

	Google Ads	Facebook Ads	Other Networks & CRO
	<i>Londra Room</i>	<i>Parigi Room</i>	<i>Madrid Room</i>
09:30-11:00	Matteo Zambon Il protocollo RED GOAT: dati più accurati per campagne più profittevoli 🇮🇹 🇺🇰 🇸🇪	Neha Divanji Using Facebook Power 5 to unlock Machine Learning power 🇮🇹 🇺🇰 🇸🇪	Luca Orlandini Landing Page Strategy Evolution 2022 🇮🇹 🇸🇪
11:00-11:30	Coffee Break		
11:30-13:00	Lisa Raehsler Leveraging videos & images in GAds with PRO settings (& performances) 🇮🇹 🇺🇰 🇸🇪	Paolino Virciglio Best practise per l'analisi di un account Facebook Ads già avviato 🇮🇹 🇺🇰 🇸🇪	Federica Brancale ADV & CRO, come ti abbasso il CPA 🇮🇹 🇸🇪
13:00-14:00	Lunch Break		
14:00-15:30	Bert Garry & Esther Del Rio Search Ads and Display / Video 360 Masterclass 🇮🇹 🇺🇰 🇸🇪	Alessandro Frangioni Automation tools per lo scaling su FB/IG Ads 🇮🇹 🇺🇰 🇸🇪	Poppy Mace LinkedIn Set Up For Success 🇮🇹 🇺🇰 🇸🇪
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 specialists' panel 🇮🇹 🇺🇰 🇸🇪	Facebook Ads Clinic Analisi di account di partecipanti dal vivo con tutti gli speaker + alcuni esperti specialisti di PPC 🇮🇹 🇺🇰 🇸🇪	Jeff Sauer How to Get The Most Out of Your Google Analytics 4 🇮🇹 🇺🇰 🇸🇪
19:30	Networking Party		

	Italian Market 🇮🇹 🇺🇰 🇸🇪	International Market 🇮🇹 🇺🇰 🇸🇪
	<i>Londra Room</i>	<i>Parigi Room</i>
09:30-10:00	Alessandro Frangioni HalfSumo su FB/IG e TikTok	Esther Del Rio 1st Party data & performance thanks to AI
10:00-10:30	Raffaele Girace Scalare GAds con i pubblici simili	Federico Utzeri x40 ecomm sales thanks to G/FB/Amazon Ads
10:30-11:00	Rebecca Leporati Halo Effect con test di Incrementalità	Kristine Sergejeva LinkedIn Ads for B2C in Financial Services
11:00-11:30	Coffee Break	
11:30-12:00	Sante Occhiuzzi & Pietro Rossato Headless e-commerce: come ti riduco i CPC	Andrea Tonetti eCommerce Hyper-Scaling with Facebook Ads
12:00-12:30	Tommaso Galli Ristrutturare GAds riducendo x3 il CPA	Greg Holland How to Find Success in YouTube Advertising
12:30-13:00	Marco Battaglia Scalare Un E-Commerce con FBAds Post-IOS14	Neha Divanji Lead magnets & Facebook Ads
13:00-14:00	Lunch Break	
14:00-14:30	Matteo Zambon & Armando Rispoli Tracking avanzato per un lancio da record	Nils Rooijmans Combining the power of scripts to Google's AI
14:30-15:00	Alberto Bocchia B2B ricambi industria: da 0 a 300k spesa/mese	Giuseppe Ruocco Harnessing Data to Amplify Shopping Campaigns
15:00-15:30	Francesco Gavello Google Ads per il settore pet food	Poppy Mace BREAKING NEWS: LinkedIn Ads Works!
15:30-16:00	Coffee Break	
16:00-16:30	Eleonora Perotto Chatbot integrati in Landing Page	Diana Mutter Smart & sustainable growth beyond GAds
16:30-17:00	Marta Valenti & Lorenzo Foschini Lead generation con FBAds nel No Profit	David Peranic Facebook Ads: Have you covered the bases?
17:00-17:30	Luca Bove & Gabriele Contilli Drive to Store con Google BP e PMax Local	Bert Garry Value-Based Bidding in SA360



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

<https://eventee.co/event/80638>



Premiazione PPC Caesars Award e Tavola Rotonda

🕒 fine evento 18:15

PPC Caesars Award prizegiving & Round Table

🕒 event ends 18:15