













 Google Ads	Facebook Ads	Other Networks
09:30-11:00	 Gianluca Binelli Data Science & performance PPC <i>Londra Room</i>	 Susan Wenograd Handling creative analysis in Facebook Ads <i>Parigi Room</i>	 Fabio Sutto Marketing Automation <i>Madrid Room</i>
11:00-11:30 Coffee Break			
11:30-13:00	 Valerio Celletti & Alessandra Maggio Youtube Ads: Strategie di Setup e Ottimizzazione <i>Londra Room</i>	 Emanuele Maragno Facebook Ads Masterclass <i>Parigi Room</i>	 Lars Maat Google Analytics 4 Masterclass <i>Madrid Room</i>
13:00-14:00 Lunch Break			
14:00-15:30	 Frederick Vallaeys When PPC automation is really worth it <i>Parigi Room</i>	 Francesco Agostinis & Lorenzo Tombari Creatività per Facebook Ads: come unire performance, visual e algoritmi <i>Londra Room</i>	 Giovanni Cappellotto Vendere su Amazon (con ads e non) <i>Madrid Room</i>
15:30-16:00 Coffee Break			
16:00-17:30	 Google Ads Clinic Live analysis of the participants' accounts with all the speakers + some experts of our PPC <i>Parigi Room</i>	 Facebook Ads Clinic Analisi di account di partecipanti dal vivo con tutti gli speaker + alcuni esperti specialisti di PPC <i>Londra Room</i>	 Lucia Guerra Come creare campagne Tik Tok Ads performanti <i>Madrid Room</i>
19:30 Networking Party			

	 Italian Market	International Market
09:30-10:00	 Costanza Ghelfi Iper personalizzazione annunci in Google Ads	Neza Skorc Reach new heights on Amazon with Product Profit Optimization
10:00-10:30	Andrea Lopez Suarez Fatture in Cloud e Hagakure: è amore vero?	Sergejs Volvenkins Export your e-commerce - How to grow in new countries
10:30-11:00	Lucia Guerra 200k di fatturato con 1k su TikTok Ads	Susan Wenograd FB Ads Creative organization: before & after
11:00-11:30 Coffee Break		
11:30-12:00	Alex Birleanu Un panino virale: Porcocrado	Uros Djunisijevic Facebook Ads 4WD
12:00-12:30	Luca Nitto/Tommaso Verzeletti Old search vs. modern search: i vantaggi del nuovo approccio di Google	Jordi Damen Using gif marketing for lead generation and recruitment
12:30-13:00	Francesco Agostinis/Vittorio Zitoli Scalare il business online 10x con FB Ads	Frederick Vallaeys How Value Rules Drove More Sales
13:00-14:00 Lunch Break		
14:00-14:30	Giovanni Di Pucchio Segmentazione & Sponsor Brand in Amazon	Wijnand Meijer Copywriting with AI: how creative can machines really be?
14:30-15:00	Luigi Sciolti/Michele Mininni Remarketing Olimpionico	Justin Seibert Optimizing Smart Shopping using profit margins
15:00-15:30	Massimo Ciotta La lead generation automatizzata nel settore finance	Micky Mereu Non-shopping feed: how to leverage product data beyond Google Shopping
15:30-16:00 Coffee Break		
16:00-16:30	Pietro Mantovani Promuovere un evento su Twitter con un piccolo budget	Emanuele Maragno Scaling Facebook Ads to \$5M/Month
16:30-17:00	Giovanni Cappellotto FP Pelletterie, dalla chiusura al boom su Amazon	Arnas Klasauskas Scaling Facebook Ads with Advertorials
17:00-17:30	Alessandro Gargiulo Facebook Ads: #kraken e Lookalike Fantasma	Lara Massmann Using SEO to get the most of PPC budget



← **Event's detailed interactive agenda, online Q&A & Speakers' rating**

<https://eventee.co/event/45060>



Premiazione PPC Caesars Award e Tavola Rotonda

🕒 fine evento 18:15

PPC Caesars Award prizegiving & Round Table

🕒 event ends 18:15