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8:30 am	SMX Orientation Meeting - Room: Saal 2 Sandra Finlay, Rising Media						
9:00 am	Opening - Room: Saal 1 Jana Lavrov, Director Subscription, SEO, Analytics Sandra Finlay, Conference Director, Rising Media						
9:10 am	Opening Keynote: It's the End of Traffic As We Know It... And I Feel Fine. - Room: Saal 1 Rand Fishkin, Founder, SparkToro						
10:00 am	Coffee Break						
TRACK	SEO and PPC Basics Room: Saal 3	SEO Room: Saal 1	PPC Room: Saal 5	Analytics & Data Literacy Room: Saal 13a	SMX for E-Commerce Room: Saal 13b	Partner Track Room: Saal 2	
10:30 am	 SEO-Tools, die auch das SEA-Tool-Kit bereichern Susanne Sommer, Seokratie	 The End of the Google Era: Modern Search Solutions Can Do Better Tom Anthony, SearchPilot	 Advanced PMax Structures Sam Tomlinson, Warszawski	 Zeit für bessere Reportings: So bringst du die Zahlen von GA4 und Google Ads näher zusammen Michaela Linhart, ANALYTICSkiste.blog	 SEO Strategies for Growing Large-Scale Marketplaces in 2025 and Beyond Kabeer Singh, Principal SEO Product Manager, HomeToGo	 OPTMYZR Mastering PPC Performance: Navigating Google's Automations Without Losing Control Frederick Vallaeys, Optmyzr	
11:15 am	Room Change						
11:25 am	 The Best of Both Worlds for Better Ads: Combining Automation with Tailored PPC Ads Bianca Bergshoeff, Maatwerk Online	 B2B SEO Checklisten + Workflows : Gezielt die stärksten Potenziale finden Stefan Godulla, Godulla.Web. Business.Strategy. Markus Hövener, Bloofusion	 Creative Strategies and Tactics for Low Data Accounts (and Low Budgets) Navah Hopkins, Optmyzr	 From Data Dump to Decision Driver: Evolving Your Looker Studio Approach Dana DiTomaso, Kick Point	 E-Commerce SEO Kompass 2025: Strategische & technische Veränderungen Stefan Vorwerk, GetAway Group	 munique.io Microconversions: Der Schlüssel zur Google Ads KI – Mit BREUNINGER Best Practice & Live-Interview Florian Multhammer, Munique.io Teresa Schmitt, E. Breuninger GmbH & Co.	
12:15 pm	Lunch Break		Teilnehmer*innen Dialogrunden: Best Advice Ever 12:25 – 12:55: 1. Dialogrunde Fokus SEO 13:00 - 13:30: 2. Dialogrunde Fokus SEA		Discussion Rounds: BEST ADVICE EVER 12:25 – 12:55 pm: 1. Discussion Round Focus PPC 1:00 - 1:30 pm: 2. Discussion Round Focus SEO		
1:45 pm	Keynote: AI Can't Touch This : How to get more of the right customers with the unmatched power of emotional targeting - Room: Saal 1 Talia Wolf, Conversion optimization expert, GetUplift						
2:30 pm	Room Change						
2:40 pm	 Website-Relaunch: Wins & Fails und wie KI den Prozess optimiert Nadine McNulty, CLANEO	 GEO (Generative Engine Optimization): Future Search in an AI World and What You Need to Know About Perplexity & Co. Helen Pollitt, Getty Images	 Seeing is Converting: A Data-Backed Approach to Image Assets Jyll Saskin Gales, inside google ads	 Better Safe Than Sorry: Fundierte SEO-Strategien durch Testing Vanessa Wurster, Geschäftsführerin	 Increasing Conversion and Raving Fans – Stealing Amazon Best Practices for Off Amazon Channels Robyn Johnson, Marketplace Blueprint	 SMARKETER Mehr Daten, bessere Kampagnen: Den Marketing-ROI richtig verstehen und steigern Daniel Tschirschowitz and Zacharie Maville, Smarketer	
3:30 pm	Coffee Break						
	SEO and PPC Basics Room: Saal 3	SEO Room: Saal 1	PPC Room: Saal 5	Analytics & Data Literacy Room: Saal 13a	SMX for E-Commerce Room: Saal 13b	Special Room: Saal 2	Interactive Session Room: Saal 21
