

## Boot Camp “Analytics to Drive Your Business”



### Programme:

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|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 13:00 – 13:30 | <b>General Analytics Overview</b><br>Introduction and simple and quick overview of current trends and developments. Definition of boot-camp outcome with all participants.                                                                                                                 |
| 13:30 – 14:30 | <b>Growing &amp; Measuring your organic traffic</b><br>Want to increase your organic market share? Patrick C. Price will show you how to grow your current organic traffic and implement state of the art tracking, so you can reliably measure and improve your organic growth.           |
| 14:30 – 14:45 | Coffee-Break                                                                                                                                                                                                                                                                               |
| 14:45 – 15:45 | <b>Growing &amp; Measuring your paid traffic</b><br>How to measure and grow your paid traffic. In this segment, Thomas Hertkorn will show you how to grow your paid traffic and address any issues you might be struggling with.                                                           |
| 15:45 – 16:30 | <b>Overview of best practice analytics &amp; conversion optimization</b><br>Learn the best practice approaches to measuring and optimizing your online success. Learn about new tools as well as optimal settings. Dominik Schaetz will show you how to increase conversions on your site. |
| 16:30 – 17:00 | <b>Q&amp;A, open discussion, ideas exchange</b><br>Open panel for anyone within the bootcamp to exchange views, experiences and/or discuss questions in public about any of the said.                                                                                                      |

## Speakers:



### **Thomas Hertkorn**

Head of SEM at netlead GmbH & Co. KG, Berlin, Germany

Thomas is specialized in PPC consulting, automation of large PPC accounts and he has over 7 years of experience in Online Marketing, gained during his work for several companies. In his work at as head of SEM at netlead, he manages large PPC accounts for several renowned companies, prepares workshops, conducts onsite training, manages optimization processes and develops customizes reports. He is always looking for new automated solutions to optimize PPC accounts in the most efficient and effective way.

### **Dominik Schaetz**

Founder and CEO of schaeztz cro, Zurich, Switzerland

Dominik started researching computer aided creative processes while studying architecture at the ETH Zürich. In 2000, he completed his degree and began working as an entrepreneur in the online industry. After founding a web design agency and working in out of home display advertising, he founded schaeztz cro in 2010. The boutique agency is highly specialized in

Web Analytics and Conversion Rate Optimization and serves a wide range of national and international clients. As a pioneer for conversion rate optimization in Switzerland, he is a demanded speaker on the subject. He also teaches his know how to Online Marketing Managers-in-training.



### **Patrick C. Price**

Chairman, BlueGlass Interactive Ltd.

Patrick began his career in Swiss banking, but in 2000 entered the Online Classifieds market, by becoming Chief Commercial Officer of Scout24 Switzerland. After being in charge of Scout24's marketing for the automotive, real estate and dating verticals for 7 years, Patrick left the company and founded an online business development agency, helping other classifieds and non-classifieds portals growing their business.