

APRIL 4

APRIL 5

GOOGLE ADS

9:45 - 11:15
Luigi Sciolti

FACEBOOK ADS

9:45 - 11:15
Amy Bishop

ALTRO & TOOLS

9:45 - 11:15
Michelle Morgan
Audience Targeting at All Stages of the Funnel

CRO

9:45 - 11:15
Andrea Seletti
Rendi irresistibile la tua scheda prodotto

MERCATO ITALIANO

9:45 - 11:15
Luigi Sciolti
Shopping pazzo: datti una regola!
Alessandra Maggio
Facebook + Google Ads mix vincente

INTERNATIONAL MARKET

9:45 - 11:15
Jono Alderson
CRO with Google tools
Miroslav Varga
Have you challenged Google's machine learning yet? You should!

COFFEE BREAK 11:15 - 11:30

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11:30- 13:00
Mark Irvine
Evolved Text Ads: Tricks for Writing New Ads for the Next Age of Search

11:30-13:00
Fabio Sutto

11:30- 13:00
Frederick Vallaey
Automate your Optimization with Scripts

11:30-13:00
Luca Orlandini

11:30 - 13:00
Federica Brancale
Analizzare il funnel di acquisto conviene
Emanuela Genovesi
Campagne Google Shopping che non convertono? Lavoriamo sull'intento di ricerca!

11:30 - 13:00
Martin Roettgerding
Connecting Online and Offline with Location-Based Ads

LUNCH BREAK 13:00 - 14:00

LUNCH BREAK 13:00 - 14:00

14:00-15:30
Brad Geddes
How to be Successful With the Big Google Ads Changes

14:00-15:30
Alessandra Maggio
Facebook + Google Ads mix vincente

14:00-15:30
Giovanni Cappellotto

14:00-15:30

14:30 - 15:30
Sepertino - Boccia
Strategie per campagne shopping multinazionali

14:30 - 15:30
Mark Irvine
Search and Social Made Better Together
Brad Geddes
How a Small Company Went International

COFFEE BREAK 15:30 - 16:00

COFFEE BREAK 15:30 - 16:00

16:00-17:30

16:00-17:30
Michelle Godall

16:00-17:30

16:00-17:30
Jono Alderson
Speed/performance optimisation deck

16:00 - 17:00
Andrea Saletti
La CRO a basso budget è una questione di domande giuste

16:00 - 17:00
Michelle Morgan
Optimizing Lead Generation for MQLs Rather than Lead Volume



NETWORKING PARTY 19:30



Premiazione PPC Caesars Award e Tavola Rotonda

PPC Caesars Award prizegiving & Round Table