



Smarter Group

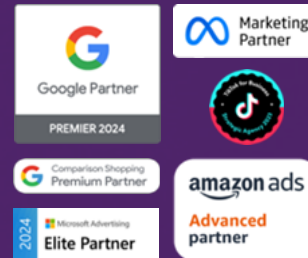
Home of Specialized Brands

e-Commerce Expo

Berlin, 17.2.2026

Jan Honsel, CDO Smarter Group, Stand J15, Hub 27

Handout Version



THE FULL CONFERENCE AGENDA IS OUT – DISCOVER WHAT YOU CAN'T MISS

E-COMMERCE
BERLIN
EXPO

10TH EDITION • MESSE BERLIN
17 FEB 2026: 09:00–18:00 • 18 FEB 2026:
09:00–17:00

ABOUT

VISIT ▾

PROGRAM ▾

PARTNER WITH US ▾

TICKETS

EXHIBIT

DE

BRINGING THE INDUSTRY TOGETHER FOR 10 YEARS

Join us for Europe's leading e-commerce event:
February 17 & 18, 2026, in Berlin



VISITOR TICKETS

Analysiere die verschiedenen Themen und Bilde passende thematische Gruppen.
Erstelle dann eine Tabelle mit entsprechenden Häufigkeiten der Themengruppen.

Ziel: Herausfinden, welche Themengruppe am häufigsten Teil des Programms sind.

Nachgedacht für 11m 42s >

Unten ist die Auswertung der Inhalte, die ich **aus den von dir verlinkten Programmseiten extrahieren konnte**.

Wichtig (Datenlage): Auf beiden Seiten (**Conference agenda** und **Masterclasses**) gibt es Tabs für **17. Feb** und **18. Feb**, aber in der "statischen" Seitenansicht ist **nur der 17. Feb** mit Sessions befüllt; der **18. Feb** wird dort nicht angezeigt bzw. ist leer. Daher beziehen sich **Liste, Clustering und Häufigkeiten** aktuell **nur auf Tag 1 (17.02.2026)**.

ecommerceberlin... +1



Stelle irgendeine Frage

+ 🔄 Längerer Denkvorgang ▾



PROGRAMMANALYSE

E-Commerce Berlin Expo 2026

Thematische Analyse aller Vorträge und Masterclasses – 17. Februar 2026

• Hinweis: Tag 2 (18. Feb) konnte aufgrund von JavaScript-Tabs nicht separat abgerufen werden

Sessions gesamt



69

Konferenz-Vorträge



40

Masterclasses



29

Top-Thema



KI & Agentic Commerce

24 Sessions (35%)

Themenverteilung

Anzahl Sessions pro Themengruppe



Häufigkeitstabelle

Sortiert nach Häufigkeit – 69 Sessions insgesamt

#	Themengruppe	Vorträge MCs Gesamt			Anteil
1	KI & Agentic Commerce	13	11	24	35%



**Beziehungsstatus:
Es war kompliziert.**

A video thumbnail featuring two men. On the left, a man with dark curly hair and glasses is smiling. On the right, a man with a beard is also smiling. The background is a dark grey with a yellow horizontal band across the top. The word 'BUILD' is in large black letters on the yellow band. Below it, 'ANYTHING WITH' is in white italicized letters. To the left of the text 'CLAUDE CODE' is an orange square icon with a white lightning bolt and a black circuit-like line. 'CLAUDE CODE' is in a pixelated orange font.

BUILD

ANYTHING WITH



CLAUDE
CODE

42:08

Analyze eCom Expo conference schedule and masterclasses ▾

Analysiere die Vortragsinhalte an den beiden Tagen der eCom Expo:
<https://ecommerceberlin.com/schedule#day1>
<https://ecommerceberlin.com/schedule#day2>
Sowie der MAsterclasses an beiden Tagen:
<https://ecommerceberlin.com/masterclasses/apply#day1>
<https://ecommerceberlin.com/masterclasses/apply#day2>
Erstelle eine Liste der gesamten Vorträge und Masterclasses
Analysiere die verschiedenen Themen und Bilde passende thematische Gruppen.
Erstelle dann eine Tabelle mit entsprechenden Häufigkeiten der Themengruppen.
Ziel: Herausfinden, welche Themengruppe am häufigsten Teil des Programms sind.

I'll fetch all four pages to analyze the conference program.

▾ Updated todo list to track schedule and masterclass page fetching

Update Todos

- ❑ Fetching schedule and masterclass pages
- ❑ Compile complete list of all talks and masterclasses
- ❑ Analyze themes and create thematic groups
- ❑ Create frequency table of thematic groups

WebFetch <https://ecommerceberlin.com/schedule#day1>

WebFetch <https://ecommerceberlin.com/schedule#day2>

E-Commerce Berlin Expo - Day 2 (18 FEB 2026) Sessions

Antworten...

+ </> Coden ▾

Opus 4.6 ▾



Analyze eCom Expo conference schedule and masterclasses

36 weitere anzeigen

* Tinkering...

Claude erlauben, **Run** `/usr/bin/perl -e ' open(my $fh, "<", "/tmp/ebe_schedule.html") or die $!; my $content = do { local $/; <$fh> }; close($fh); # Find day2 as literal text and get surrounding context my $pos = 0; my $count = 0; while (($pos = index($content, "day2", $pos)) != -1) { my $start = $pos > 100 ? $pos - 100 : 0; my $chunk = substr($content, $start, 300); $chunk =~ s/\n/\\n/g; print "=== POS $pos ===\\n$chunk\\n\\n"; $pos++; $count++; last if $count >= 5; } print "Total found so far: $count\\n"; ' 2>&1?`

Find day2 text positions and surrounding context

```
/usr/bin/perl -e '
open(my $fh, "<", "/tmp/ebe_schedule.html") or die $!;
my $content = do { local $/; <$fh> };
close($fh);

# Find day2 as literal text and get surrounding context
my $pos = 0;
my $count = 0;
while (($pos = index($content, "day2", $pos)) != -1) {
    my $start = $pos > 100 ? $pos - 100 : 0;
    my $chunk = substr($content, $start, 300);
    $chunk =~ s/\n/\\n/g;
    print "=== POS $pos ===\\n$chunk\\n\\n";
    $pos++;
    $count++;
    last if $count >= 5;
}
print "Total found so far: $count\\n";
'
```

Ablehnen

Always allow for project (local)

Einmal erlauben

Analyze eCom Expo conference schedule and masterclasses ▾

Kernerkenntnisse

1. **KI / AI dominiert das Programm eindeutig** – mit 27 Sessions (ca. 22%) ist es das mit Abstand stärkste Thema. Es zieht sich durch fast jeden Zeitslot und jede Stage, von Keynotes über Panels bis zu Masterclasses. Besonders stark vertreten: **Agentic Commerce**, **Generative Engine Optimization (GEO)** und **AI Agents**.
2. **Marketing & Performance** bleibt ein Kernthema (13%), aber der Fokus verschiebt sich: Klassisches Performance-Marketing wird zunehmend durch AI-gestützte Attribution und Automatisierung ergänzt.
3. **Marktplätze & Multichannel** (12%) zeigt die anhaltende Relevanz der Kanalstrategie – Marktplatz-Playbooks (Snocks, Breuninger), Amazon-Fulfillment und Cross-Border-Expansion sind präsent.
4. **Social Commerce & TikTok** hat sich mit 10 Sessions als eigenständige Kategorie etabliert – TikTok Shop allein hat mindestens 4 dedizierte Sessions.
5. **Branding & Storytelling** (10%) zeigt einen klaren Trend zu Personal Branding, Creator Economy und Community Building als Wachstumshebel.
6. **Logistik & Fulfillment** (8%) bleibt die operative Grundlage – von Warehouse-Automatisierung bis Retouren-Management.

Fazit: Die eCom Expo 2026 steht ganz klar im Zeichen von KI/AI – das Thema durchdringt nahezu alle anderen Bereiche (Marketing, Suche, Operations, Commerce). Zweitstärkstes Cluster ist die Kombination aus Marketing-Performance und Multichannel-/Marktplatz-Strategie.

> Updated todo list tracking progress on schedule and masterclass compilation

Antworten...

+ </> Coden ▾

Opus 4.6 ▾



**Geht doch!
Gemeinsam fluchen,
gemeinsam gewinnen!**



IN A WORLD DRIVEN BY
DATA AND AI, ONE VOICE WILL
REDEFINE THE FUTURE OF
DIGITAL MARKETING!



MARKETING DATA

smarketerTV

Meta *A18*



Alphabet

Microsoft

NVIDIA.