4:00 pm	 Analytischer Optimierungsprozess der internen Verlinkung Dominik Bleser, Otto	 The New Era of Authentic Search: How Platforms Like Reddit Are Reshaping User Trust Bartosz Góralewicz, Onely	 Data Driven Remarketing Hacks for Middle and Bottom of Funnel Dominance Larry Kim, Customers.ai	 Kampagnen-Orchestrierung – Attribution, MMM oder was? Timo Aden, DIGITL	 Unconventional Google Shopping Strategies for Stagnating Campaigns Ruben Runneboom, Taskforce Agency	 AI-Driven Search Strategies: Optimizing Performance and Engagement Fabrice Canel, Microsoft	 Immersive Deep Dive: Breaking the Silos (nur nach Anmeldung) Robin Heintze, morefire
4:55 pm	Room Change - ATTENTION: The SEO and PPC tracks are changing rooms						
5:05 pm	 It's Evergreen: Repurposing Content at Scale Itamar Blauer, STUDIOHAWK	 Google Deconstructed – was sich unter der Haube von Google tut Prof. Dr. Mario Fischer, website boosting Johan von Hülsen, Wingmen Online Marketing	 Ads Scripts + Big Query – mehr Transparenz und Kontrolle für Google Ads Kampagnen Thomas Grübel, InBiz Online Marketing GmbH & Co. KG	 Man vs Machine: Can We Actually Tell the Difference? Let's Hear What Science Says Giulia Panozzo, Consultant, neuroscientific	 Brand Love by SEO: Dominating Search and Hearts in a Saturated Market Gabi Troxler, SEO Consultant	 Partner Track Room: Saal 2 SEO und SEA im KI-Zeitalter: Holistische Strategien für nachhaltigen Erfolg Uli Zimmermann, eMinded	 Immersive Deep Dive: Breaking the Silos (nur nach Anmeldung) Robin Heintze, morefire
6:00 pm	Networking in the exhibition area						
7:00 pm	Shuttle Busses Leave for SMX After Dark (Park Café in Munich)						
7:30 pm		SMX After Dark Networking Event					

8:00 am	Registration, Coffee & Breakfast Snacks						
TRACK	Content Room: Saal 13b	SEO Room: Saal 1	PPC Room: Saal 5	Analytics & Data Literacy Room: Saal 13a	Specials Room: Saal 3		
9:00 am	 Ditch Keyword-Specific Pages – Build Topic Focus through Content Consolidation (and Help Manage Your Indexation Rate, Too) Amanda King, FLOQ	 Von Keywords zu Konzepten: Embedding-Technologie im SEO wirkungsvoll nutzen Sebastian Erhofer, mindshape GmbH	 From PPC to Performance: Integrating SEO, Social, and CRM Data for a Blended Search Approach Matt Beswick, airta	 Weniger ist mehr: Erstellung eines effektiven Trackingplans Philipp Freytag von Loringhoven, Team Advertico Sarah Söhlemann, Penguin Random House Verlagsgruppe	 Von Boomer bis Gen Z – wer googelt wie und warum deine SEO-Strategie ein Update braucht Dr. Christina Jacker-Hundt, Chrissy's Marketing Corner		
9:45 am	Room Change						
9:55 am	Keynote: Generative AI: The Rise, Fall, and Rebirth of Inbound Marketing - Room: Saal 1 Dale Bertrand, President, Fire & Spark 						
10:40 am	Coffee Break						
	Content Room: Saal 13b	SEO Room: Saal 1	PPC Room: Saal 5	Analytics & Data Literacy Room: Saal 13a	Special Room: Saal 3	Partner Track Room: Saal 2	Interactive Session Room: Jochberg
11:10 am	 Let's Talk Numbers: HCU is Not What You Think and You Are Not Measuring the Biggest Ranking Factor Tom Capper, STAT Search Analytics	 EU Local Search Behaviour: Insights & Digital Markets Act Implications David Mihm, David Mihm Consultancy	 Problem → Prompt → Script → Lösung: Mit KI-gestützten Tools zur individuellen SEA-Automatisierung (ohne Programmierkenntnisse) Jonas Kleespies, THE BOUTIQUE AGENCY	 Topical-Authority-Analysen: EEAT-Optimierung über nachhaltige Themenexpertise Judith Lungstraß, ZEIT ONLINE	 Ready for New Generation Marketing? How TikTok & Co. Have Changed the Search Bar Xandrina Allday, Social Retreats	  Wie SIXT sich auf das KI-generierte Suchverhalten vorbereitet Armin Doll, Yext Heiner Tappe, SIXT	 Immersive Deep Dive: When Your PPC Campaign Goes off the Rails (pre-registration is required) Jyll Saskin Gales, inside google ads
