



**SMX**<sup>®</sup>  
ADVANCED  
EUROPE



# DAY 1 | MONDAY, SEPTEMBER 30, 2019

8:00 AM	Registration and Coffee	
9:00 AM	<b>Opening Session - Music Hall 1+2</b> <b>The Great UX Debate: What Google Says vs What Google Does</b> Will Critchlow, Distilled	
10:00 AM	Coffee Break	
TRACK	<b>SEO</b> Room: Music Hall 1+2	<b>PPC</b> Room: Music Hall 3+4
10:30 AM	<b>Data-Driven Technical SEO: Merging your Crawl, Analytics &amp; Logfile Data for Better SEO</b> Bastian Grimm, Peak Ace	<b>How to Manage Your PPC Account at Scale</b> Brad Geddes, Adalysis
11:15 AM	Short Break	
11:20 AM	<b>Giving Robots an All Access Pass – Tags, Sitemaps &amp; API Indexing</b> Jes Scholz, Ringier	<b>When to Use Machine Learning for Your Own PPC Search Campaign Management: A Hands-On Guide</b> Christopher Gutknecht, Bergzeit
12:05 PM	Lunch Break	
1:30 PM	<b>Do-it-Yourself – A Walkthrough of Tooling on the Google Cloud Platform</b> Simo Ahava, 8-bit-sheep	<b>A Modern Marriage: Consumers and Advertising or how Advertising in the New World can be Successful and Fun</b> Purna Virji, Microsoft
2:15 PM	Short Break	
2:20 PM	<b>Browsers in 2020: Evergreen Googlebot, Broken Cookies &amp; Portals</b> Tom Anthony, Distilled	<b>How to Automate Search Term Reports</b> Marco Frighetto, Booster Box
3:05 PM	Coffee Break	
3:35 PM	<b>PWAMP: The Definition of Mobile-Friendly SEO</b> Max Prin, Merkle	<b>Customized Ads = Greater Ads</b> Martin Röttgerding, Bloofusion Koos Hoeijmakers, Greenhouse
4:25 PM	Short Break	
4:30 PM	<b>Evening Session - Music Hall 1+2</b> <b>The Data Must Flow – Making Data Quality Everyone's Business</b> Simo Ahava, 8-bit-sheep	
5:30 PM	Networking Reception in Exhibit Hall	
7:00 PM	<b>Dinner for all Attendees and Speakers</b> nhow Hotel Berlin	



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## DAY 2 | TUESDAY, OCTOBER 1, 2019

8:30 AM	Morning Coffee		
9:00 AM	<b>Morning Session - Music Hall 1+2</b> <b>Level Up Your Reporting with Google Data Studio</b> Dana DiTomaso, Kick Point		
10:00 AM	Coffee Break		
TRACK	<b>SEO</b> Room: Music Hall 1+2	<b>PPC</b> Room: Music Hall 3+4	<b>Deep Dive</b> Room: Jazz 1+2 Preregistration necessary
10:30 AM	<b>Large Scale Local SEO</b> Izzi Smith, Sixt	<b>Aligning Your Marketing With Your Customer's Journey</b> Amy Bishop, Cultivative Michelle Morgan, Clix Marketing	<b>Crawl Budget is Dead, Please Welcome Rendering Budget</b> Robin Eisenberg, Botify 
11:15 AM	Short Break		
11:20 AM	<b>Behemoth SEO: Search Strategy for Really Big Websites</b> Philipp Klöckner, Rocket Internet	<b>Shopping: The Process of Reducing Products (in Google Ads and the Feed) to Increase Overall ROI</b> David Walker, Segmatic	<b>Secret Weapon Conversion Action Sets – How to Optimize for Different Conversion Types on Campaign-Level Within the Same Google Ads Account – Without Third-Party Tools!</b> Dennis Fäckeler, The Homelike
12:05 PM	Lunch Break		
1:30 PM	<b>YouTube Optimisation Tips for the Advanced SEO</b> Aleyda Solis, Orainti	<b>Google Ads Script + Google APPs scripts + Big Query + Datastudio = Magic!</b> Marcel Prothmann, Peak Ace	No Session
2:15 PM	Short Break		
2:20 PM	<b>Optimizing for Accessibility + SEO</b> Laura Lippay, Comcast	<b>Are Audiences the New Keywords?</b> Leo Jennings, Brainlabs	<b>Advanced Automation for Google Shopping and Search Ads</b> Jacques van der Wilt, DataFeedWatch 
3:00 PM	Coffee Break		
3:30 PM	<b>Breaking Down NLP for SEO</b> Paul Shapiro, Catalyst	<b>How to Work with New Google Ads API via Ads Scripts</b> Dmytro Tonkikh, Flatfy.com	No Session
4:15 PM	Short Break		
4:20 PM	<b>Closing Session - Music Hall 1+2</b> <b>What Happens When Everybody's Website is Fixed?</b> Jono Alderson, Yoast		
5:15 PM	End of SMX Advanced Europe		
6:30 PM	<b>SMX Advanced x Peak Ace After Show Meetup</b> 6:15 PM - Departure of Shuttle Bus from the nhow hotel Peak Ace Headquarters: Leuschnerdamm 13, 10999 Berlin 