:

Michael Praetorius

Speaker:

Michael Felis, GermanPersonnel

Solutions Track

Saal 3

Join Us in Speaking the Language of Success: Localisation and SEO Translations

Language is a mighty tool that – used expertly – can contribute to great economic success. However, it all depends on its proper implementation. Especially when it comes to success in other countries. Countries one knows little about – neither about their culture nor their various customs. Would you like to make sure your website can be found by users in other countries and from other cultures, allowing you to successfully market your product? For this purpose, an SEO translation or – more precisely – multilingual search engine optimisation is highly recommended.

In this session, Ljubica Negovec draws an arc between language as a means of communication and the correct use of (foreign) languages in the context of multilingual search engine optimisation and global content marketing.

Moderator:

Nina Baumann, Linkbuilding & SEO Specialist, Linkspiel

Speaker:

Ljubica Negovec, CEO, ALLESPRACHEN

DoubleClick University

Saal 2



DoubleClick Search - Search Management For Real!

By using a professional search management tool, you will gain so much more out of using Google AdWords/Microsoft Bing. In this session Christian will show how a known interface will help you to work faster and much more efficient. Learn how new features, custom conversions, different attribution models, label reportings etc. will not only give exciting insights, but deliver your very own view of the data that really matters. In addition, you will learn about the extended possibilities that DoubleClick Search offers for bid management and - especially interesting for retailers - the E-Commerce Suite for receiving new reports and automate your PPC accounts.

Speaker:

Christian Arold, e-dialog

12.20 pm *Lunch Break*

1.45 pm Keynote:

Saal 1

Unicorn Marketing: How to Get Great Results Across Every Marketing Channel in 2018 & Beyond

By now, most companies are doing Google & Facebook marketing (both paid and organic)-yet 99% of these marketing efforts end up going nowhere. This session will explore data that explains why the vast majority of internet marketing efforts fail. And now? Larry will provide an unusual, repeatable workflow on how to beat the Facebook & Google algorithms in 2018 and beyond.

Moderator:

Alexander Holl, CEO, 121WATT

Speaker:

Larry Kim, CEO, Mobile Monkey

2.30 pm *Session Change*

2.35 pm Bootcamp

Saal 4

Search Engine Friendly Design

Smart (and successful) web designers know that optimizing site design for search engines is both essential and a savvy move. 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:

Astrid Kramer, SEO & Digital Strategy Consultant, Astrid Kramer Consulting

Speaker:

Jens Fauldrath, Founder and CEO, get:traction GmbH

SEO

Saal 1

JavaScript SEO - Can Google Crawl and Index Your Content and What Does It Mean for Tools, Developers and Audits?

Users expect dynamic, responsive and interactive web sites that are not just functional but also super-fast. JavaScript is one of the many underlying technologies that help developers build these web sites. Although it is crucial for SEOs to understand how to use JavaScript and how to make them search engine friendly, many SEOs fundamentally reject this technology. Can Google and other search engines crawl and index JavaScript frameworks? What is the technology behind the Google Bot and what are Google's technical crawling and indexing limitations? This session will provide a profound understanding of which factors can influence crawler budget and indexing based on many experiments.

Moderator:

Tobias Fox, Strategieberater & Google Expert, VERDURE Medienteam GmbH

Speakers:

Bartosz Góralewicz, CEO, Onely

Max Prin, Head of Technical SEO, Merkle

PPC

Saal 5

AdWords in the B2B Marketing Mix

From campaign set-up to setting your goals, if you want to reach businesses, you need a different approach to AdWords from B2C. Sales cycles are longer, keyword research is different as are the goals, micro conversions, the development of an international AdWords set up and remarketing are only some of the very specific challenges. And classic marketing measures, such as exhibiting, are playing a key role in the B2B space (which has implications for your AdWord campaigns). How can PPC be effectively integrated in overall marketing efforts? Which KPIs along the funnel are really important and which tactics will help you to make marketing and sales happy?

Moderator:

Alexander Holl, CEO, 121WATT

Speaker:

Robin Heintze, Founder and CEO, morefire

Analytics & Optimisation

Saal 13a

Essential Search Marketing Tweaks for Google Analytics and the Google Tag Manager

In this talk, Google Developer Expert Simo Ahava will share some of his best and most inspiring tips for tracking search marketing success using Google Analytics and Google Tag Manager. It should be no secret that out of the box, Google Analytics can't really help you with tracking the idiosyncrasies of your websites, apps, and your marketing campaigns. Only by tweaking the data collection will you be able to make the data work for you instead of the other way around. After the session, you should have a bunch of new ideas to put into action in your own web analytics setup. At the very least, you should be motivated to go beyond the basic, default metrics, and do your best to make the data meaningful to you and your organisation.