**GUARDIANS
OF
THE GALAXY**



Smarter Group

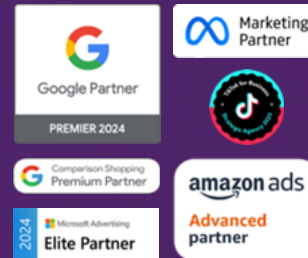
Home of Specialized Brands

e-Commerce Expo

Berlin, 17.2.2026

Jan Honsel, CDO Smarter Group, Stand J15, Hub 27

Handout Version



Thanks for having me!

Erfahrungen:

- Bertelsmann / G+J - *Medien, Advertising, Commerce*
- Pinterest - *Tech-Plattform*
- Uplift - *Digital Agency*
- Klingel Gruppe - *Retail / eCommerce*
- Smarketer Group - *MarTech Performance Agency*

Derzeitige Rolle:

- Chief Division Officer Smarketer Group
- Mitglied Executive Managementboard Smarketer Group
- Mitglied des Aufsichtsrates summ-it

Fokusthemen:

- Weiterentwicklung der Agenturen
- Intensivierung Marktbearbeitung und Leistungsangebote
- Evolutionsunterstützung der Gruppe





SMARKETER GROUP

DAS HAUS DER SPEZIALISTEN

14+

Jahre Erfahrung

350+

professionelle
Experten

1.500+

erfolgreiche Kunden
aus allen Branchen

100%

Fokus auf
Erfolg getrimmt



SEA



SEO/CONTENT/UX/CRO



SOCIAL



DISPLAY



MARKTPLACES



TECH



RESEARCH



E-COMMERCE



SMARKETER



AMZELL



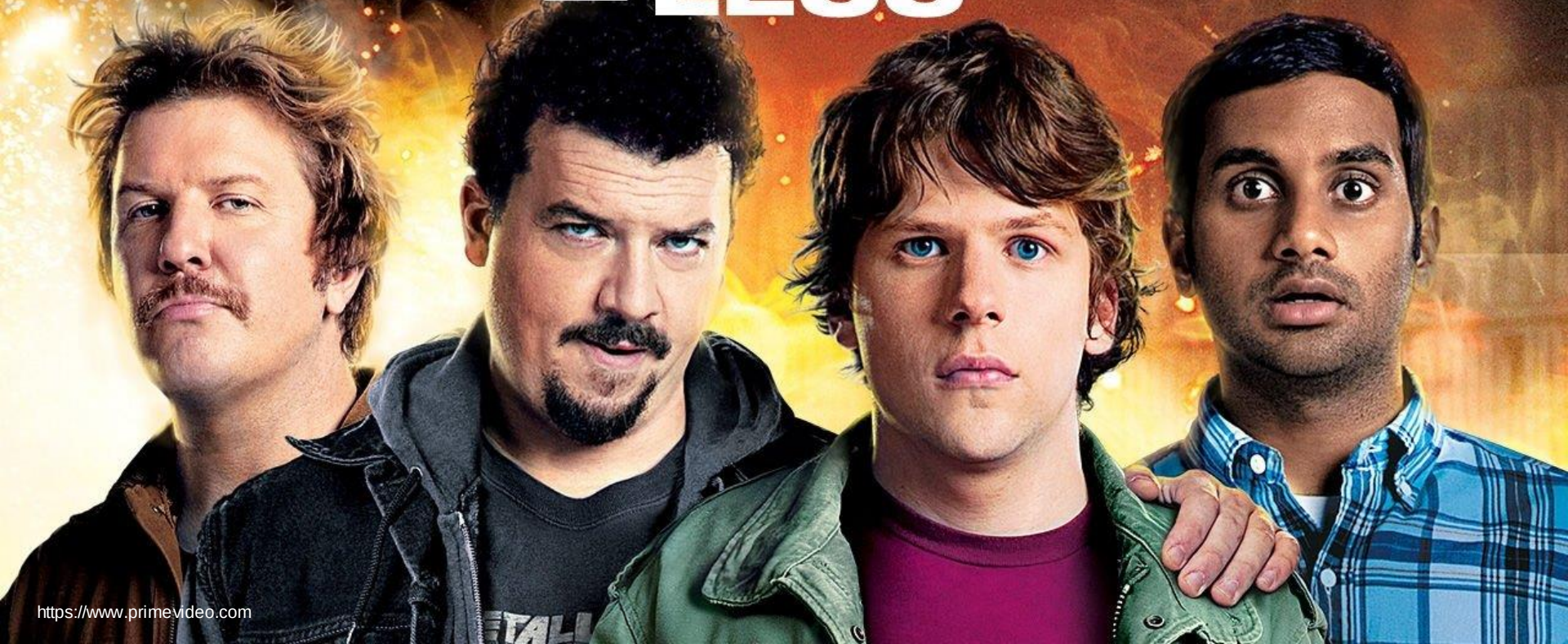
adsXpress

summ-it



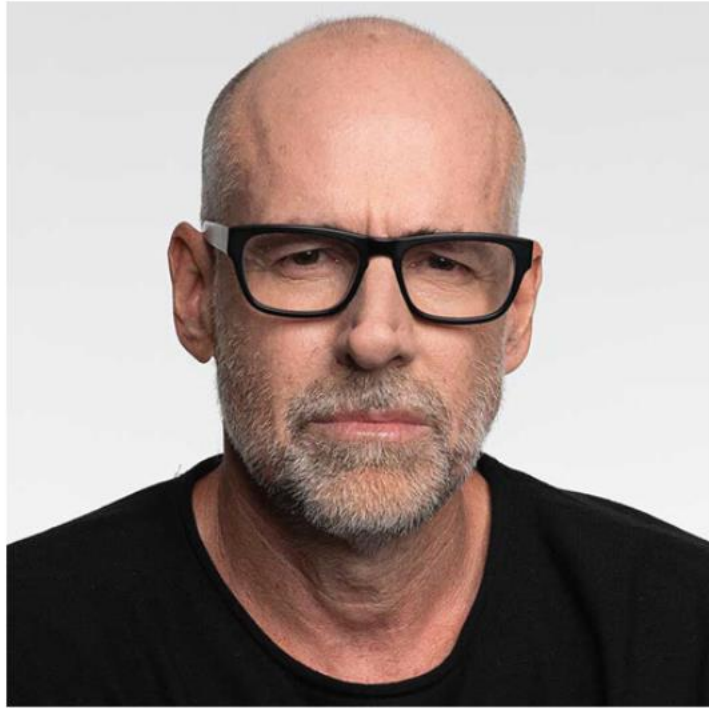
SMAWAX

30 MINUTES OR LESS



Heute gibt es quasi 2 für 1 ...

OM3



Scott Galloway



Philipp Klöckner

ACCORDING TO MY CALCULATIONS...



...WE'RE FUCKED

It's all good....



Jan Honsel

Chief Division Officer bei Smarketer Group |
Wachstum. Optimierung. Transformation



No Worries!

OCT
2025

GLOBAL CONNECTIVITY HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MAY DISTORT VALUES FOR CHANGE OVER TIME. FIGURES SHOWN HERE ARE **NOT DIRECTLY COMPARABLE** WITH VALUES PUBLISHED IN PREVIOUS REPORTS.



GLOBAL OVERVIEW

TOTAL
POPULATION



8.25
BILLION

YEAR-ON-YEAR CHANGE

+0.8%
+69 MILLION

URBANISATION

58.4%

CELLULAR MOBILE
CONNECTIONS



8.79
BILLION

YEAR-ON-YEAR CHANGE

+2.2%
+188 MILLION

TOTAL vs. POPULATION

107%

INDIVIDUALS USING
THE INTERNET



6.04
BILLION

YEAR-ON-YEAR CHANGE

+5.1%
+294 MILLION

TOTAL vs. POPULATION

73.2%

SOCIAL MEDIA
USER IDENTITIES



5.66
BILLION

YEAR-ON-YEAR CHANGE

+4.8%
+259 MILLION

TOTAL vs. POPULATION

68.7%

SOURCES: UNITED NATIONS; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; PLATFORM RESOURCES; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. GLOBAL DATASETS MAY USE DIFFERENT SOURCES vs. LOCAL AND REGIONAL DATA, SO SUMS MAY NOT CORRELATE. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE CORRECTIONS, AND **MAY NOT** REPRESENT DECREASES IN ACTUAL ADOPTION OR USE. WHERE YEAR-ON-YEAR CHANGE IS "[N/A]", COMPARISONS WITH HISTORICAL DATA WILL PRODUCE **INACCURATE RESULTS**. SEE [NOTES ON DATA](#).

