

# DMEXCO Breakfast

September 19th, 2024 MAIN STAGE

**MAIN STAGE** **09:00 Doors Open**  
First coffee & Networking - Wake Up!

**MAIN STAGE** **09:20 Welcome**  
A short welcome from your host.



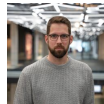
**Gerrit Scott-Reger**  
d3con

*Host*



**Jochen Kalka**  
schoesslers

**MAIN STAGE** **09:25 Programmatic Straight Up**  
Programmatic advertising is constantly changing: Whether it's necessary employee profiles, external (technical) changes or new topics such as AI. Timo Schulte from Oscar Bravo by Lufthansa Group and Daniel Distler from the Marketing Pioneers Podcast speak plainly. What is really important and where does the shoe currently pinch the most.



**Timo Schulte**  
Oscar Bravo |  
LUFTHANSA GROUP



**Daniel Distler**  
Podcast Marketing  
Pioneers

*Host*



**Jochen Kalka**  
schoesslers

## MAIN STAGE

### **09:40 Harnessing Programmatic Advertising for Impactful Digital Out-of-Home Campaigns Synopsis**

Digital out-of-home (DOOH) advertising has emerged as a formidable force in the advertising world, renowned for its ability to significantly enhance brand recall and create memorable experiences. Join this session as we delve into the evolving sphere of DOOH advertising and examine how programmatic can amplify its effectiveness. In this session, we bring industry experts to unlock the secrets behind successful DOOH campaigns. We will explore how programmatic advertising can extend reach, captivate audiences, and deliver substantial results.



**David von Hilchen**  
*StackAdapt*



**Siamac Rahnavard**  
*REVO/LOVE*

*Host*



**Jochen Kalka**  
*schoesslers*

## MAIN STAGE

### **10:10 From Safety Net to Strategy: Enhancing Advertiser Outcomes with Media Quality**

Qualität, Markensicherheit und -eignung galten in der Vergangenheit als Versicherungspolice für Werbetreibende, werden jedoch selten als weiteres Instrument zur Effizienzsteigerung der Geschäftsergebnisse von Werbetreibenden eingesetzt. Parker Bohlen, SVP of Optimization Sales, wird erläutern, wie Milliarden von Kampagnendatenpunkten der Medienqualität zusammen mit Total Visibility, dem Supply Path Optimization-Tool von IAS, eine andere Sicht auf die Qualität der KPIs von Werbetreibenden bieten.



**Parker Bohlen**  
*Integral Ad Science*

*Host*



**Jochen Kalka**  
*schoesslers*

## MAIN STAGE

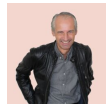
### **10:40 Sustainable advertising: Low on emissions and high on performance**

The digital ad industry's drive to decarbonise is at an inflection point. As the movement to minimize the industry's impact on the environment grows stronger and marketing tactics like GenAI generate even more energy, new data, insights and actions are emerging that promise to accelerate the transition to a cleaner ecosystem while enhancing campaign performance and supporting economic growth for all industry segments. At the same time industry frameworks to measure emissions are growing to support this transition. Join this session to learn about the underlying emissions problem we are facing in digital advertising, the current state of sustainable advertising in Germany, and insight into how emissions data is helping us create a sustainable digital advertising ecosystem for years to come.



**Rosa Markarian**  
*Scope3*

*Host*



**Jochen Kalka**  
*schoesslers*

## MAIN STAGE

### **10:55 Wrap Up**

Making the last contacts and planning the next steps.

## MAIN STAGE

### **11:00 The end**

We wish you a successful day at DMEXCO 2024