Moderator:

Timon Hartung, CEO, apexmedia.de

Speaker:

Simo Ahava, Partner, Senior Data Advocate, 8-bit-sheep

Search Beyond Google

Saal 13b

Image Recognition & Visual Search: Looking Beyond Keywords

With computer vision, deep learning and comprehensive metadata, visual marketing has undergone huge changes. Searches are now happening with the image as the query, not only in Google & Bing but also in Pinterest, Amazon and many other consumer brands. With some big hitting name partnerships promoting snap to shop functionality, it's clear visual search is going to be important to future proof your brand no matter your industry. In this session, we take a close look at opportunities to use the power of visual search in apps, chat bots and digital personal assistants. Share the secret of how to build image recognition capabilities into your business in only 1 day. And talk about tools to leverage visual listening on social media.

Moderator:

Michael Praetorius

Speaker:

Jes Scholz, Group CMO, Ringier

Solutions Track

Saal 3



Google vs. Facebook Product Feeds: Expert Tips & Tricks to Boost Performance

In order to maximize your campaign performance on Google Shopping and Facebook Dynamic Ads campaigns, you must understand the different channel requirements as well as unique product feed tweaks and success factors. From title optimization and custom labels to the efficient creation of highly customized visuals in just a few clicks and other unique platform features, Productsup and norisk have joined forces to provide a comprehensive workshop on how to take your Google and/or Facebook feeds to the next level. Join product data experts Lena Wisser and Judith Rogl as they share insights and hands-on recommendations to help optimize your feeds for two of the most powerful and critical channels for online retailers.

Moderator:

David Schlee, PPC, SEM, SEA Consultant, convsearch

Speakers:

Judith Schuh, Strategy Lead Performance Marketing, norisk Group

Lena Wisser, VP Client Solutions, Productsup

DoubleClick University

Saal 2



DoubleClick & Google Analytics Integration

The Next Generation in Search Engine Marketing: Bid Management combined with Machine Learning based on Analytics Goals and KPIs. Linking DoubleClick Search and Google Analytics can unlock new opportunities for your business. The ORSAY study shows how their search campaign performance increased by more than 100%, thanks to an optimal technical setup and bid management. - It's not a trick - it's Marketing Automation!

Speakers:

Lennart Paulsen, Founder and CEO

Oliver Tessmer, ORSAY GmbH

3.30 pm *Coffee Break*

4.00 pm Bootcamp

Saal 4

The Relaunch was a Failure - What Now? Fast and Structured Problem Identification to

Fix a SEO Horror Scenario

In the worst case scenario after a relaunch, you experience a massive loss in ranking, missing content, changes in the internal link structure, crawler frequency crashes, and much more. Every failed relaunch is a search for a needle in a haystack. In this session, Gianna will show, step by step, how to quickly identify the source of the problem in a structured way, so you can analyse the failed relaunch.

Moderator:

Astrid Kramer, SEO & Digital Strategy Consultant, Astrid Kramer Consulting

Speaker:

Gianna Brachetti-Truskawa, International Senior SEO/Audience Managerin, bold ventures GmbH

SEO

Saal 1

SEO Tests on Big Sites and Small - What Etsy, Pinterest & Others Can Teach Us

Tom & his team have been helping companies run A/B tests for SEO for over 2 years now, and they have learnt a lot. In this session Tom is going to walk through some of the tests by Etsy, Pinterest and a number of customers on their split-testing platform, and highlight practical lessons that apply more widely. Some of these lessons are about how you can go away and apply a split-testing approach to your own sites, and other lessons are about some misconceptions around SEO best practices. From these test results and other studies, Tom will highlight how many SEO recommendations have no impact, and discuss some ideas for how you can make more effective recommendations.

Moderator:

Tobias Fox, Strategieberater & Google Expert, VERDURE Medienteam GmbH

Speaker:

Tom Anthony, VP Product, SearchPilot

PPC

Saal 5

Advanced Remarketing Tactics for B2B (that also work for B2C)

The landscape of search, audiences and remarketing is changing. The intersection between search and social becomes much more important and marketers are empowered to create hyper personalized strategies. What does the technological shift in focus from keywords to audience and people first marketing mean for your remarketing strategies? In this session Larry Kim will discuss how marketers should be using search and social combined to create powerful hyper-personalized strategies, how to use new audience targeting features and how to layer and shape your audiences to reach the perfect audience - yours.

Moderator:

Alexander Holl, CEO, 121WATT

Speaker:

Larry Kim, CEO, Mobile Monkey

Analytics & Optimisation

Saal 13a

Set It and Forget It, Right? Automation of Analytics

Set it and forget it is the promise of nearly every late night infomercial, but does it really work? Join Jeff Sauer from Jeffalytics as he explores the process of automating analytics for business owners, and shares the things that work, the things that do not work as planned and some of the ugly things that can happen if you neglect your analytics. Attendees will walk away with an understanding of: tools that you can use for automating analytics, samples of results you can expect from analytics automation and battle-proven methods for automating your analytics results.

