

#SearchStar19

Advertising & Growth: 2020 and Beyond

In a world brimming with economic uncertainty there is but one constant for marketers; the desire for growth. But what does the future hold, and how can we use emergent technologies to drive sustainable business growth?

10:15 Welcome

Ryan Webb, Conversion and Analytics
Director, SearchStar

10:30 The State of Advertising

Dan Fallon, MD, SearchStar

Setting the scene for the day, Dan will take a brief look at the current state of advertising, including the pervasive impact of Artificial Intelligence, the potential of global markets and the exciting ad formats that are driving growth right now.

10:50 Future-Proofing in the Age of Machine Learning

Roxanne Brownlee, Agency Development
Manager, Google

In a world where the average consumer spends 9 hours a day online, reach is plentiful but attention is scarce. Consumers have infinite options available to them, so how can businesses stand out and set themselves up for long term growth?

Roxanne will explore the benefits of balancing short and long term marketing goals, the importance of machine learning, the boom in video as a driver of growth and how businesses of all sizes can benefit from getting behind the latest trends.

11:25 Break

11:45 Google Analytics: A Year of Change

Jon Boon, Lead Analytics Consultant,
SearchStar

Over the past year Google Analytics has received a host of exciting updates including Store Visits, a new tracking code and a partnership with Salesforce. Discussing these updates and the wider GMP, Jon will explain how they can deliver greater insight and marketing performance.

And in a world fraught with the dangers of privacy and data protection, he will dissect the challenges we've encountered as a result of GDPR and ITP 2.1.

12:20 From Localization to Digital Transcreation

Rawad Jammoul, Adapt Worldwide
& Ryan Webb, SearchStar

In today's globalized world, optimizing your digital content for local audiences is crucial to success. Exploring localization on a "near me", national and international scale, Ryan and Rawad will illustrate in rich detail how tailoring your messaging for local markets can fuel market expansion and drive global sales.

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13:00 Lunch



14:00 Building a Zero Friction Future

Lars Kossmann, Partner Manager & John Carr, Global Agency Manager, Facebook

The future belongs to businesses who reduce friction for their customers. In our connected world, the distance between inspiration and action has been reduced to a click. The winners are those who appeal the fastest and with the greatest personalization.

Addressing common areas of friction, Lars and John will provide guidance on creating a seamless user journey, from discovery to purchase, to help you drive business growth on Facebook.

14:35 Amazon Advertising: Threatening The Duopoly

Sian Miller, Senior Technology & Innovation Manager, SearchStar

Google and Facebook have taken the lion's share of recent digital advertising income. But with Amazon's ad-based revenue set to hit \$40 billion by 2023, is the duopoly over?

With Amazon on the march, Sian explores the origins of its success and uncovers the advertising tools that will fuel its growth into 2020 and beyond.



15:10 Refreshment Break

15:25 The Trends Shaping Digital Advertising Today

Charlotte Plastow, Customer Success Manager, Hitwise

How much of a threat is Amazon to Google? How is television advertising evolving? Why are brands "taking a side" now?

Charlotte takes a look at these key questions and trends shaping today's advertising landscape. Through online search, browsing and purchase behaviours, she will analyse how channels and audiences are shifting online.



16:00 The Future of Digital Advertising

Ed Culliford, Insight Director, SearchStar

Rounding out the day, Ed will venture beyond the advertising developments already being talked about.

Looking instead to the relatively distant future of a notoriously fast-paced industry, he will investigate how emerging trends will shape how we thrive online in the future.

16:30 Roundup & Close

Dan Fallon, MD, SearchStar

16:40 Networking Drinks

