

KONFERENZPROGRAMM VORSCHAU

Die ersten Sessions sind bestätigt. Das gesamte Programm inklusive der neuen Formate wird bald veröffentlicht. Stay Tuned!!





Keynote: Beyond the AI Hype:
Hard-Won Lessons from Enterprise
Deployments

Speaker/s:

Boaz Ashkenazy, Augmented AI Labs



Lebenslange Kunden? Null Problem!
Inspiration von Marken, die du
garantiert nicht erwartest

Speaker/s:

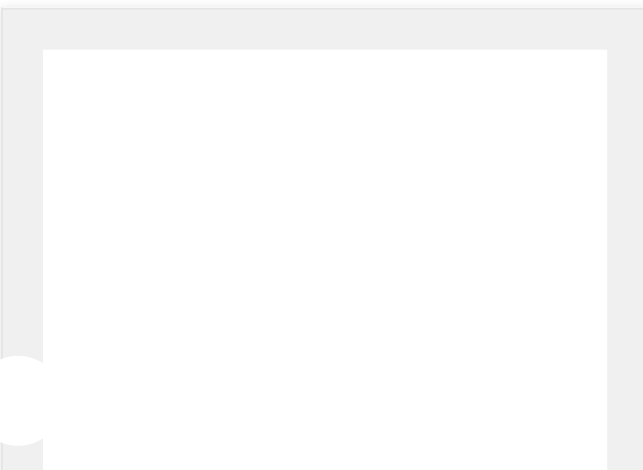
Stephan Park,



Margin-Based Bidding in Google Ads:
Neue KPIs, neue
Kampagnensteuerung

Speaker/s:

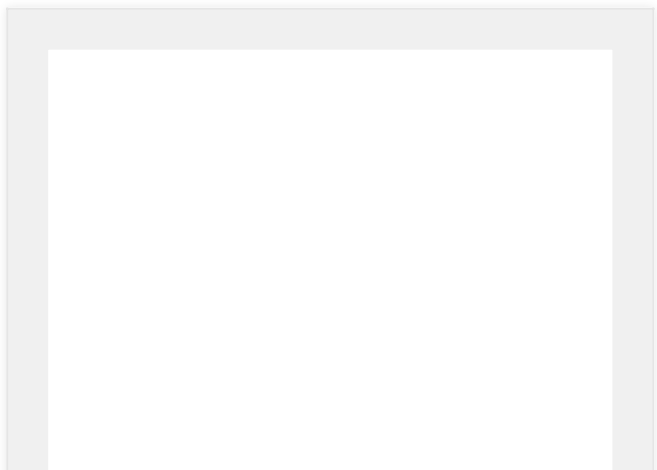
Marco Hjorth Dziendziol, MEGABAD

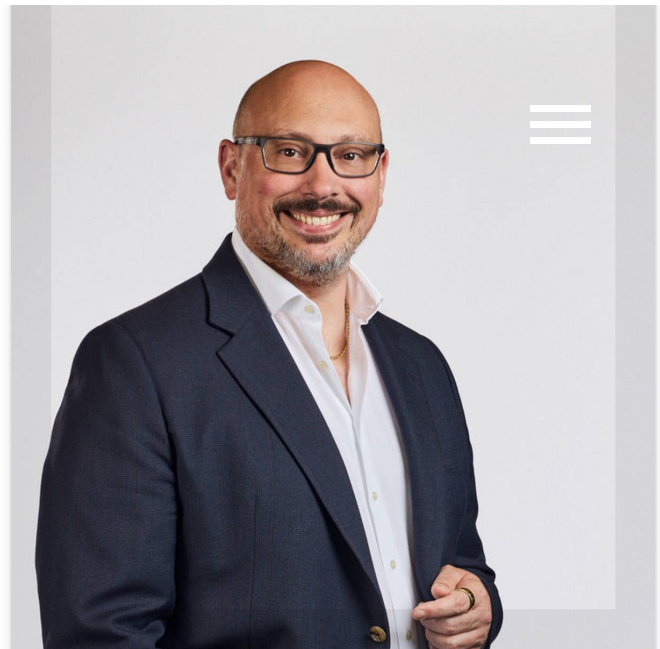


AI-Monitoring im Reality Check: KPIs,
Messbarkeit & Umsetzung

Speaker/s:

Markus Hövener, Bloofusion





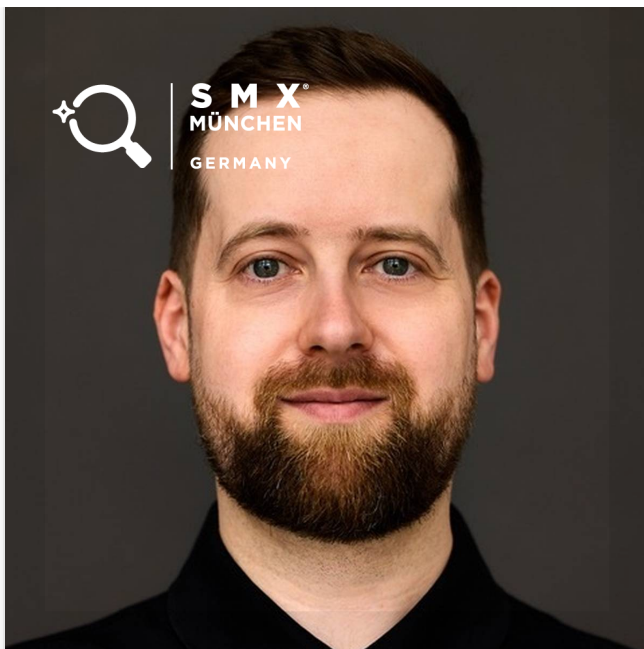
Consent-Rate: Die SEO-KPI, die dir hilft, trotz Daten- und Contentverlust besser zu performen