Moderator:

Timon Hartung, CEO, apexmedia.de

Speaker:

Jeff Sauer, Founder and Lead Instructor, Jeffalytics

Search Beyond Google

Saal 13b

Video Optimization: Tips & Hacks for All the Platforms

Video distribution and video SEO in particular is still a huge, untapped area for many businesses. If you're just focused on just including keywords and pointing links at your videos, you won't get very far. The optimization process has to begin before creation and production – with search as a major strategy from the start. How do you really build eternal value for your video campaigns? How is keyword research different when the media type is defined? And how do platforms like YouTube and Facebook differ in what delivers return for your business? In this session you will get plenty of holistic tactical tips and tricks for video SEO, content creation and measuring success.

Moderator:

Michael Praetorius

Speaker:

Phil Nottingham, In-House Strategy Expert, Wistia

Solutions Track

Saal 3



Links for SEO in 2018

For years we've heard the news that SEO is dead, links are dead. Now we hear that Google would magically "figure it all out". But links are more powerful than ever. With many people shying away, not wanting to take any risks and thereby leaving all the money on the table – for YOU. Learn what's working and what's not working in links for SEO in 2018 and beyond. Learn why Link Audits and the Disavow file are still so important, and what kind of links work and where and how you'd better be careful.

Key areas covered in this session:

Should we still use the disavow tool?

Are link audits still important?

Are links still important?

How can redirects impact my rankings?

Should we still build links?

Moderator:

Nina Baumann, Linkbuilding & SEO Specialist, Linkspiel

Speaker:

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

4.45 pm *Session Change*

4.50 pm Evening Inspiration: Keynote

Saal 1

True Grit - How to Build a Team that Delivers

Lisa Myers started her own agency back in 2009 with the firm believe that it is all about people. Since then, Verve Search has won best agency three years running, and were recently acquired by Omnicom Media Group. In this session CEO, Lisa Myers will share her story of building a world-class team, and how SEO success lies less in attempting to decode the algorithm, and more in developing and empowering people to create campaigns that deliver so much more than links. Get inspired and learn how to attract and retain people, that are unafraid of trying new things.

Moderator:

Michelle Robbins, SVP Content & Marketing Technology, Third Door Media

Speaker:

Lisa Myers, CEO & Founder, Verve Search

5.30 pm **After Show Networking - Meet Our Exhibitors**

6.30 pm



SEMY Awards - The German Search Marketing Award

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

7.30 pm



SMX After Dark

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

Day 2 - Wednesday, March 21, 2018

8.00 am *Registration and Coffee*

9.00 am SMX Roadmap 2018

Saal 13a

Where Can I Get the Best Roadmap? Look East Where the Future Started Long Ago

When it comes to tech innovation, Silicon Valley is the place we all look to. But this doesn't even give us a small part of the real big picture. Driven by demographics, domestic trends and government supported talent, Asian markets are generating so many successful, cutting-edge innovations that the West can only look in awe. Many of these innovations have been implemented for a long time. In this session, Purna will explore why Asia Pacific is such a hotbed of innovation, which innovations we need to sit up and pay attention to, and how we can apply them to our business to increase engagement, conversions, and ultimately revenue.

Moderator:

Brent Csutoras, CMO, PeakActivity

Speaker:

Purna Virji, Content Solutions Consultant, LinkedIn

SEO

Saal 1

Accelerated Mobile Pages (AMP) and Beyond - Do Fast Sites Need AMP?

With Accelerated Mobile Pages in use and fully integrated into Google Search, AMP adoption has expanded far beyond publishers and is now starting to be deployed by retailers and others. SEOs need to be aware of the latest implementation techniques, display issues, measurement capabilities, and more. In this session we will take a close look at AMP and discuss whether you should be "AMPing up" as well. The second part of the session will look at meaningful performance measurement, Critical Rendering Path Optimisation, and more tips to optimise your performance.

Moderator:

Alexander Holl, CEO, 121WATT

Speakers:

Sebastian Benz, Developer Advocate, Google

Bastian Grimm, CEO & Co-founder, Peak Ace AG

PPC

Saal 5

Advanced Google Shopping: Features, Tools & Hacks

Google Shopping is very attractive - if you know how to deploy it's possibilities. In this session, Liam and Christian will show you unique ways of using PLAs and they'll take some theories to the next level. Search Query Sculpting, Contextual Shopping Feeds, Advanced RLSAs, and more will be covered in this fast-paced session. If you are using Google Shopping, this session will show you possibilities that you might not have tried. If you are not using Google Shopping yet, you will get the perfect kick start.

Moderator:

Tobias Fox, Strategieberater & Google Expert, VERDURE Medienteam GmbH

Speakers:

Christian Scharmüller, Head of Sales and Strategic Customer Development, Smarter Ecommerce

Liam Wade, PPC Manager, Impression

Content

Saal 4

Content Marketing Strategies - What's the Best Fit for Me?

