

APRIL 4

APRIL 5

GOOGLE ADS

9:30 - 11:00

Luigi Sciolti
Shopping CRO

FACEBOOK ADS

9:30 - 11:00

Amy Bishop
How to Integrate
Facebook Ads into Your
Multi-Channel Strategy

OTHER & TOOLS

9:30 - 11:00

Michelle Morgan
Audience Targeting at
All Stages of the Funnel

CRO

9:30 - 11:00

Andrea Saletti
Rendi irresistibile la
tua scheda prodotto

ITALIAN MARKET

9:30 - 11:00

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

INTERNATIONAL MARKET

9:30 - 11:00

Jono Alderson
CRO with Google tools
Miroslav Varga
Challenging Google's machine learning
Valentin Radu
The compound effect of CRO

COFFEE BREAK 11:00 - 11:30

COFFEE BREAK 11:00 - 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
Design Thinking & Cognitive Walkthrough
Emanuela Genovesi
Google Shopping & intento di ricerca
Antonio Lambiase
Data Visualization che fa la differenza

11:30 - 13:00

Martin Roettgerding
Online & Offline in Location-Based Ads
Ann Stanley
PPC for contract based services
Amy Bishop
Restructuring Paid Search for Results

LUNCH BREAK 13:00 - 14:00

LUNCH BREAK 13:00 - 14:00

14:00 - 15:30

Brad Geddes
How to be Successful
With the Google Ads
Changes

14:00 - 15:30

Fabio Sutto
Facebook Local
Strategy per
piccole e grandi realtà

14:00 - 15:30

Giovanni Cappellotto
Le metriche che contano
nella gestione di un
account Amazon

14:00 - 15:30

Jono Alderson
Speed/performance
optimisation deck

14:00 - 15:30

Sepertino - Boccia
Campagne shopping multinazionali
Enrico Marchetto
Sistematizzare l'uso di Facebook Ads
Valeria Ausiello
Dati e Media Mix nella telecomunicazioni

14:00 - 15:30

Mark Irvine
Search and Social Made Better Together
Brad Geddes
Actionable PPC data
Shahina Meru - Megane Bellod
Personalisation & Customer Lifecycle

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

Enrico Candeo
Facebook
per e-commerce

16:00 - 17:30

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

16:00 - 17:30

Valentin Radu
eCommerce Growth
through Customer
Experience Optimization

16:00 - 17:30

Andrea Saletti
CRO a basso budget e le domande giuste
Marco Sperandio Villa
KPI per ottimizzare il ROI
Giovanni Cappellotto
Amazon Ads

16:00 - 17:30

Michelle Morgan
Optimizing campaigns for quality leads
Ruth O'Brien
House of Marley successful integration
Tom McCarron
Unlocking Tailor Made Targeting



NETWORKING PARTY 19:30



Premiazione PPC Caesars Award
e Tavola Rotonda (fine evento 18:15)

PPC Caesars Award prizegiving
& Round Table (event ends 18:15)