



# AGENDA

FRIDAY, 24 MAY 2019  
BERLIN

[#DataLoverSummit](#)

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**08:00** Registration and Networking

**09:00** Welcome and Agenda

**09:10** Opening Address by Webtrekk & Mapp  
*Steve Warren, CEO Mapp*  
*Christian Sauer, Founder Webtrekk*

**09:30** 6 Ways Raw Data can bring New Business Value to Existing Solutions through New Possibilities  
*Piotr Birketoft, MAVA*

**09:50** Game Changer AI – How Smart Data, Algorithmics and Automation rule Digital Marketing  
*Peter Gentsch, DATAlovers*

**10:10** B2B Customer Journey: From “User-Centric” to “Company-Centric”  
*Elena Ossella De Filippo, kloeckner.i*

**10:30** Coffee Break & Networking

**11:00** Predictably Outperforming – How to win the Digital Content Race in an Age of Machine Learning  
*Volker Smid, Searchmetrics*

**11:20** How to successfully integrate data sources and visualize KPIs using Live Data Dashboards  
*Jonas Rashedi, Douglas*

**11:40** ROI-driven Content Marketing  
*Gerrit Grunert, Crispy Content*

**12:00** From 100 to 1! The Art of Centralizing 100 Individual Accounts into 1 Global Account  
*Bernhard Richter & Isabella Schlager, Porsche Holding*

**12:20** Lunch & Networking

**14:00** DATA LOVER Expert Panel

**14:40** Rethinking Attribution Models with Webtrekk’s Customer Journey Analysis  
*Frank Piels, ING*

**15:00** Merging customer acquisition and retention: Make informed decisions throughout the entire customer journey  
*Markus Wübben, CrossEngage*

**15:20** Coffee Break & Networking

**16:00** Mapp & Webtrekk – Ultimate Digital Experience for Retail  
*Ricardas Montvila, Mapp*

**16:20** The cost of producing bad data: what it takes to build a good data culture  
*Stefanía Ólafsdóttir, Avo*

**16:40** Multitouch Attribution and Data-Driven Marketing at Flixbus  
*Kristina Lesch, Flixbus*

**17:00** Start-up Award

**17:15** DATA LOVER Party



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