Speaker/s:
Philipp Roth, Ignite

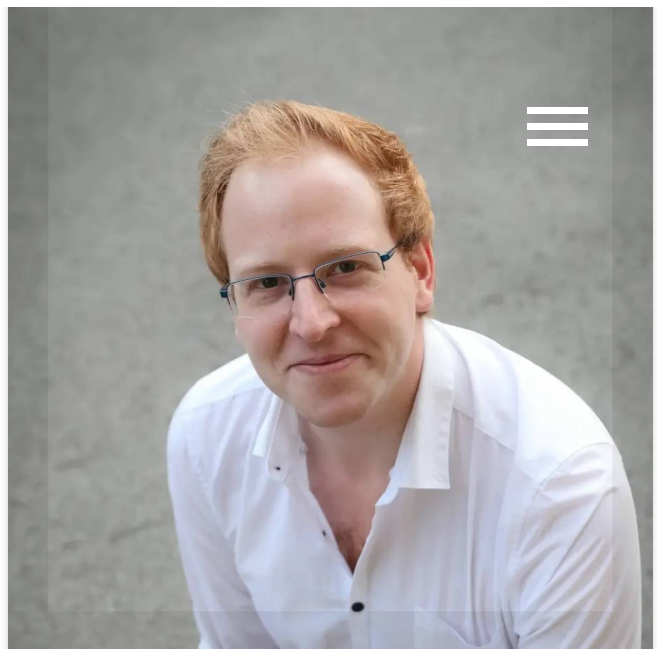


Survival of the Strategic: Rethinking Growth in Search Advertising

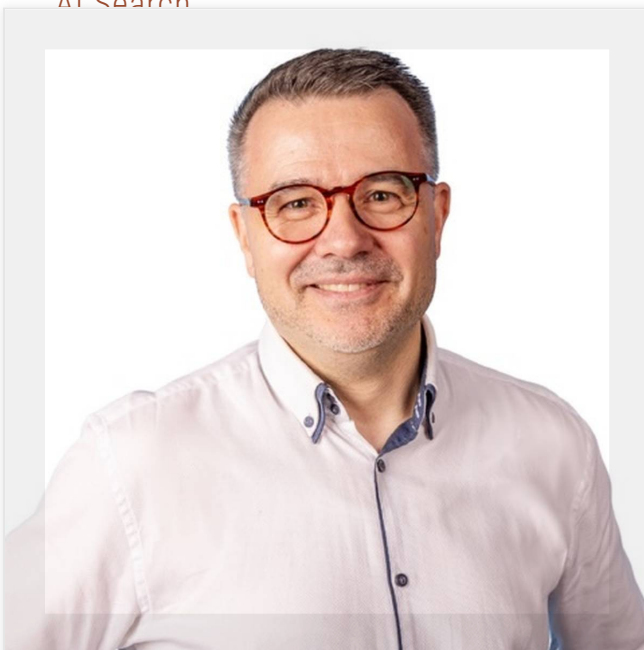
Speaker/s:
Kirk Williams, ZATO



The Citation Playbook – Data and
Insights on the Most Cited Sources in
AI Search



Clicks Don't Count: Measuring the
KPIs That Matter in the Age of AI



Local SEO 2026: Sichtbarkeit sichern
trotz KI, Maps-Chaos & Werbedruck

Speaker/s:

Sven Deutschländer, dskom
digital.marketing.agentur



Konferenzübergreifender Immersive
Deep Dive: Breaking the Silos

Speaker/s:

Robin Heintze, morefire



How to Launch, Grow, and Scale a Community that Supports Your Brand

Speaker/s:

Areej Abuali, Women in Tech SEO



PMax, Demand Gen & AI Max for Search: Inside Google's Power Pack

Speaker/s:

Mike Ryan, Smarter Ecommerce



Talk to your Data! Wie du SEO-Tools über das Model Context Protocol mit ChatGPT & Claude verbindest



The State of Ecommerce SEO & AI Search in 2026

Speaker/s:

Speaker/s:

Alexander Holl, 121WATT



User Intent als Mutter aller
Rankingfaktoren von Google bis AI-
Suche

Speaker/s:

Hanns Kronenberg, Chefkoch

Aleyda Solis, Orainti



From Search to Scroll: Winning the
Social Search Shift with Organic &
Paid Synergy

Speaker/s:

Bianca Bergshoeff, Maatwerk Online

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