

# Das Wichtigste im Überblick:

Data, Targeting, RTA & Customer Journey

Mittwoch, 13.09.2017

Start:  
9:00 Uhr

Zeit für Standbesuche:  
Amazon Advertising (Halle 8 / B051-C050)  
comScore (Halle 8 / E049 )  
Exactag (Halle 8 / A012)

10:00 – 10:35 Uhr  
Debate Hall  
"Who is the fairest one of all?  
The future of the digital value chain."

Zeit für Standbesuche:  
Google Germany GmbH (Halle 6 / B011-C018)  
Meetrics (Halle 6 / E072)  
Adform (Halle 8 / C061-D060)

12:15 – 12:50 Uhr  
Debate Hall  
The Retail Media Debate:  
"The conquerors of the last mile  
in digital advertising."

Mittagspause



14:05 – 14:35 Uhr  
Debate Hall  
"Preparing for GDPR: Embracing  
the inevitable regulations."

15:15 – 15:45 Uhr  
Debate Hall  
"New take on search"

15:55 – 16:20 Uhr  
Debate Hall  
"Transformation market opportunities"

Pause



17:35 – 18:00 Uhr  
Debate Hall  
"Digital mindshift:  
From pure to mindful marketing business"



Legendäre Standpartys besuchen!  
z.B. ab 18:30 Uhr am SevenOne Media Stand  
(Halle 8/D-029/E-028) zur Wiesnparty

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Donnerstag, 14.09.2017