we
are
social

Meltwater

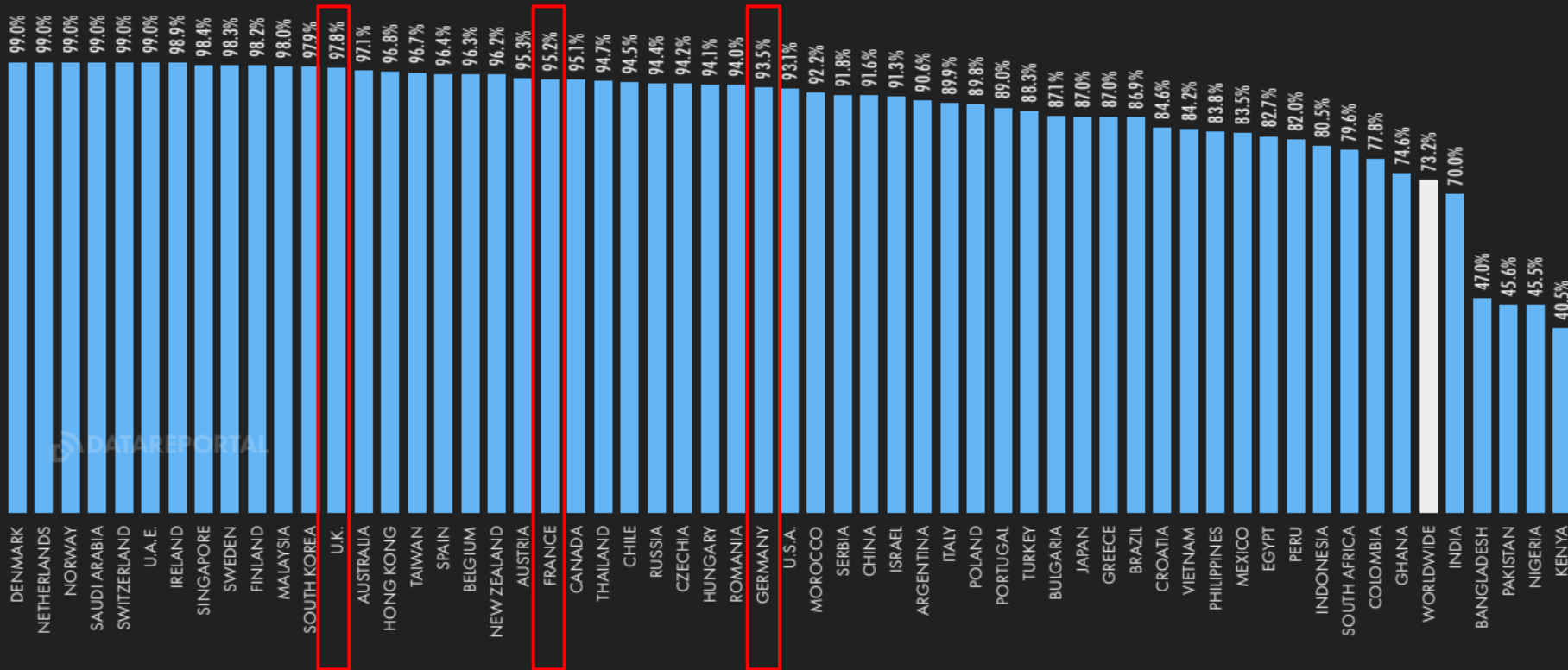
**„Weiter,
immer
weiter!“**



OCT
2025

INTERNET ADOPTION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMA; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTE:** VALUES HAVE BEEN CAPPED AT 99% OF THE POPULATION. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE [NOTES ON DATA](#).

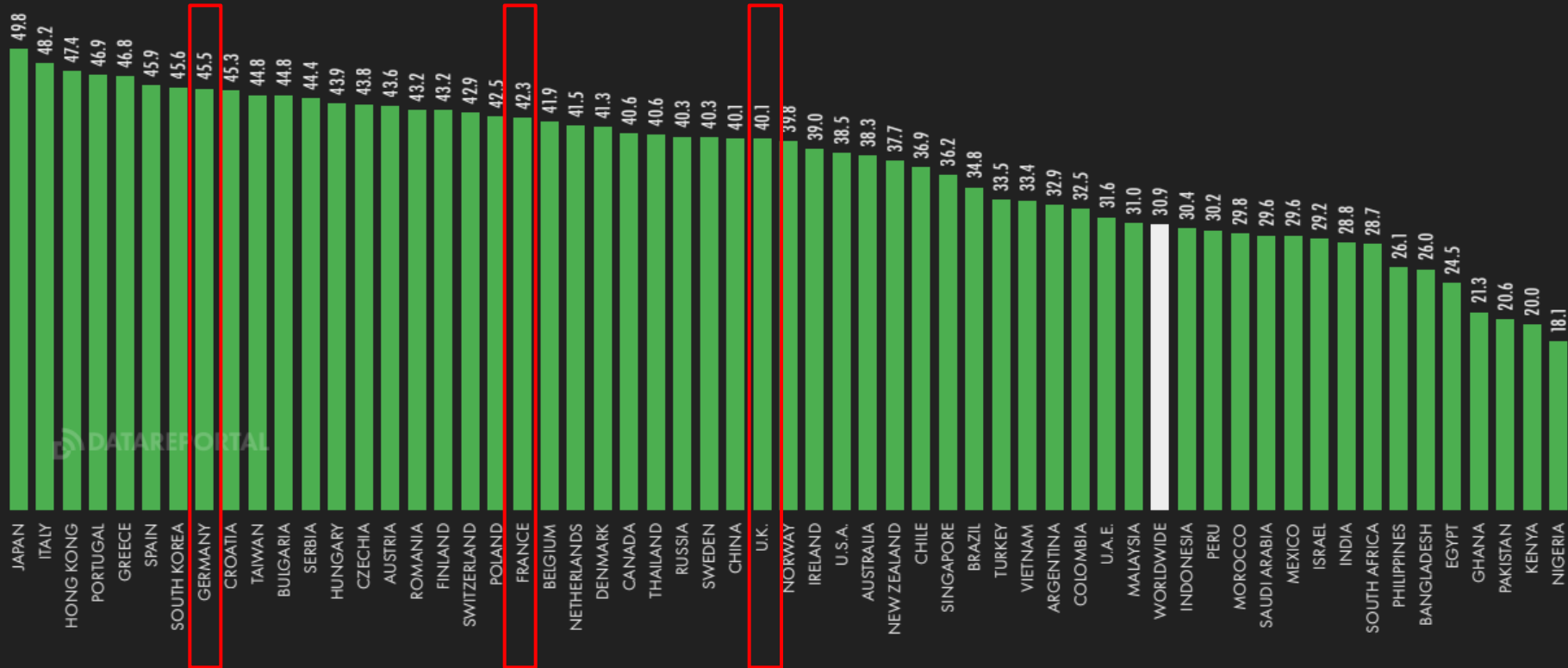
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MEDIAN AGE OF THE POPULATION

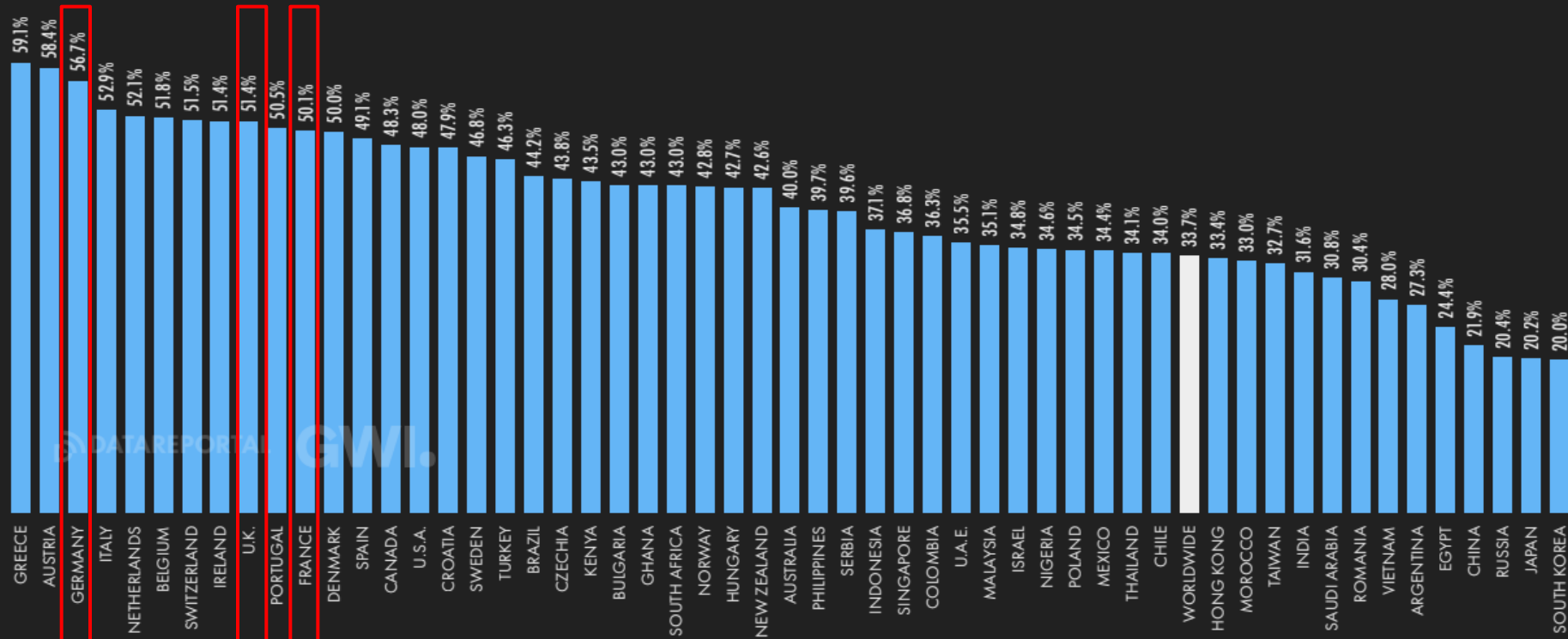
THE AGE AT WHICH THERE ARE EQUAL NUMBERS OF PEOPLE BOTH ABOVE AND BELOW THAT AGE IN THE TOTAL POPULATION



