



SALA LONDRA

9:45 - 10:30

Native & Data:
come sviluppare una
strategia digitale
di successo

SALA PARIGI

(traduzione Simultanea)

9:45 - 11:15

9 ways to make the
Facebook Ads
platform do the hard
work for you

SALA MADRID

(piano -1)

9:45 - 11:15

Advanced PPC:
Best Practice in
Google Shopping
and Amazon PPC

SALA BERLINO

(piano -1)

9:45 - 11:15

How to 3x your Shopping
Campaigns with
Segmentation
and Optimization

SALA OSLO

(piano -1)

9:45 - 11:15

Alla ricerca
del Form Perfetto

COFFEE BREAK DALLE 11:15 ALLE 11:30

11:30 - 13:00

La rivoluzione
BMM/Exact per le
campagne Search

11:30 - 13:00

Metric Insight
for Conversion
Journeys

11:30 - 13:00

Facebook Ads:
best practice,
trucchi ed errori
fatali da evitare

11:30 - 13:00

Streamline
AdWords Management
With Optmyzr

11:30 - 13:00

LinkedIn Ads
Advanced Workshop

LUNCH BREAK DALLE 13:00 ALLE 14:00

14:00 - 15:30

Cosa ho imparato in
8 anni di social media
marketing

14:00 - 15:30

Automating
AdWords
With Scripts

14:00 - 15:30

Le neuro-scienze
per potenziare
il business

14:00 - 15:30

Excel Formulas & Tips
to Supercharge
Your Reporting

14:00 - 15:30

Laying the foundation
of a testing program
using ResearchXL

COFFEE BREAK DALLE 15:30 ALLE 16:00

16:00 - 17:30

Marketing automation
per e-commerce

16:00 - 17:30

Low risk,
high opportunity
Facebook ads

16:00 - 17:30

Come gestire la
brand protection in
contesti multinazionali

16:00 - 17:30

Tavola Rotonda
sul Programmatic
Advertising

16:00 - 17:30

Quora: The Next Major
Ad Platform
You Need To Be On

NETWORKING PARTY DALLE 19:30