



**Exclusively at the  
DMEXCO 24:  
BVDW Guided Tours**

# DMEXCO – Digital Marketing Exposition & Conference



## DMEXCO is Europe's leading digital marketing & tech event.

Be there on site! On September 18 & 19, 2024 in Cologne!

Experience the leading trade fair for digital marketing, combined with an extraordinary conference. This year's motto is: "**Prompting the Future**".

All information about DMEXCO can be found [here](#).

**The BVDW is the exclusive and therefore only provider of thematic guided tours at DMEXCO**

Conceptual and technical sponsor  With special cooperation



ONLINE-  
VERMARKTERKREIS  
IM BVDW



#zukunftsgestalter  
#wirsinddmexco

# BVDW Guided Tours – how?

The BVDW Guided Tours offer a unique platform to present innovations to a broad audience of experts, industry leaders and enthusiasts. Take the opportunity to present your products and services, share your vision and generate valuable leads.

- The tour lasts approx. **50 minutes** and is led by an expert on the subject.
- **3 exhibitors** give a **10-minute presentation** per tour
- Up to 30 participants per tour
- **Participation is free of charge** for visitors



# BVDW Guided Tours – Presentation

## Put your company in the spotlight!

To provide visitors with additional orientation, we have assigned key points to each topic. You should base your presentation on these points and skillfully combine the technical content with your products.



# BVDW Guided Tours – Review



# BVDW Guided Tours Feedback

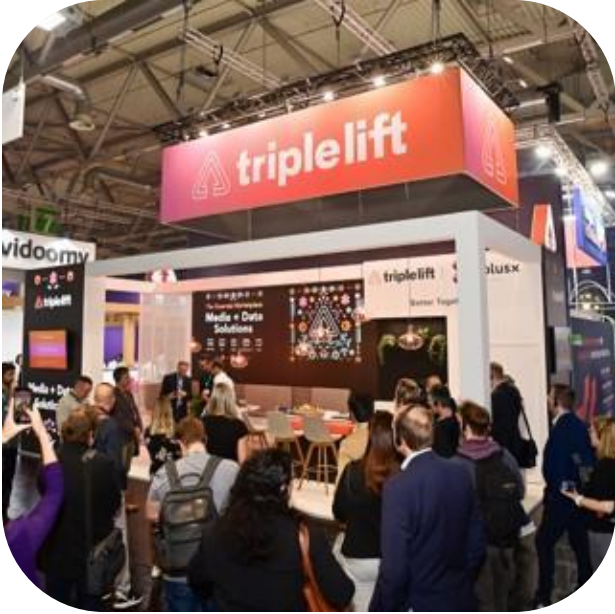
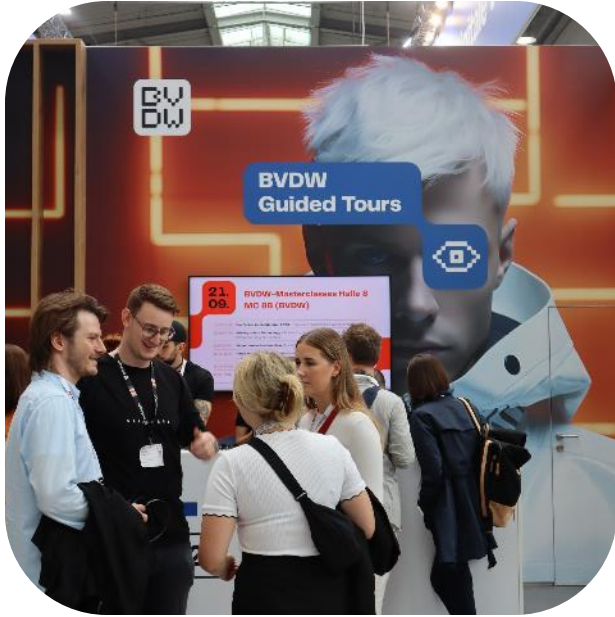
**100 %** of exhibitors are satisfied  
or very satisfied with the tour guide

**85 %** of visitors rate the tours as  
good or very good

**80 %** of exhibitors are satisfied or  
very satisfied with the support provided  
for the tours



# Impressions



# Exhibitors of the last years (selection)





# BVDW Guided Tours – Communication



## NEW: Increased visibility and range

- The tours are now also bookable for participants via the DMEXCO platform & app and can be bookmarked.