OCT
2025

DECLINE COOKIES ON WEBSITES

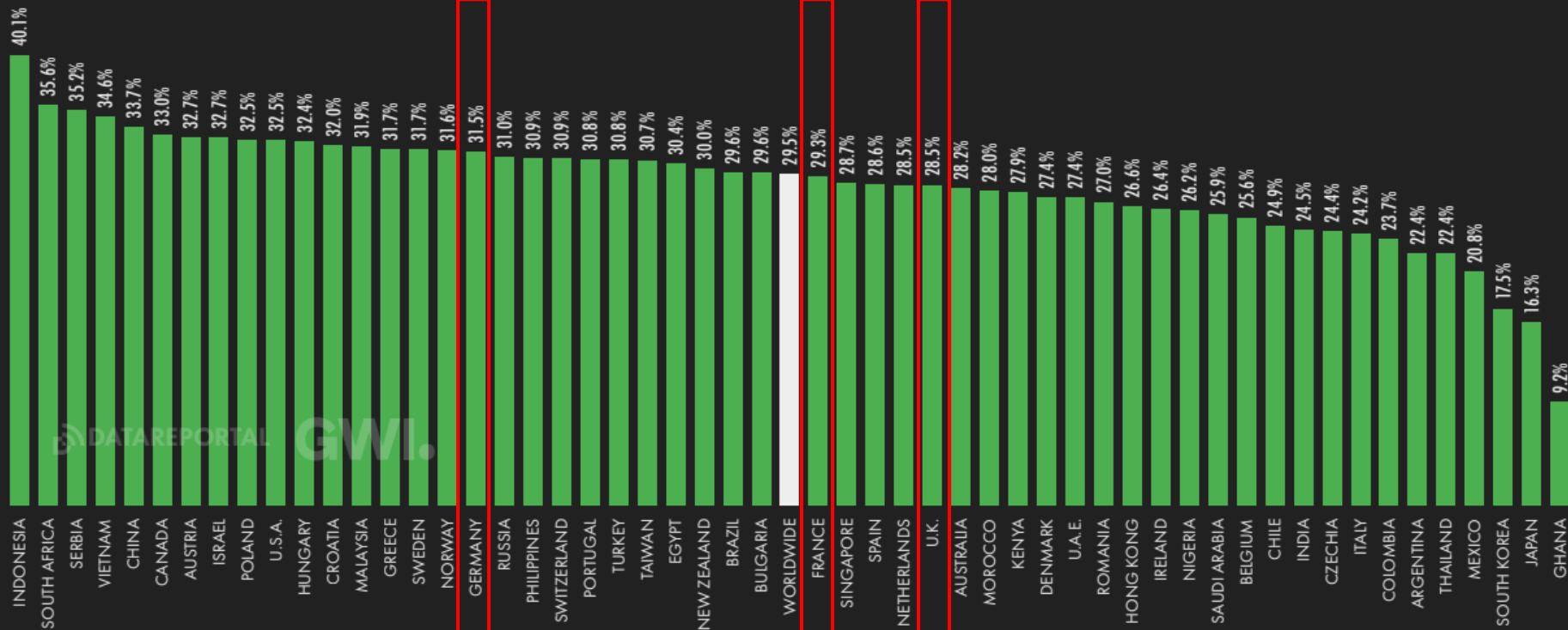
PERCENTAGE OF INTERNET USERS AGED 16+ WHO DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME



OCT
2025

USE OF AD BLOCKERS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE TOOLS TO BLOCK ADVERTISING FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES



Good *Old* Germany



Neuschwanstein Castle



Brandenburg Gate



Cologne Cathedral



Heidelberg Castle



Rothenburg

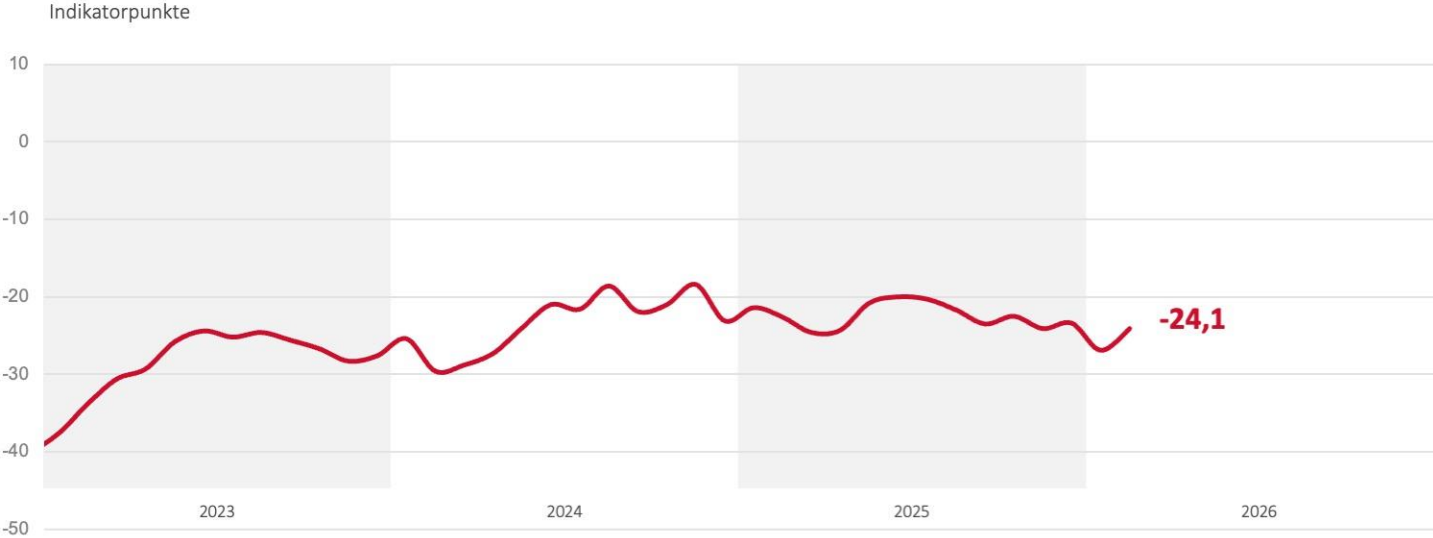


Zugspitze

Konsumklima

		2026		2025	2025
		Februar	Januar	Dezember	Januar
	Konjunkturerwartung	-	6,6	1,2	-1,6
	Einkommenserwartung	-	5,1	-6,9	-1,1
	Anschaffungsneigung	-	-4,0	-7,5	-8,4
	Sparneigung	-	17,9	18,7	8,2
Aus diesen 3 Indikatoren errechnet sich das Konsumklima					
	Konsumklima ¹	-24,1	-26,9	-23,4	-21,4