FISH model, AIDA or maybe Hub, Hero and Help Content? There are so many different frameworks to help you find the right strategy. In this session, we will show you different content marketing strategy frameworks and discuss how these frameworks can help you to develop a believable and sustainable content strategy.

Moderator:

Timon Hartung, CEO, apexmedia.de

Speaker:

Frank Hohenleitner, Digital Marketing & Personalization, Boston Consulting Group (BCG)

Customer Centricity

Saal 13b

(Lean) User Research and Analytics

With the help of analytics, we can measure almost everything. But how about including the non-digital world? How about knowing why something is happening? In this session, we will talk about stepping across the digital border. Christoph will show you how Digital Analytics has been changing the research world and how you can extend the borders of digital analysis by combining it with User Research and KI. He will show you concrete use cases right at the connecting point of the three areas.

Moderator:

Astrid Kramer, SEO & Digital Strategy Consultant, Astrid Kramer Consulting

Speaker:

Dr. Christoph Röck, Managing Director, 121WATT

9.45 am *Session Change*

9.50 am Keynote:

Saal 1

You Better Get Ready - AI Will Change Everything

Google is progressing from Mobile First to AI First! Software eats the world, AI eats software! It is digitization on steroids! What does this all that mean? AI enables new applications and services, unprecedented to users and advertisers alike. All major tech companies already invest heavily in AI. But interestingly enough, while the tech progresses, the business models of the big players have not changed at the same pace. So there is still time to get ready for what will be one of the biggest changes in business ever. In this keynote, Johannes Schaback will answer some burning questions: What are the strategies of the major tech corporations? What are their hopes and what is in for us marketers (Bots, Augmented Reality, Personal Assistants, Cloud Services, etc.)? And how will Augmented Reality, made possible thanks to AI, open an entirely new space for applications, creatives and approaches.

Moderator:

Alexander Holl, CEO, 121WATT

Speaker:

Johannes Schaback, CTO, ladenzeile.de

10.45 am *Coffee Break*

11.15 am SMX Roadmap 2018

Saal 13a

Practical AI: How You Can Tap Into the Power of AI Without a Computer Science Degree

Artificial Intelligence for search engine marketing is already happening – and very successfully. In this session you will learn how to apply AI for common challenges in SEA and SEO, such as account structure and keyword research. We present examples and recipes for you to try at home.

Moderator:

Alexander Holl, CEO, 121WATT

Speaker:

Johannes Schaback, CTO, ladenzeile.de

SEO

Saal 1

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:

Kai Priestersbach, Owner, SEARCH ONE

Speaker:

John Mueller, Webmaster Trends Analyst, Google

PPC

Saal 5

Let's Talk About Attribution - PPC and Beyond

All attribution models are wrong, but some are useful (especially those that maximise credit for PPC spend...). Except for Data Driven Attribution models of course which just might be right. Correct? Or not? What if the challenge is not to find the right attribution model but to ask the right questions? Peter wants to reframe the discussion so it is not about attribution models but about techniques for optimising your marketing spend. He will talk about why the technique of attribution is wrong and where to invest your time/resources instead. In this session you will learn a method for understanding and explaining different attribution models, the inherent flaws with the technique of attribution as well as alternative approaches for optimising your marketing spend.

Moderator:

Tobias Fox, Strategieberater & Google Expert, VERDURE Medienteam GmbH

Speaker:

Peter O`Neill, Director, LeapThree

Content

Saal 4

Successful Content Factors are the New Ranking Factors

For many years, search engines have become very savvy in separating the wheat from the chaff. The relevance of the content delivered for a query has become massively important. Content really is king now. So, what is really good content? Text is not a sufficient criterium any longer, it now is about a collection of things the user expects to receive based on his query. But a dating query creates very different expectations than a query for recipes. Marcus Tober will present a variety of best practices from different branches and explain which content factors (such as length, structure, wording, media elements, advertising etc.) will replace classic SEO ranking factors.

Moderator:

Timon Hartung, CEO, apexmedia.de

Speaker:

Marcus Tober, Head of Enterprise Solutions, Semrush

Customer Centricity

Saal 13b

Stop Pretending that You're Customer-Centric!

The world has changed. Users demand exceptional brand experiences. Google rewards good experiences and customer-centric thinking. Surviving means putting the consumer first. But your CEO doesn't give a damn about user experience. Your marketing manager only obsesses about conversion rate and revenue. Your channel teams are judged on visitor volumes and acquisition costs. Your organisation runs on dashboards which ask, "How many people did we get to the website? How many of them did the thing we want them to do?" You're the opposite of customer-centric - and all of the feel-good, aspirational Instagram content and Facebook video you produce doesn't change a thing. It's time to change the way we think about success for brands, content, and marketing. It's time to help users do what they want to do - and to make a ton of money in the process. In this session, Jono explores how to define, measure, and optimise for customer-

centricity, and what success in this new world looks like.

