

# DMEXCO Breakfast

19.09.2024 MAIN STAGE

MAIN STAGE

**09:00 Doors Open**

Erster Kaffee & Networking - Wake Up!

MAIN STAGE

**09:20 Willkommen**

Eine kurze Begrüßung durch den Veranstalter.



**Gerrit Scott-Reger**  
d3con

*Moderation*



**Jochen Kalka**  
schoesslers

MAIN STAGE

**09:30 Advertiser - Keynote**

TBD

*Moderation*



**Jochen Kalka**  
schoesslers

MAIN STAGE

**09:45 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

*Moderation*



**Jochen Kalka**  
schoesslers

## **MAIN STAGE**

### **10:15 From Safety Net to Strategy: Enhancing Advertiser Outcomes with Media Quality**

Quality, Brand Safety and Suitability historically has been seen as an insurance policy for advertisers, but is rarely used as another tool for increasing efficiency in advertiser's business outcomes. Parker Bohlen, SVP of Optimization Sales will walk through how billions of campaign data points of media quality along with IAS's Supply Path Optimization tool, Total Visibility, is providing a different view of quality driving advertiser's KPI's.



**Parker Bohlen**  
*Integral Ad Science*

*Moderation*



**Jochen Kalka**  
*schoessler*

## **MAIN STAGE**

### **10:45 app.agenda\_pdf.tbd**

Dieser Bereich füllt sich bald mit Content.

*Moderation*



**Jochen Kalka**  
*schoessler*

## **MAIN STAGE**

### **11:00 Ende**

Wir wünschen euch noch einen erfolgreichen Tag auf der Dmexco 2024