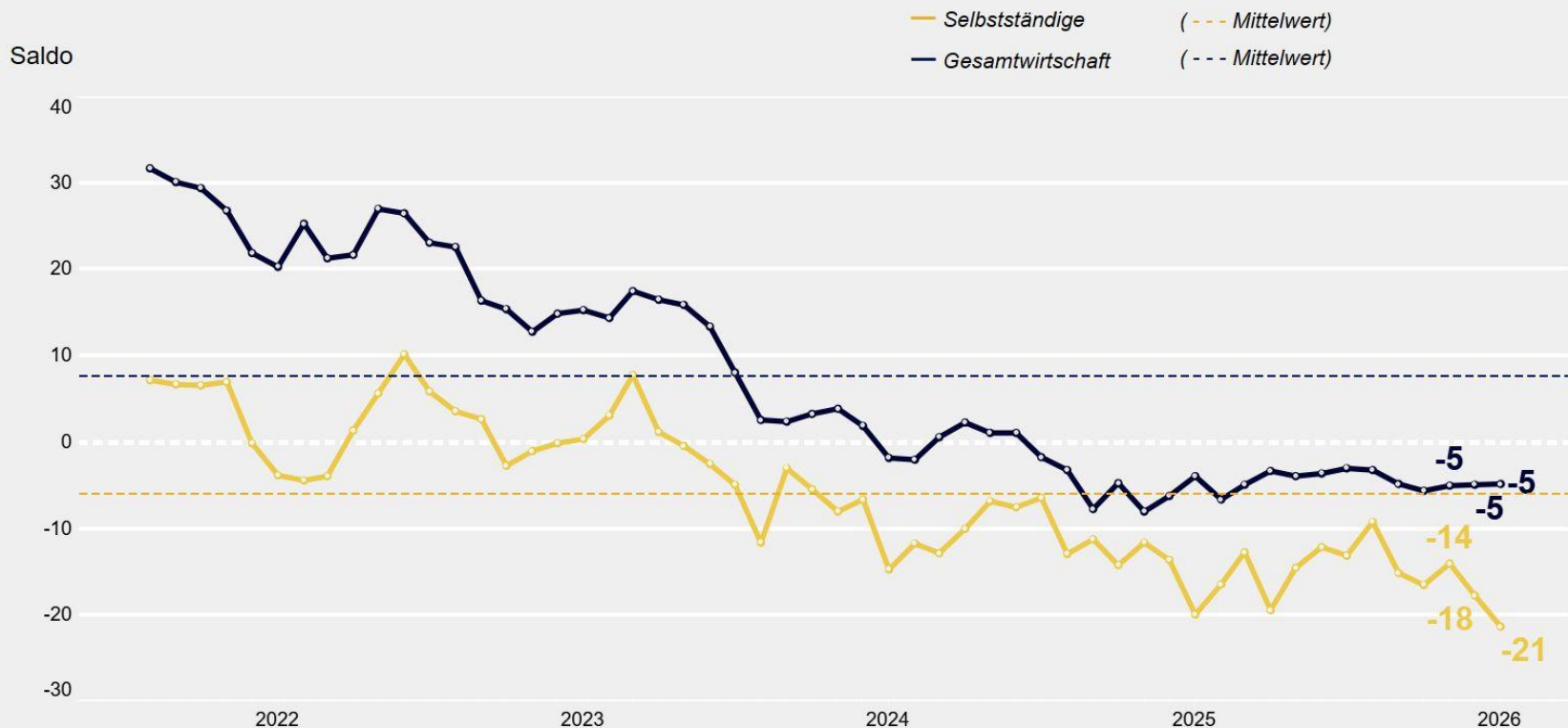
Konsumklima



Monat				
	11/2025	12/2025	1/2026	2/2026
— Indikatorpunkte	-24,1	-23,4	-26,9	-24,1

Quelle: GfK Konsumklima powered by NIM, kofinanziert durch EU-Kommission

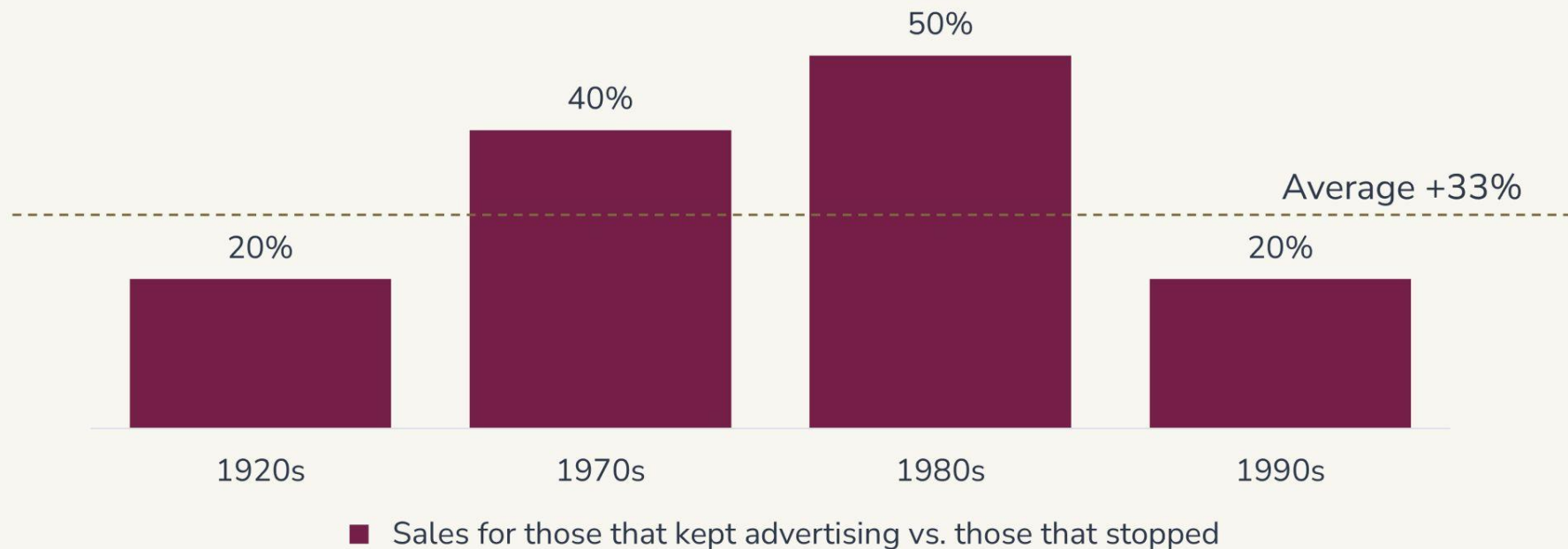
Geschäftslage



Anmerkung: Der Jimdo-ifo Geschäftsklimaindex für Selbstständige befragt monatlich über 1700 Solo-Selbstständige (ohne Mitarbeiter und Mitarbeiterinnen) sowie Kleinunternehmen (mit bis zu 9 Mitarbeitern und Mitarbeiterinnen).

Quelle: Jimdo-ifo Geschäftsklimaindex, 2026

Continuing to advertise in a weak economy pays back when the good times return

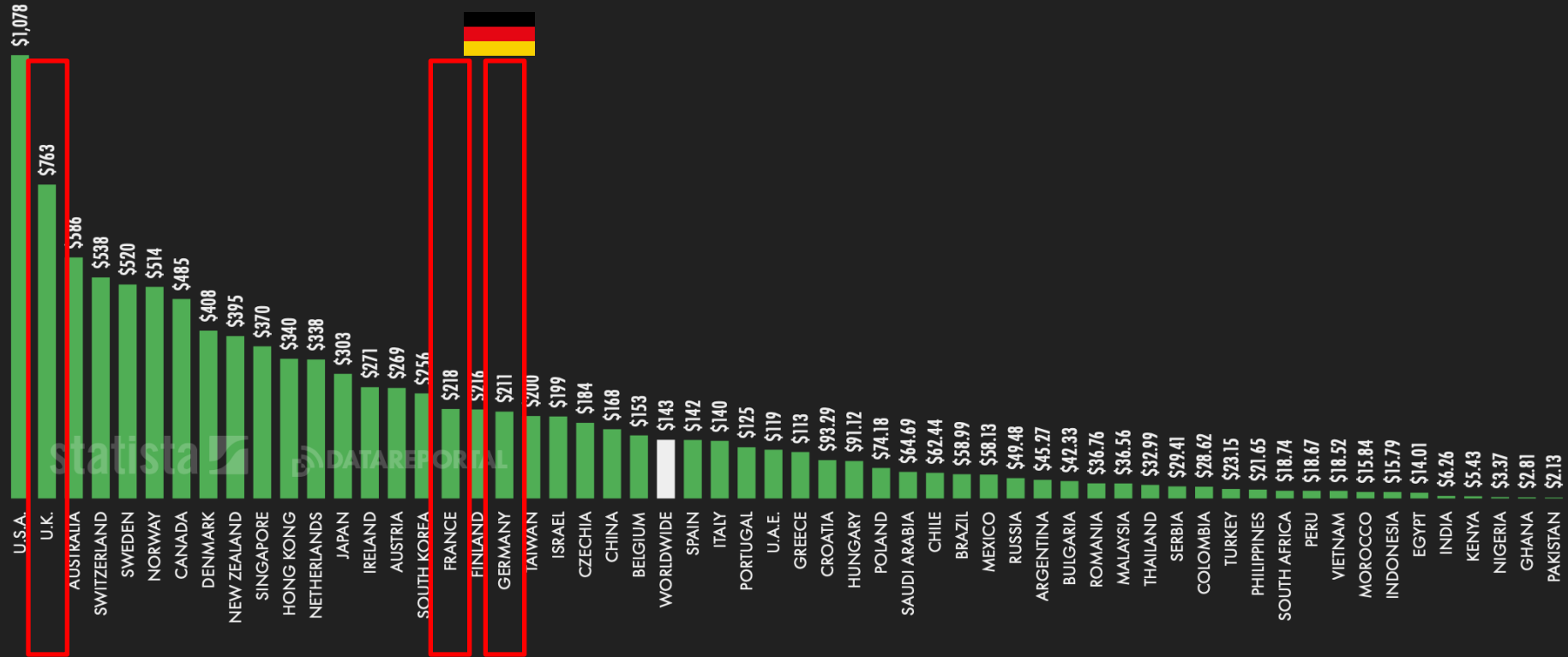


Source: 4 academic studies by Vaile, Meldrum, McGraw, Kamber via Grace Kite

OCT
2025

DIGITAL AD SPEND PER INTERNET USER

ESTIMATED TOTAL ANNUAL SPEND ON DIGITAL ADS IN 2025 COMPARED WITH THE TOTAL NUMBER OF INTERNET USERS (U.S. DOLLARS)



