

APRIL 4

APRIL 5

GOOGLE ADS

FACEBOOK ADS

OTHER & TOOLS

CRO

ITALIAN MARKET

INTERNATIONAL MARKET

9:45 - 11:15

Luigi Sciolti

Ottimizzazione avanzata di campagne Shopping

9:45 - 11:15

Amy Bishop

Facebook Ads Masterclass

9:45 - 11:15

Michelle Morgan

Audience Targeting at All Stages of the Funnel

9:45 - 11:15

Andrea Seletti

Rendi irresistibile la tua scheda prodotto

9:45 - 11:15

Luigi Sciolti

Shopping pazzo: datti una regola!
Alessandra Maggio
Facebook + Google Ads mix vincente
Luca Orlandini
Liberarsi dall'ossessione del prezzo

9:45 - 11:15

Jono Alderson

CRO with Google tools
Miroslav Varga
Challenging Google's machine learning
Ruth O'Brien
House of Marley successful integration

COFFEE BREAK 11:15 - 11:30

COFFEE BREAK 11:15 - 11:30

11:30- 13:00

Frederick Vallaeys

Automate your Optimization with Scripts

11:30-13:00

Ruth O'Brien

Creating Facebook Ads that convert

11:30- 13:00

Andrea Pacchioni & Maria Dirina

Alla conquista della Russia con Yandex

11:30-13:00

Luca Orlandini

Landing Page Optimization

11:30 - 13:00

Federica Brancale

Analizzare il funnel di acquisto conviene
Emanuela Genovesi
Google Shopping & intento di ricerca

11:30 - 13:00

Martin Roettgerding

Online & Offline in Location-Based Ads
Ann Stanley
PPC for contract based services

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

Fabio Sutto

Facebook Local Strategy per piccole e grandi realtà

14:00-15:30

Giovanni Cappellotto

Gestione ottimizzata di un account Amazon

14:00-15:30

Valentin Radu

eCommerce Growth through Customer Experience Optimization

14:30 - 15:30

Sepertino - Boccia

Campagne shopping multinazionali
Enrico Marchetto
Sistematizzare l'uso di Facebook Ads

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

Mark Irvine

Evolved Text Ads: Tricks for Writing New Ads for the Next Age of Search

16:00-17:30

16:00-17:30

Ann Stanley

B2B cross-platform strategies in LinkedIn, Twitter and Facebook Ads

16:00-17:30

Jono Alderson

Speed/performance optimisation deck

16:00 - 17:00

Andrea Saletti

CRO a basso budget e le domande giuste
Antonio Lambiase
Data Visualization che fa la differenza

16:00 - 17:00

Michelle Morgan

Optimizing campaigns for quality leads
Valentin Radu
The compound effect of CRO



NETWORKING PARTY 19:30



Premiazione PPC Caesars Award e Tavola Rotonda

PPC Caesars Award prizegiving & Round Table