



Data in Advertising: 2019 & Beyond



The ever-improving efficacy of data and the technologies that surround it continue to drive advertising forward. But what does the future hold?

10:00 Welcome

Ryan Webb, Conversion and Analytics Director, SearchStar



10:15 The State of Advertising

Dan Fallon, MD, SearchStar

Setting the scene for the day, Dan will show how data has transformed digital advertising - how we've moved from "shotgun targeting" to ever more precise technologies across search, social, display, video and digital audio. The latest techniques allow us not just to chase intent but predict intent and engage the consumer at the start of their purchase journey.

10:50 The TV Advertising Revolution

David Sanderson, Head of Sky AdSmart Local, Sky Media

A platform open only to big budget advertisers no longer, TV advertising is in the midst of a revolution led by Sky AdSmart. A broadcast industry veteran, David will go into detail about how SMEs can benefit from TV and use data to cherry-pick their audiences to best suit them.

11:25 Break

11:45 Harnessing Data: Digital Campaigns in Action

Sian Miller, Ad Ops Manager, SearchStar

How can marketers filter through the abundance of data to find something valuable that will impact their advertising efforts? Sian will run through examples of how SearchStar is harnessing data to influence digital campaigns, the methods used and the effect in each case.



12:20 Using Data to Go Beyond the Keyword

Meaghan Rogers, Agency Development Manager, Google



10 years ago search marketing revolved around one thing; the keyword. Since then, the amount of data at the fingertips of Google has increased immeasurably. Meaghan will consider the impact of data on the development of Google's Marketing Platform, what the future holds and how privacy is an ever more important consideration for marketers.





13:00 Lunch

14:00 The Domination of Amazon: How to Compete With the Future

James Leeson, Director, Hajoso

Amazon has shifted from being an online retailer into a multi-faceted digital powerhouse. James is a former Director of Amazon's consumables business, Head of Online at John Lewis and Online Director at Oak Furniture Land. He'll take us through Amazon's growth story, explaining how they think, showing how retailers can compete and better understand tomorrow's dominant ad platform.

14:35 Let's Get Personal

Ryan Webb, Conversion & Analytics Director, SearchStar

With so much audience data available it should be easier than ever to achieve "right message, right audience, right time". Right? Ryan will explain how data is increasingly being used to personalise websites and digital customer journeys. Who's doing what? Is anyone providing truly personal website experiences? Does having more data make it easier? What should you be doing now and how can you keep up?

15:10 Refreshment break

15:25 The Power of When in an Unpredictable World

Glyn Shadwell, Chief Operating Officer, mporium

As humans, we like to think we are unpredictable and our behaviour unique, but it turns out we aren't quite so original. In fact, we often react in synchrony with others. This presents a huge opportunity for marketers. Imagine if brands could align their marketing activity with unpredictable moments. Imagine if they could capture consumer intent as it happens. This is the 'Power of When'.

16:00 How I Learned to Stop Worrying and Love AI

Ed Culliford, Insight Director, SearchStar

AI and Machine Learning have long been touted as the future of advertising. But what's left for marketers once the machines have taken over? If everyone is using similar algorithms to optimise, how can you get a competitive advantage? Ed will look at what we can do to make sure technological developments are an opportunity, not a threat, and how they might make the world a better place.

16:30 Roundup & Close

Dan Fallon, SearchStar

16:40 Networking drinks