SOURCE: KEPIOS ANALYSIS; **STATISTA** MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS FOR FULL-YEAR 2025. VALUES ARE IN U.S. DOLLARS. DOES NOT INCLUDE REVENUES ASSOCIATED WITH EMAIL MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. FIGURES SHOWN HERE USE DIFFERENT BASES COMPARED WITH A SIMILAR METRIC PUBLISHED IN STATISTA'S DIGITAL MARKET OUTLOOK, SO FIGURES WILL NOT MATCH.

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Meltwater

Jeder zweite Werbeeuro fließt 2026 an drei globale Plattformen

Werbemarkt 2026: 31,6 Mrd. € / + 3,5 % (vs. 2025)*

Netto-Werbeumsatz 2026 (Veränderungen in % vs. Vorjahr)



Google:

8.175 Mrd.€ (+ 4,7 %) **+5,5%**
davon YT 1.012 Mrd.€ (+ 10,0 %)



Meta:

5.161 Mrd.€ (+ 9,1 %) **+10,0%**
davon Video 0,634 Mrd. (+ 10,0 %)



Amazon:

2.966 Mrd.€ (+ 10,0 %), **+12,1%**
davon Retail 2.883 Mrd. (+ 10,0 %) **+10,0%**
Prime 83,5 Mio. (+15,0 %)



tik tok:

0.598 Mrd.€ (+ 30%) **+40,0%**

- TV linear: 3.061 Mrd.€ (- 6,0 %)
- Stream Video (ohne YT, Insta, tiktok, Prime): 0.552 Mrd. (+ 10,0 %)
- OVK Display (ohne GAM, o. OVK Video): 3.595 Mrd. € (+ 3,0 %)
- Retail (ohne Amazon): 0,795 Mrd.€ (+ 20 %)
- Zeitungen print: 1.267 Mrd.€ (- 9,0 %)
- Publikumszeitschriften print: 0.434 Mrd.€ (- 10,0 %)
- HF linear: 0.721 Mrd.€ (+ 1,0 %)
- In Stream Audio 0.145 Mrd. € (+ 10,0 %)
- Podcast 0.052 Mrd. € (+ 3,0 %)
- OOH: 0.985 Mrd. € (+ 3,0 %)
- DOOH: 0,720 € Mrd. € (+ 10 %)
- Kino: 0.059 Mrd. € (- 2,0 %)

	2026	2025
Digital an gesamt	72,0 %	69,3 %
GAM an gesamt	51,6 %	49,9 %
GAM an Digital	71,6 %	71,9 %
Video (dt./GAM/tik.) an Total TV	48,5 %	43,8 %

* Medien wie oben aufgeführt + Verzeichnismedien, Anzeigenblätter, Fachzeitschriften Print (alle zusammen - 8,0 %)

Quellen: Google, Meta, Amazon, tik tok, Retail: Daten für 2025 und 2026: Die Mediaagenturen Estimate Dez. 2025

Alle weiteren Medien: ZAW Jahrbuch 2025 mit eig. Berechnungen und Prognosen

Zeitungen = TZ+WZ+SZ

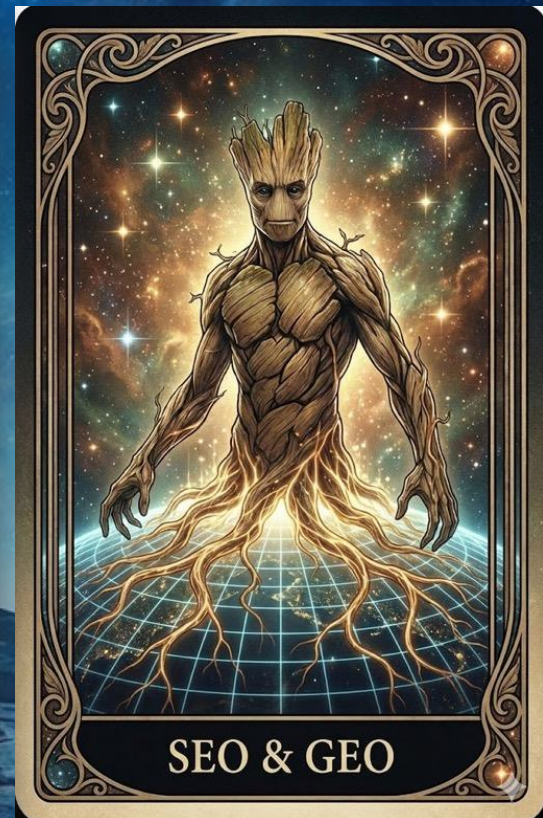
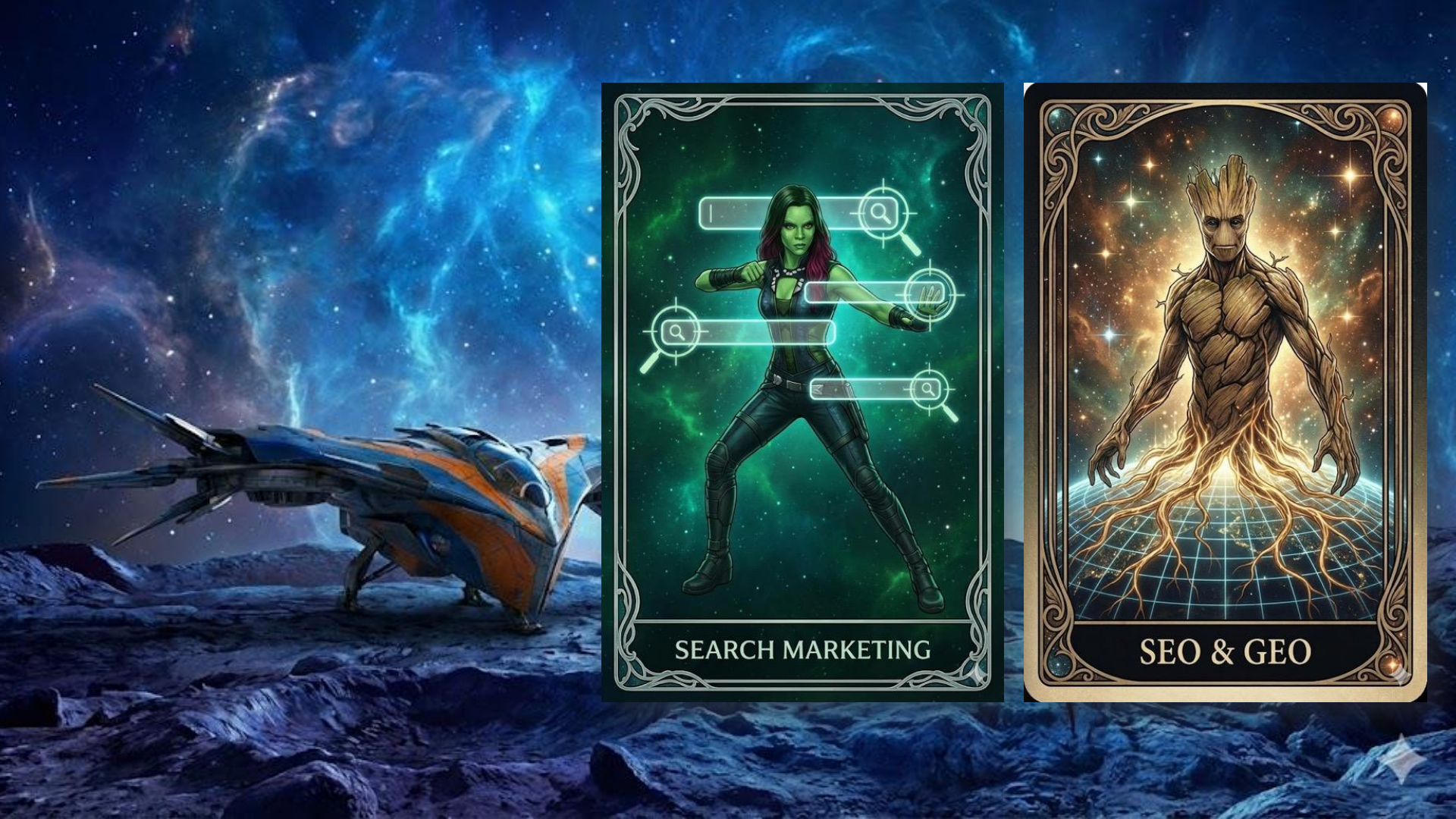
Estimate für alle Werbe-Umsatz Veränderungen: Die Mediaagenturen e.V. nach Recherche bei Agenturen und Vermarktern, Stand: Dezember 2025





**GUARDIANS
OF
THE GALAXY**





„Did AI just kill Google?“ November 2024

12:43

Newsweek

SUBSCRIBE FOR \$1

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Tech | OpenAI | Sam Altman | ChatGPT

Did ChatGPT Search Just Kill Google?