Moderator:

Astrid Kramer, SEO & Digital Strategy Consultant, Astrid Kramer Consulting

Speaker:

Jono Alderson, Special Ops, Yoast

Solutions Track

Saal 2



Shopping Campaign Optimisation, Automated Bidding Strategies and Bing Product Features

Moderator:

David Schlee, PPC, SEM, SEA Consultant, convsearch

Speakers:

Michael Oertel, Strategic Account Manager, Bing Ads

Verena Zuschnig, Senior Account Manager, Bing Ads

12.15 pm *Lunch Break*

1.45 pm SMX Roadmap 2018

Saal 13a

New Ways to Distribute Content (Google Actions, PWAs, Native Apps)

The definition of an “app” is broadening – in addition to Native Apps, new platforms like Google Actions and Progressive Web Apps are making it possible to build and host applications within web browsers or other native apps. Each new “app” platform represents a new opportunity for businesses to engage with more customers, but they also come with their own unique development and marketing challenges. How can businesses keep up with all of these new opportunities to promote their content? In this session, attendees will learn, how Google Actions, Progressive Web Apps, and Native Apps work, and the requirements for each platform, how to structure your business for streamlined content distribution across all platforms, how to optimize content for Google Actions, PWAs, and Native Apps and the pros and cons of distributing in each format.

Moderator:

Brent Csutoras, CMO, PeakActivity

Speaker:

Ashley Berman Hale, Technical SEO Consultant, Amalgorith

SEO

Saal 1

Large Scale SEO: Automating SEO Checks at ABOUT YOU and Site Performance at Zalando

Running thousands of checks in a multi-language situation was complicated by switching the tech stack to a new technology. That was on top of the challenging requirements of a large-scale, online fashion online shop (large number of products, high fluctuation in product states, etc.). It is obvious that manually checking SEO criteria could not keep up with the overall growth of the company. Pascal and his team addressed the challenge and now automatically run tens of thousands of hourly checks on all their domains. This allows to quickly iterate on the shop without the risk of breaking anything on the SEO side. In the second part of this session Ralf will share with you the Zalando How-To for Big Websites Site Performance. We all love fast websites, PWA-AMPs and instant experiences. But what exactly does “fast” mean? How can you measure speed correctly and which KPIs apply? You will get an exclusive look over Ralf’s shoulder to learn how Zalando approaches these challenges and how you can get big web sites up to speed even within slow 3G connections. Prepare yourself for a high speed journey through all dimensions of performance optimisation.

Moderator:

Alexander Holl, CEO, 121WATT

Speakers:

Pascal Landau, Head of Marketing Technology & SEO, ABOUT YOU

Ralf Ohlenbostel, Mobile Web Specialist, Google Germany

PPC

Saal 5

Advanced Targeting Tactics

Google offers 400+ targeting options. The clever use of these option will help you target much more accurately and your campaigns will be much more successful. In this session, we will show you how a combination of search, display, remarketing, shopping, RLSA with Non-Google-networks such as Facebook can help you to build high performance campaigns that will run successfully - and can be automated.

Moderator:

Tobias Fox, Strategieberater & Google Expert, VERDURE Medienteam GmbH

Speakers:

Sören Lüders, Head of Online Marketing, Jochen Schweizer

Lennart Paulsen, Founder and CEO

Content

Saal 4

Faster and better: How To Develop Content That Converts More Quickly and Content that Journalists and Influencers Want to Share

Many marketers overlook significant data from search, social media, call centers and CRM databases that can be leveraged to create content designed to more quickly capture qualified leads and generate sales. Using real examples from Fortune 100, Bill will demonstrate how to tap into this data, mine the insights and develop the content plan that will take your programs to the next level. In the second part of this session Laura will cover how to create content that journalists are interested in to generate positive Digital PR. This will include tools for researching what journalists are writing about, understanding which journalists and influencers to contact and different formats of content that are most likely to engage.

Moderator:

Timon Hartung, CEO, apexmedia.de

Speakers:

Bill Hunt, President, Back Azimuth Consulting

Laura Crimmons, Founder, Silverthorn

Customer Centricity

Saal 13b

Did You Consider Your Clients? How to Prepare a Relaunch for More Than Just Google

Every relaunch requires changing many variables at once. This means that every change should be done with consideration to ensure you are keeping the focus on your users and clients. In this session, Sebastian will show the three critical challenges you have to solve before a relaunch to avoid disaster. You will learn which content is important and which isn't (GSC, analytics, content audit), how to define the goal of your relaunch (competitor analysis, better Call2Action/UX, modern SEO-challenges that come with mobile first), and how this is all possible with your micro- and macro-information architecture.

