ADworld Experience
Online Advertising Success Stories

October 15th

45'	Paid Search — Londra Room ↓	Paid Social & B2B — Parigi Room ↓	Focus Groups — Different Rooms ↓
09:30	**Ashley Fletcher** AI Impact on Paid Search	**Sarah Sal** Getting more from Paid Social	**AI Tools for PPC - Day 1** Oslo Room
10:15	**Bia Camargo** AI Readiness Framework	**Alessandro Frangioni** Incremental Ads: Meta & TikTok beyond attribution	**Meta Ads 1 - Day 1** Lisbona Room
			TikTok Ads 1 - Day 1 Vienna Room
11:00	Coffee Break		
11:30	**Ameet Khabra** Understanding when GAds is automating against you	**Piras/Pala** Building AI Tools for MetaAds	**Google Ads 1 - Day 1** Oslo Room
12:15	**van de Pol/Ferrand** Looker Studio for PPC	**Alberto Beccaris** LinkedIN Thought Leader Ads nel 2026 (e oltre)	**Meta Ads 2 - Day 1** Lisbona Room
			B2b - Day 1 Vienna Room
13:00	Lunch Break		
14:00	**Jyll Saskin Gales** Unconv. optimization techniques for experienced marketers	**Leah Mazur** Turning Consumer Research Into High-Impact Ad Messaging	**GAds Automation** Oslo Room
14:45	**Aaron Levy** What's Working (and not) in the Age of AI	**Rob Muldoon** LinkedIn Ads at Scale	**CRO - Day 1** Lisbona Room
			E-Commerce - Day 1 Vienna Room
15:30	Coffee Break		
16:00	**Navah Hopkins** Microsoft & LinkedIn: the perfect pair	**Dario Zannoni** High Quality Meta Lead Gen	**Track. & Analytics - day 1** Oslo Room
16:45 - 18.15	**Google Live Clinic** Analysis of live accounts by speakers & PPC Expert panelists	**Meta Live Clinic** Analysis of live accounts by speakers & PPC Expert panelists	**Agency Mgmt. - day 1** Lisbona Room
			Lead Generation - day 1 Vienna Room
19:30 - 21.30	Networking Party		

October 16th

Focus Groups — Different Rooms ↓	Paid Search — Londra Room ↓	30'	Paid Social & B2B — Parigi Room ↓
AI Tools for PPC - Day 2 Oslo Room	**Dario Zannoni** A Multi-Platform Turnaround	09:30	**Luca Orlandini** AI Makes Time (& Money)
Meta Ads - Day 2 Lisbona Room	**Matteo Zambon** AI Search & Funnel Data	10:00	**Andrea Calisti** Meta Ads vs Privacy in Healthcare
TikTok Ads - Day 2 Vienna Room	**Bia Camargo** AI Readiness real application	10:30	**Bianconi-Cabrelli** Effective Cross-Channeling
	Coffee Break	11:00	
Google Ads 1 - Day 2 Oslo Room	**Alex van de Pol** The perfect tROAS for GAds	11:30	**Alessandro Frangioni** YT/Meta/TT community to conversions
Microsoft Ads - Day 2 Lisbona Room	**Hannah Zora Strong** Local Lead Gen Nationwide	12:00	**David Peranic** Boost 3.14x ecomm sales with MetaAds
B2b - Day 2 Vienna Room	**Jyll Saskin Gales** When High CPCs are a good thing	12:30	**Anastasia Krivoruchko** Is TikTok only for teens?
	Lunch Break	13:00	
Google Ads 2 Day 2 Oslo Room	**Ameet Khabra** Conversion data & automation drift	14:00	**Ajda Novak** Ads & Sales (on Linkedin)
CRO - Day 2 Lisbona Room	**Charley Brennand** When Performance is a Risk Function	14:30	**Leah Mazur** Customer Insights to shape Messaging
E-Commerce - Day 2 Vienna Room	**Nicola Sargeni** Scaling with control & efficency	15:00	**Rob Muldoon** LI Thought Leader Ads x AI
	Coffee Break	15:30	
Track. & Analytics - day 2 Oslo Room	**Jitse Van Rijn** Rebuilding Attribution in PMax	16:00	**Sarah Sal** 5.7X Higher ROAS Thanks to Stories
Agency Mgmt. - day 2 Lisbona Room	**Riccardo Tirelli** There's more beyond tracking	16:30	**Madalina Stanescu** Scaling a footwear brand to international
Lead Generation - day 2 Vienna Room	**Ludovica Montesanti** Controlled scaling in ecommerce tech	17:00	**Alessio Carbonari** Is Meta the wrong channel for B2B?
	PPC Caesars Award Prizegiving & Round Table	17:30 - 18:15	**PPC Caesars Award Prizegiving & Round Table**

Official Hashtag #adwexp

← Event's detailed interactive agenda, online Q&A & Speakers' rating (https://bit.ly/adwexp26)