Published Nov 01, 2024 at 1:39 PM EDT
Updated Nov 01, 2024 at 4:55 PM EDT

By **Marie Boran**
Technology Reporter

Newsweek Is A Trust Project Member

FOLLOW

News Article | 0

ChatGPT's new search functionality, launched on October 31, has ignited discussions about its potential to disrupt the search engine market long dominated by **Google**.

newsweek.com

12:43

CNBC

WATCH LIVE

TECH

Bill Gates says A.I. could kill Google Search and Amazon as we know them

PUBLISHED MON, MAY 22 2023 2:39 PM EDT
UPDATED MON, MAY 22 2023 4:19 PM EDT

Jonathan Vanian
@JONATHAN-VANIAN-B794432/

WATCH LIVE

KEY POINTS

- Bill Gates said during a Goldman Sachs and SV Angel event on artificial intelligence that a future AI personal assistant will be so profound that the first company to develop it will have leg up on competitors.
- The technology could radically alter user behaviors, resulting in people never needing to visit a search website again, use certain productivity tools or shop on Amazon, he said.
- It will take some time until this powerful future digital agent is ready for mainstream use, Gates said.

cnbc.com

12:43

Neue Zürcher Zeitung

WATCH LIVE

Startseite > Feuilleton > KI und Internet: Das alte Web implor

Google war einmal, was kommt als Nächstes? – Die KI tötet das alte Internet, vor unseren Augen entsteht gerade ein neues Web

Künstliche Intelligenz verändert die Art und Weise, wie Information produziert wird, radikal. Weil immer mehr Information im Netz von KI erzeugt wird.

Adrian Lobe
04.12.2023, 05.30 Uhr · 4 min

Google weiss alles, was im Worldwide Web zu finden

nzz.ch

12:43

DAS GOOGLE-DILEMMA

WATCH LIVE

Startseite > Feuilleton > KI und Internet: Das alte Web implor

Killt die Antwortmaschine die Suche?

von **Julian Simons**, Mediaplus
Mittwoch, 19. Juni 2024



Gemini - Generative KI von Google

Es ist wie die Wahl zwischen Pest oder Cholera: Kannibalisiert Google mit Gemini sein höchst ertragreiches Geschäft mit der Suchmaschinenwerbung oder verliert es lieber bei der KI an Boden? Wie der massive Wettbewerb generativer KI Googles Geschäftsmodell gefährdet, führt Julian Simons von Mediaplus im Gastbeitrag aus.

Das erfolgreichste Geschäftsmodell der digitalen

horizont.net



K.I.







by Anthropic so agents can access other services, and today, we are excited to announce that our Gemini SDK is now compatible with MCP tools. [Applause]



Personal
Proactive
Powerful


Gemini Live
On Android and iOS

Veo 3

 Gemini

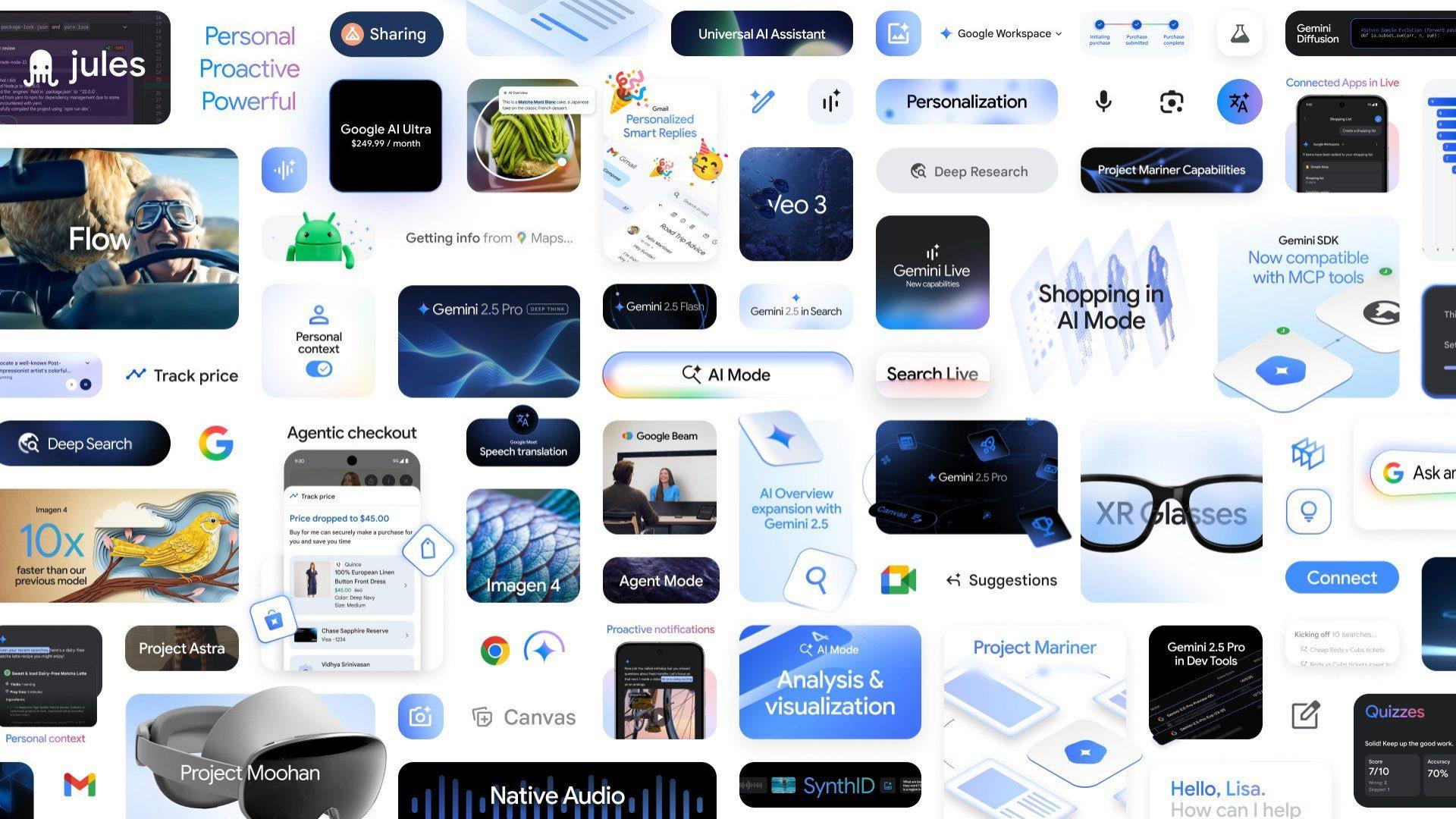
Gemini in
Chrome

Imagen 4

 Deep Research

 Canvas

Agent Mode



Google Search

Bringing Generative AI
to more people than any
product in the world



Alphabet Inc. (GOOG)

NasdaqGS - Nasdaq Real Time Price • USD

306.02 -3.35 (-1.08%)

At close: February 13 at 4:00:02 PM EST

305.88 -0.14 (-0.05%)