Moderator:

Astrid Kramer, SEO & Digital Strategy Consultant, Astrid Kramer Consulting

Speaker:

Sebastian Erlhofer, mindshape GmbH

Solutions Track

Saal 2



Artificial Intelligence and What It Means For Digital Marketing

Moderator:

David Schlee, PPC, SEM, SEA Consultant, convsearch

Speakers:

René Nießen, Sales Director DACH, Bing Ads

Florian Trautwein, Account Director, Bing Ads

2.30 pm *Session Change*

2.35 pm SMX Roadmap 2018

Saal 13a

The Winner Takes it All! Get Ready for a World where Digital Assistants Determine Who's the Best Marketer

More than 20% of all mobile searches are voice searches. 40% of all adults interact with voice search and use services such as Siri, Cortana, Alexa, and Google Home. In the US, there are more than 10 million active Echo devices. But voice search is only the beginning! Lighting systems, refrigerators with integrated digital assistant functionalities, and soon, HoloLenses (yes, they are also assistants) are meant to make our lives easier. What is the impact of this new user behaviour for search marketing? What do you need to do to be the ONE answer read by Google Home, Echo, Cortana, Siri and the other assistants? How can you optimise for featured snippets, so the assistants chose you as the worthy answer for a voice search query? Bastian will answer these questions for you followed by a Julia, who will share SIXT's experience with building and implementing their very own Alexa skill.

Moderator:

Kai Priestersbach, Owner, SEARCH ONE

Speakers:

Bastian Grimm, CEO & Co-founder, Peak Ace AG

Julia Sieg, Product Owner Rent a Car Apps, SIXT

SEO

Saal 1

WOTR: Advanced SEO - What is New, What is Important?

The Webmasters on the Roof, Mediadonis and his guests, will rock the stage again at SMX Munich. Like every year, they will discuss the most burning issues. What can webmasters do today to be future-proof for the changes coming with the Mobile First Index? And of course we'll discuss Voice Search, how to get attention for your brand and remain unique in a future where 10 blue links are history and there is only answer.

Moderator:

Marcus Tandler, Gründer und Chief Evangelist, Ryte

Speakers:

Cindy Krum, CEO, MobileMoxie

Lisa Myers, CEO & Founder, Verve Search

Michelle Robbins, SVP Content & Marketing Technology, Third Door Media

PPC

Saal 5

More Control, Fewer Mistakes: Scaling Large Accounts with AdWords Scripts

Mistakes are human and the larger the accounts, the more sources for error. Automating with AdWords Scripts will not only help you manage your accounts more effectively, but also eliminate a huge potential for errors. In this session Marcel Prothmann and Christopher Gutknecht, will demonstrate how to scale with a multi-account setup including 16 languages, X million keywords, and 16 account managers - without losing the overview. You will get proven and practical tips on how to work with Adwords Scripts and how to deal with the limitations. And, of course, you will walk away with your very own Adwords Scripts that will make your work easier and get you back in the driver's seat.

Moderator:

Tobias Fox, Strategieberater & Google Expert, VERDURE Medienteam GmbH

Speakers:

Christopher Gutknecht, Head of Acquisition & Optimization, bergzeit
Marcel Prothmann, Director Performance Advertising, Peak Ace AG

Content

Saal 4

Ideas, Execution, Promotion & Audit: A Process for Content-Driven Link Building

Links still play a big part in organic search rankings, but it's more important than ever that your business deserves links and generates them in a sustainable way. Attracting links with your content is key, but if the links you attract are not relevant to your target audience, you have spent a lot of effort and money in vain. Paddy will talk you through the process he uses for content-driven link building. He will share many success stories and mistakes he has made along the way. Christoph will then walk you through a 20 minute link building audit based on free tools, that every SEO should be doing on a regular basis.

Moderator:

Timon Hartung, CEO, apexmedia.de

Speakers:

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

Paddy Mogan, Co-Founder, Aira

Customer Centricity

Saal 13b

Customer Centric PPC Strategies & Tactics

Brad has been doing customer centric marketing since 2004 and just didn't have a word for it other than common sense marketing. Step one is accepting you can't force a user down a "funnel" and that a "wandering conversion path" is actually how people convert. Designing your marketing for a wandering conversion path however is not possible. In this session Brad will outline how marketers must look at more common paths and aggregate the data along common paths to make smart decisions, how marketers can understand channels/ads/goals by stage of buying funnel (with a willingness to let the user 'wander' and not force them down a funnel) as well as how attribution management works in a customer centric PPC world.

Moderator:

Astrid Kramer, SEO & Digital Strategy Consultant, Astrid Kramer Consulting

Speaker:

Brad Geddes, Co-Founder, Adalysis

Solutions Track

Saal 2



The Best SEA Campaigns: The SEMY Nominees Present

The nominees in the SEA campaign categories of the Third German Search Marketing Award SEMY present themselves. Don't miss our elevator pitch session and meet the best of the best. See presentations from e-SIXT, Deloitte Digital, eprofessional (DocMorris), xpose360 (serviceguide24.de), Online Solutions Group (Pfeffersack & Söhne), One Advertising (Aktionsfinder).