11:55 am	Room Change						
12:05 pm	 Let's Talk Strategy: Are Puppies a Ranking Factor? Jono Alderson, Independent Technical SEO Consultant	 Using UGC From Your GBP to Make Your Site Stand Out Greg Gifford, Searchlab	 Von Bottom-Funnel-Marketing zu Full-Funnel-Marketing-kampagnen: Erfolgreiche Paid-Social-Strategien auf Meta & Pinterest Teresa Schmitt, E. Breuninger GmbH & Co.	 Privacy Centric Measurement: Your Guide through Cookies, Consent & Chaos? Mira Rodrigues, miralytics & friends :)	 Green Search Engine Marketing – Vom Big Picture bis zu deinen konkreten Möglichkeiten (heute!) Gero Wenderholm, Gero Wenderholm	 12:05 – 12:25: Local Search, Local Impact: How Søstrene Grene Drives Store Visits from Online Searches Manuel Werneke, überall Stine Mortensen, Søstrene Grene	 Immersive Deep Dive: When Your PPC Campaign Goes off the Rails (pre-registration is required) Jyll Saskin Gales, inside google ads
12:45 pm	Lunch Break			Business Networking Lunch (invite only by The Boutique Agency)			
2:00 pm	Keynote: Good Bye SEO (as We Know It) - Room: Saal 1 Mike King, Founder and Digital Marketing Consultant, iPullRank 						
2:45 pm	Room Change						
TRACK	Content Room: Saal 13b	SEO Room: Saal 1	PPC Room: Saal 5	Analytics & Data Literacy Room: Saal 13a	Special Room: Saal 3	Partner Track Room: Saal 2	
2:55 pm	 Demystifying Google Discover: Lessons Learned From Analysing 150 Million Articles John Shehata, NewzDash.com	 Word to Your MUM Cindy Krum, MobileMoxie	 Demand Gen: Overhyped oder unverzichtbar? Emilia Spangenberg, Sunlab	 Digitale Barrierefreiheit für Suchmarketer Tobias Roppelt, Gehirngerecht Digital	 Multichannel Video Marketing Phil Nottingham, Organic Video	  Beyond Keywords: SEM Content-Strategien neu denken für conversational AI Search Martina Janeckova and Julia Weißbach, SYZYGY Performance	
3:35 pm	Coffee Break						
TRACK	Content Room: Saal 13b	SEO Room: Saal 1	PPC Room: Saal 5	Analytics & Data Literacy Room: Saal 13a	Specials Room: Saal 3		
4:00 pm	 Leveraging AI Tools to Generate User-Intent-Focused Content Ideas Ashley Segura, ContentYum	 The Missing SEO Guide to Domain Migrations Joost de Valk, Emilia Capital	 Mit der perfekten Landingpage zur Kampagnenoptimierung Kai Radanitsch, eBusinessLab	 Audit im B2B Online-Marketing Bereich Robin Heintze, morefire Martin Philipp, Evalanche	 One Spec, One Team: Creating Technical Documentation to Unify SEO, Product, Engineering, and Execs Emily Gant, Inkitt		
4:40 pm	Room Change						
4:45 pm	 Welcher Content heute noch wirkt – Updates für deine Contentstrategie, basierend auf den letzten Google-Updates und der laufenden AI-Revolution Stefan Fischerländer, SEO-Consultant and Developer	 Learnings From the Google Leak for Your Daily SEO Work Christopher Wagner, RP Digital	 AI as Your Creative Partner: Unlocking Next-Level Brainstorming for Standout Campaigns Thyra van der Schoor, Maatwerk Online	 Data-driven Marketing – it's a Marathon not a Sprint Christian Ebernickel, Christian Ebernickel Digital Analytics Consulting Yael Farkas, Douglas Service GmbH	 Grenzenlose Sichtbarkeit: Etappen und Hürden im Aufbau multinationaler SEO Jörg Niethammer, Hansgrohe Jérôme Theis, Fielmann Gruppe		
5:25 pm	Room Change						
5:30 pm	Abschluss Session - Room: Saal 1						
6:00 pm	End of SMX Munich 2025. See you next year at SMX Munich 2026						