## NEW: Additional cross-promotion:

- The tours are advertised on a topic-specific basis via the BVDW Masterclasses on site and can be bookmarked
- Logo placement in the brochure and on screens



## NEW: Increased presence in social media

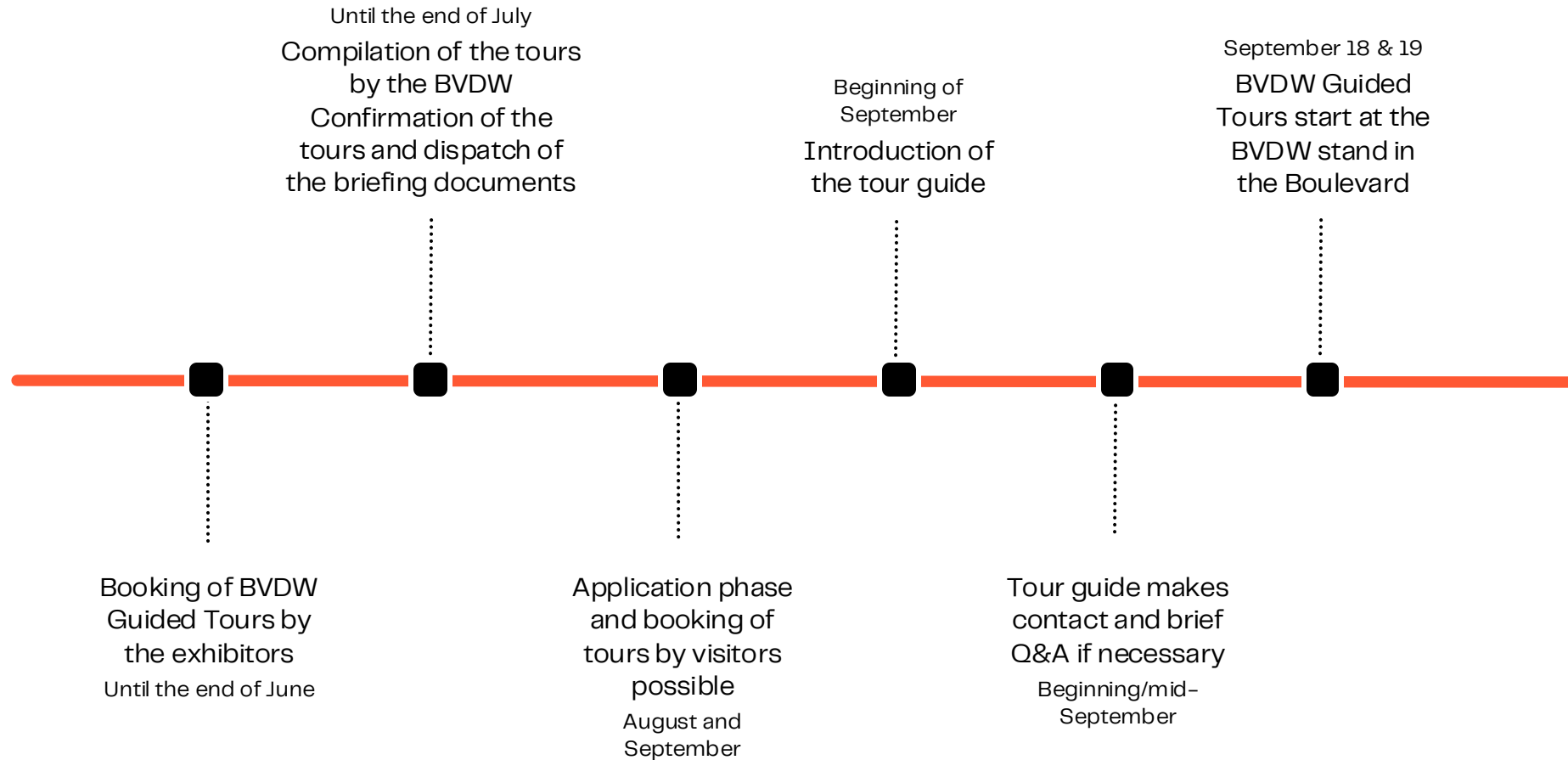
- The tours will be promoted on the BVDW and DMEXCO channels.



## NEW: Contacts through lead generation:

- Participant data & bookmark leads will be made available afterwards

# Procedure for exhibitors – schedule





# BVDW Guided Tours

**Topics**



# BVDW Guided Tours – Topics

## Affiliate Marketing

Discover the world of affiliate marketing in our guided tour. Find out how this effective marketing strategy works. You can successfully participate as an affiliate or merchant. Dive into the key elements, from affiliate links to commission structure. Learn how these partnerships are beneficial for both individuals and businesses.

## Customer Journey

The customer journey describes the path from the first contact with a company to the purchase decision. Touchpoints such as advertising and store visits play a role here. As the number of touchpoints increases, the customer journey also evolves. Find out what this means in our guided tour.

## Content marketing & storytelling

Content marketing creates, distributes and optimizes content based on data for clearly defined target groups. The content is sought, needed and appreciated at the individual moment of attention in order to promote an action-oriented campaign. In the Guided Tour, we present the latest developments in content marketing and show how content is turned into real stories.

## Data-Driven Marketing

Data-driven marketing uses data (internal/external) for marketing decisions, especially with regard to user behavior. This promotes ROI optimization of the marketing budget. More in the Guided Tour.

## Digital Commerce

The days when e-commerce was seen as a secondary sales channel are over. Modern consumers are constantly online and shop according to their individual convenience – both in-store and online. This guided tour offers an overview of current developments in the area of hybrid shopping experiences and the linking of local solutions and digital commerce.

