



# APP GROWTH SUMMIT

SAN FRANCISCO • NEW YORK • BERLIN



# APP GROWTH SUMMIT BERLIN 2018

Event Information

- [www.AppGrowthSummitBerlin.com](http://www.AppGrowthSummitBerlin.com) -



## APP GROWTH SUMMIT BERLIN



## Event Description

App Growth Summit Berlin is a one-of-a-kind 2-day event packed with opportunities to learn from, and connect with, leaders in the Mobile App Growth Marketing space throughout Europe. Through expert-led Presentations and Panels, mobile app marketers and growth professionals alike will share knowledge, strategies and insights.

As part of the admission price, a **complimentary buffet lunch** will be provided as well as all-day coffee with **two networking breaks per day** for ample time to connect with other attendees and our limited sponsors.

The event will take place in one of Europe's largest tech hubs, Berlin, Germany, and will feature a format never before seen in the mobile app conference space.

App Growth Summit Berlin will consist of 2 distinct days...

- **Day One, on 16 May 2018:** We will focus intently on **Non-Gaming** topics, or topics which can universally apply to *any* app business.
- **Day Two, 17 May 2018:** We will dive deeper into **Gaming**-specific sessions and topics.

Guests are welcome to choose either day which best suits their needs, or are welcome to purchase a discounted combo ticket and join us for *both* session-packed days!

We'll finish off each amazing day of great content and camaraderie with an **open bar Happy Hour and Networking Party!** All attendees are welcome to join!

To request an invite, or to inquire about sponsorships, please visit the website:

- [www.AppGrowthSummitBerlin.com](http://www.AppGrowthSummitBerlin.com) -



## Who We Are

App Growth Experts is an organization of Mobile App Growth Experts who product best-in-class content for the mobile app industry.

Through a series of **International Summits**, **Original Articles**, and a soon-to-be-released **Podcast** series, App Growth Experts is at the forefront of the latest content and strategies for mobile app professionals.

## Invite-Only Format

The format of App Growth Summit Berlin 2018 is invite-only. Space is limited, and all attendees are either invited, or will apply for an invite.

Vendors (service providers, ad networks, monetization platforms, analytics and tracking tools, etc) are welcome to attend as Sponsors. Vendors/Sponsors will be kept to a limited number in order to ensure an optimum ratio of marketers, publishers and developers to business development professionals.

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## App Growth Summit Attendee Profiles



The App Growth Experts team will invite industry leaders and colleagues to attend App Growth Summit Berlin 2018. Focusing mostly on a balanced mix of mid-to-upper management, as well as C-Levels and Founders, we can encourage and ensure the **highest quality of attendee**.

## Companies Attending





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## Confirmed Speakers



**Rickie Zayee**  
Advanced Marketing  
Strategy Manager &  
FordPass Manager  
Ford Motor Company



**Sophie Vo**  
Executive Producer  
Rovio



**Altor Soto Abonjo**  
Global Mobile CRM  
Manager  
HelloFresh



**Lior Barak**  
Data Project Manager Sr  
Zalando SE



**Benjamin Bauer**  
VP Consumer  
Delivery Hero



**Jessica Bicego**  
Head of Performance  
Marketing  
Blinkist



**Andy Carvell**  
Partner  
Phiture



**Christine Cuyugan**  
User Acquisition & CRM  
Manager  
Runastic



**Moritz Daan**  
Author & ASO Expert  
Advanced ASO Book



**Martzel de Domingo**  
User Acquisition Lead  
Ubisoft



**Maria Brigida Deleonardis**  
Lead User Acquisition  
Free2Move



**Peter Fedor**  
Founder & Chief Marketing  
Agent  
AppAgent



**Luca Giacometti**  
Data Scientist  
Bending Spoons



**Eric Jangor**  
Vice President of Marketing  
and Business Development  
LOVOO



**André Kempe**  
Co-Founder  
Mobile Marketing Experts



**Alexander Krug**  
CEO & Founder  
SOFTGAMES



**Mattheus Krzykowski**  
Platform Director  
Tenjin



**Maren Lesche**  
Ecosystem Manager  
ehemure Startup Hub



**Melike Johanna Maryska**  
Senior CRM Tech Lead  
Delivery Hero



**Jérôme Perani**  
Mobile & Partnerships VP  
L'Espresso



**Ekaterina Petrakova**  
Mobile Marketing Manager  
Rocket Internet



**Eliaz Le Peuedic**  
Mobile Apps Acquisition  
Lead - DACH  
Google



**Elena Poughla**  
Managing Director  
Dataconomy



**Marvin Rotenberg**  
Head of Marketing  
Ada Health



**Nikola Stoilnik**  
CEO  
Good Game



**Adeline Lee-Chai Suah**  
Product Growth and  
Digital Marketer  
Clue by Biobinka



**Anna Yukhtenko**  
Marketing Analyst  
Next Games



**Caglar Eger**  
Director App Store  
Relationships  
Goodgame Studios





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## APP GROWTH SUMMIT BERLIN 2018 CONTENT:

### DAY ONE: 16 MAY - NON-GAMING

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**Ford Motor Keynote Case Study:  
How Ford Increased Engagement in FordPass**

**Delivery Hero Retention Optimization:  
How to Increase Retention & Reduced Spend**

**Embracing Automation in Your Marketing**

**How to Deal with Adwords UAC - Hands On**

**The Science Behind Analytics**

**The Google/Facebook Duopoly vs The Field**

**Monetization & Payment Strategies**

**Finding Fraud & Snuffing It Fraud**

### DAY TWO: 17 MAY - GAMING

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**Rovio Keynote Presentation:  
What Games Can Learn from He-Man**

**ASO for Games:  
Latest ASO Strategies for Rising in the App Stores**

**Data-Driven Decision Making in Marketing**

**Instant Games on Facebook Messenger**

**Game Monetization Strategies**

**The Best App Distribution Options for Games**

**Blockchain in Gaming and Advertising**

**Indie Game Success Paths**



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## 2018 Event Schedule

**April 5, 2018** App Growth Summit NYC 2018  
Midtown Loft & Terrace, Midtown Manhattan

**May 16-17, 2018** App Growth Summit Berlin 2018  
Admirals Palast, Mitte Berlin Germany

**October 24-25, 2018** App Growth Summit SF 2018  
Mission Bay Conference Center @ UCSF



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