Moderator:

David Schlee, PPC, SEM, SEA Consultant, convsearch

Speakers:

Alexander Ficker, Teamleiter SEA/PPC-Marketing, xpose360

Mario Gäbler, Studio Lead, Deloitte Digital

Laura Höss, Online Solutions Group

Philipp Mainka, Head of Online Marketing, Zooplus

Nicole Rucket, Director SEA, EPROFESSIONAL

Beate Ströhlein, Team-Leader SEA, One Advertising

3.30 pm *Coffee Break*

4.00 pm

SMX Roadmap 2018

Saal 13a

Let the Chatbot Take Over: Technology, Implementation & Channels

First Level Service Management, Acquisition, Customer Relations... chatbots are increasingly used whenever fast and scalable communication is required. More and more CTAs connect clients and potential clients with the automated text assistants to start the "conversation". So far, bad experiences with the bots were not uncommon, but much has changed. The Chatbot technologies are now so far advanced, that every online marketer should be aware of the possibilities, if not already using them. In this session, we will discuss which investments into chatbot technology makes sense, and why expectation management is key. We also cover how to set expectations and focus on the shift in channels - especially from email to messenger services. Learn how, given the right personality, your bot can be a representative of your company. Learn the limits of chat bot, as well, so you know where to draw the line and bring humans back into the conversation.

Moderator:

Brent Csutoras, CMO, PeakActivity

Speakers:

David Pichsenmeister, Co-Founder, oratio

Purna Virji, Content Solutions Consultant, LinkedIn

SEO

Saal 1

Technical International SEO

As the world becomes increasingly connected, it's becoming more vital than ever for all businesses - regardless of size - to have a global online presence. From a technical as well as a cultural perspective, this is causing many challenges to customer centricity. Taking a one-size-fits-all approach won't cut it. Learn Bill Hunt, renowned International Search Marketing expert and Matt Storms, SEO Strategist at Viator.com, a TripAdvisor company, as they discuss the right (and wrong!) approaches to international SEO. They will cover the technical implications and how marketers can win when going global. After attending this session, hreflang tags, geo-filters, and translation frameworks won't be mysteries any more.

Moderator:

Alexander Holl, CEO, 121WATT

Speakers:

Bill Hunt, President, Back Azimuth Consulting

Matt Storms, Technical (SEO) Search Engine Optimization Expert - Viator.com, TripAdvisor

PPC

Saal 5

What's Meant to be Together, Should Not be Separated: PPCSEO AdWords Optimization

New keywords for PPC campaigns extracted from SEO? AdWords ads adjusted by number of bidders and SEO rankings? Identifying SEO keywords that are high on return for PPC? PPC bids set strategically according to current SEO rankings? All of this is possible and can deliver - if done cleverly - more traffic and turn over for your shop, a lower CPC in AdWords, an extended keyword longtail strategy, and higher quality scores. Based on the case study of a big shop, Paavo will show how you too can use your SEO knowledge to boost PPC by using the Adwords API, the Google Search Console and a few hot-tools and hacks.

Moderator:

Tobias Fox, Strategieberater & Google Expert, VERDURE Medienteam GmbH

Speaker:

Christian Paavo Spieker, Founder & CEO, diva-e

Content

Saal 4

B2B YouTube Marketing: Why Is a Freight Carrier Active on YouTube?

Video is the communication media of the future. While we mainly look at YouTube and increasingly Facebook, there will be more platforms and channels for video marketing, offering

massive reach and valuable targeting opportunities. In this session, David Brych will give a quick overview of the platforms and channels, and then show how to produce corporate videos with the right content, even without a big budget. He also brings a concrete, video marketing example to the table so you can see how B2B companies can save huge parts of their employee recruiting budgets, while generating a much higher quality of applications.

Moderator:

Timon Hartung, CEO, apexmedia.de

Speaker:

David Brych, Gründer und Creative Producer, Frog Motion Filmproduktion

Customer Centricity

Saal 13b

Building Enterprise Reports Much Faster and With a Startup-Sized Budget

Search marketers lose too much time to reporting. Our stakeholders want more data, in less time, with greater frequency. If we are not careful, we will lose half our day (and some of our sanity!) to reporting. This session works to change that. We focus on Google Data Studio, a free reporting and visualization tool, but all lessons can be applied to whichever platform you use for your company or clients. We explore how advanced reporting features and affordable third-party plugins can revolutionize our SEO and SEM reporting, including 4 free templates that can be implemented at your company, 3 features most people don't know exist, and 2 ways to think more creatively about data collection and visualization. This session promises to be the perfect blend of practical and theoretical lessons that every marketer craves at SMX. Don't miss out on building better reports in less time.

Moderator:

Astrid Kramer, SEO & Digital Strategy Consultant, Astrid Kramer Consulting

Speaker:

Andrew Garberson, VP of Analytics, bounteous

Solutions Track

Saal 2



The Best SEO Campaigns: The SEMY Nominees Present

The nominees in the SEO campaign categories of the Third German Search Marketing Award SEMY present themselves. Don't miss our elevator pitch session and meet the best of the best. See presentations from UNIQ (Urlaubsguru), e-SIXT, One Advertising (Galeria Kaufhof), and onlinefacts (TravelTrex).