## Digital Audio

Audio is omnipresent in our digital living environments. It includes smart speakers, computers, smartphones and voice assistants as the user interface of the future. Online audio offers an ideal channel for targeted advertising. Find out more about the latest developments in the guided tour.

# BVDW Guided Tours – Topics

## Digital creativity

This guided tour is ideal for visitors who are curious about how content creation is influenced by digital technologies today. Agencies and creative service providers will provide insights into how they use the latest trends and developments on the market for their work.

## Email marketing tools

Discover innovative tools and platforms that can increase the efficiency and impact of your email marketing campaigns. Our tour offers insights into the latest tools and best practices in email marketing. Learn how to optimally plan, create and analyze your email campaigns with the right tools.

## Influencer marketing

Dive into the world of influencer marketing on our guided tour. Discover how influencers are impacting the modern marketing landscape and gain insights into proven strategies. Learn how you can work with influencers to showcase your brand and reach an engaged audience. Our guided tour provides an overview of the latest trends and best practices in influencer marketing. Learn how this powerful marketing strategy can benefit your business!

## AI / AI

The development of artificial intelligence has gathered pace in recent years. As a result, considerable progress has been made. These advances have led to a multitude of AI applications in all markets and industries, attracting global attention. Our guided tour takes visitors on an unforgettable journey through the world of algorithms and machine learning. They will be introduced to the new era of data intelligence.

## AI-driven content creation

Insights into tools and platforms that use generative AI to generate content from text to images to video and audio formats, and how these technologies are transforming the content creation process. The tour will focus on how companies are using AI to streamline value chains, realize efficiencies and share their success stories. The future of content creation for marketing through AI will take center stage.

## AI and the customer experience revolution

Insights into how technology is redefining the customer experience in the customer journey of various companies, e.g. how real-time personalization works with AI, how customer service solutions are automated, how voice commerce and voice assistants are used in marketing, how AI can support omnichannel strategies, how emotional intelligence can be used in AI systems or how predictive analytics can be used for a predictive customer experience.

# BVDW Guided Tours – Topics

## Programmatic Advertising

Programmatic advertising (PA) is growing at double-digit rates in Germany. It remains a key factor in the media business of the future and is decisive in the competition for media budgets. Companies in the value chain such as agencies, marketers and technology service providers introduce themselves in this guided tour.

## Retail media provider

Retail media is experiencing rapid growth as many e-commerce platforms offer brands the opportunity to advertise directly on their shopping platforms. In our guided tour, we will introduce you to the relevant players in the retail media sector and give you insights into how you can effectively use the extensive data pool of the world's largest e-commerce platforms for your advertising activities.

## Retail Media Services

Do you offer companies a customized platform to reach their target groups directly at the point of sale? With targeted advertising measures and innovative solutions, you put your brand in the spotlight. And with the help of state-of-the-art technologies and data analysis. Show this to visitors on the Guided Tour.

## SEO & SEA

Dive into the key strategies of SEO and SEA. Our tour offers insights into the latest trends and best practices in search marketing. Improve your organic search results and place targeted ads. Maximize your online visibility and attract the attention of your target audience.

## Sustainability / Responsibility

CDR is part of corporate social responsibility (CSR). Companies bear responsibility for their impact on society, employees and the environment. Many companies are actively committed to this topic. The BVDW has also developed its own handout: the 'CDR Building-Bloxx'. You can find out more about current developments in the guided tour.

## Social Media Marketing

Discover the dynamic world of social media marketing on our guided tour. Dive into the strategies companies are using to successfully interact and grow on platforms like FB, IG and LinkedIn. Our tour provides insights into the latest trends and best practices, from influencer marketing to viral campaigns and analytics. Learn how to effectively communicate with your target audience, build reach and strengthen your brand presence.



# BVDW Guided Tours

**Gold and platinum package**



# Become a Gold Exhibitor

## The package includes:

- Brief and concise presentation of products and services at the stand for tour participants, followed by a short Q&A session
- In total, the stay at your stand lasts about 12 minutes
- Handing out giveaways while guests are at the stand is possible
- Communication of the BVDW Guided Tours incl. e-mail marketing, event website, social media promotion
- The company will be presented on the BVDW website in the Guided Tours section, in the tour brochure and on digital screens at the BVDW stand
- Logo placement at the event on BVDW screens and onsite

1.199 €

Non-Member Fee excl. VAT

799 €

Member Fee excl. VAT



# Become a platinum exhibitor

## The package includes:

In addition to all the benefits of the Gold participation option:

The tour ends at the stand of the platinum exhibitor. Participants can be invited for further discussions and to linger at the stand.

1.399 €  
Non-Member Fee excl. VAT

999 €  
Member Fee excl. VAT

# Contact us

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No suitable topic? Then get in touch!

## Next steps for registration:

Please sign and return the completed [booking form](#) to [dmexco@bvdw.org](mailto:dmexco@bvdw.org).