Moderator:

Nina Baumann, Linkbuilding & SEO Specialist, Linkspiel

Speakers:

Oliver Ibelshäuser, Head of Content Marketing, One Advertising

Marco Lauerwald, CMO, watt24

Christian Neuwerth, Head of SEO, TravelTrex

Izzi Smith, Technical SEO Analyst, RYTE

4.45 pm *Session Change*

4.50 pm **SMX Roadmap 2018**

Saal 13a

(Tool)-Solutions You Didn't Know for the Most Burning SEO Questions

Is my XML-sitemap perfect? Why is a site not ranking? Is my hreflang-tag correct? Do I have bad links? How to track positions? These are only a few of the problems, that nearly every SEO faces on a daily base. Clever solutions are available for many of these questions within known tools, but also within smaller tools that many people are not even aware of. In this session, Julian and Markus will present solutions to 10 important SEO questions that you might not know (yet).

Moderator:

Kai Priestersbach, Owner, SEARCH ONE

Speakers:

Julian Dziki, CEO, seokratie.de

Markus Hövener, Managing Partner, Bloofusion

SEO

Saal 1

Search Engine Optimization and Borders: Paywall, First Click Free and Conversion via SEO

The First-Click-Free-Principle - Google ensuring free access to content - has been abolished. In the future, content owners can choose how much free content to offer, if any. Since April 2017, www.zeit.de has free articles, articles behind a paywall, and articles behind a registration barrier. In this session, Olaf Seydel gives insights into the resulting changes in search engine traffic. What is the influence on conversions from SEO reach and analysis given subscriptions and registrations? How does search traffic relate to blocked articles? What are the implications of different types of Google Search traffic and Google News coverage? Is Google's Flexible Sampling the solution to drive reach and conversion rates? Are articles the best SEO landing pages for subscriptions and registrations? Come to this session and get the answers.

Moderator:

Alexander Holl, CEO, 121WATT

Speaker:

Olaf Seydel, Audience Development, Zeit Online

PPC

Saal 5

Ad Words Campaign Structures: We Can All Learn from the E-Commerce Companies

One of the most common AdWords questions is about the right campaign structure. And rightly so. A thought-through campaign structure is the base for successful sustainable ads and effective campaigns with great results. With a focus on e-commerce best practices in the search network, Michel Ramanarivo will show you how to build a product-based account & campaign structure, how to name your campaigns sensibly and how to deal effectively with exclusions.

Moderator:

Tobias Fox, Strategieberater & Google Expert, VERDURE Medienteam GmbH

Speaker:

Michel Ramanarivo, Klickwunder

Content

Saal 4

How One of Germany's Biggest Forums Rates Content Relevancy

Not many big sites have been affected by Panda as badly as gutefrage.net. But they are not alone. Forums have been massively penalised by Google in the US as well as Germany. So how can you combine UGC and SEO in a forum that has been used to answer questions since 2008 without duplicating content? How can you control the content quality in a forum? What is relevant for Google, for the community, and for the user? Melanie Ruf will give you insights in the challenges of content relevancy in forums. You will learn how the team at gutefrage.net developed their own algorithm to judge the quality of answers and how you can comply to Google's general guidelines with continuous quality assurance.

Moderator:

Timon Hartung, CEO, apexmedia.de

Speaker:

Melanie Ruf, Head of SEO, gutefrage.net

Customer Centricity

Saal 13b

Cross Device Tracking 360

Building a truly customer-centric strategy starts with understanding your prospect then leveraging that information to most effectively lead the prospect through the buying cycle. No more marketing silos; you must put the prospect at the center of the strategy using multiple channels and devices to deliver the right message at the right moment. In this session, we'll discuss how to successfully accomplish this including: an overview of the trends and implications surrounding multi-device usage, how to map out your customer-centric buyer journey and align it with your marketing channels, how to set up cross-device tracking and audiences to create a feedback loop to inform your campaigns and how to leverage your data to create a seamless multi-channel, cross-device marketing plan.

Moderator:

Astrid Kramer, SEO & Digital Strategy Consultant, Astrid Kramer Consulting

Speaker:

Amy Bishop, Owner / Digital Marketing Consultant, Cultivative

5.30 pm Closing Session:

Saal 1

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 prioritise the take aways.

Moderator:

Alexander Holl, CEO, 121WATT

Speakers:

Tobias Fox, Strategieberater & Google Expert, VERDURE Medienteam GmbH

Timon Hartung, CEO, apexmedia.de

Astrid Kramer, SEO & Digital Strategy Consultant, Astrid Kramer Consulting

Kai Priestersbach, Owner, SEARCH ONE

6.00 pm *End of SMX Munich 2018*

Sessions are held in German.

Sessions are held in English.