After hours: 7:59:56 PM EST

☆ Follow

Mountain ▾



Σ



Settings

O:308.12 H:308.89 L:303.90 C:306.02 V:20.2m

vol undr 20,195,224.00

^

yahoo!finance

350.00

306.02

250.00

200.00

150.00

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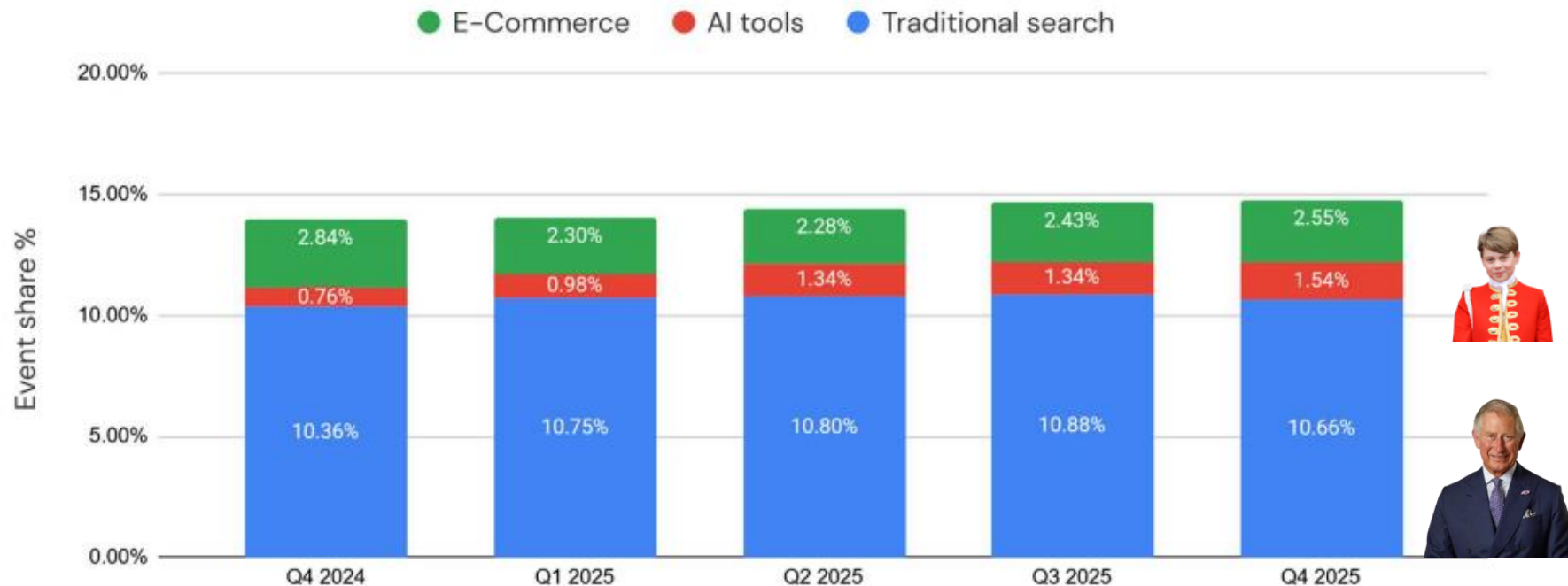
+

Search, AI, and E-Commerce platform visits in the US



Quarterly Events Share (%) = Quarterly visits to domain's webpages / Total quarterly webpage visits across entire panel * 100%

Search, AI, and E-Commerce platform visits in the EU & UK

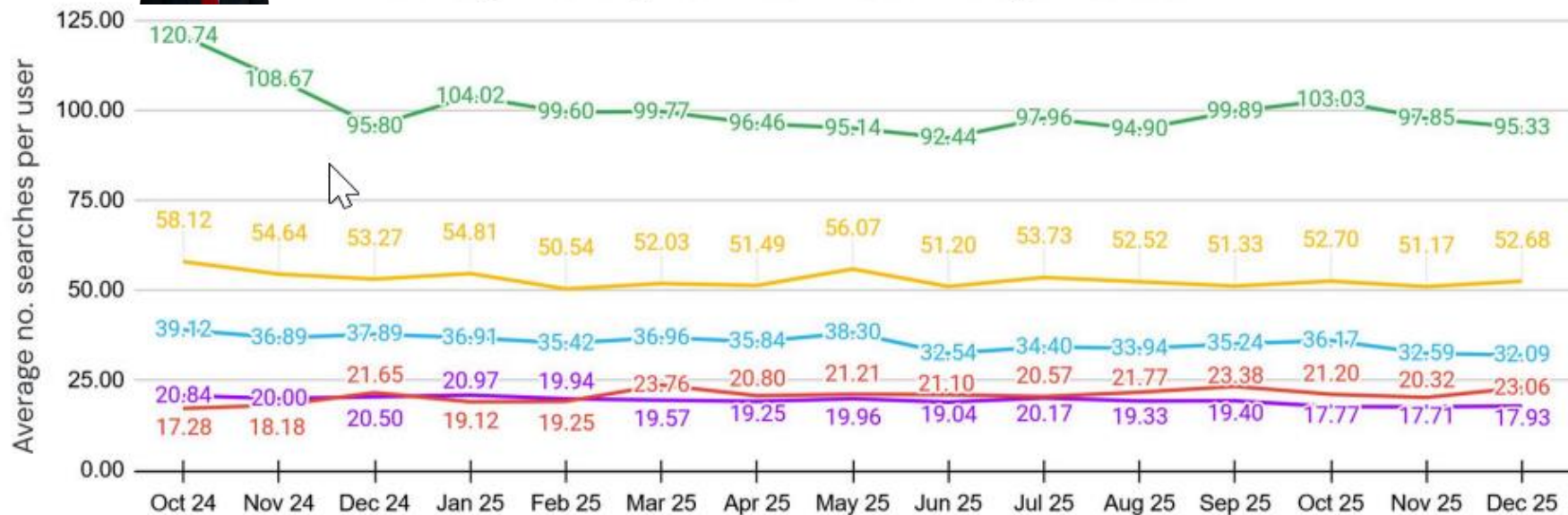


Quarterly Events Share (%) = Quarterly visits to domain's webpages / Total quarterly webpage visits across entire panel * 100%



Searches per US desktop searcher

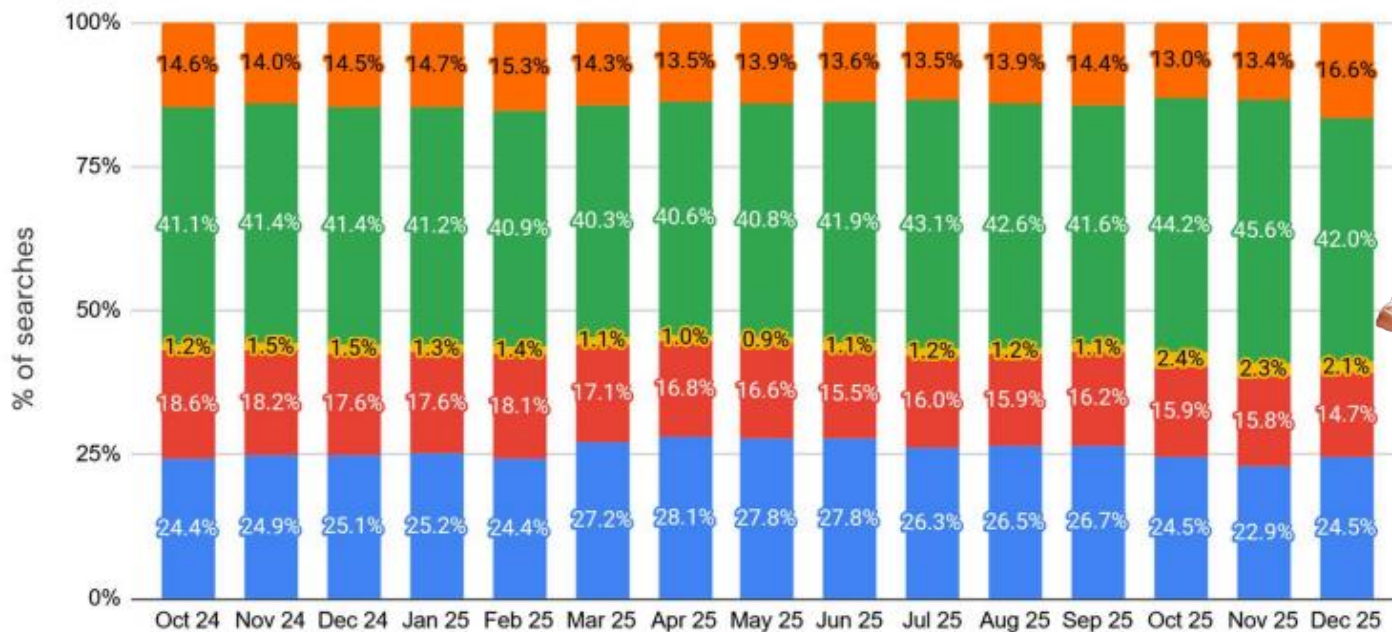
● Google ● Bing ● Yahoo ● Duckduckgo ● Baidu



Average number of searches per user = Sum of unique searches per user per day on a given domain, during the month /
Number of unique users who performed at least one search on a given domain

Distribution of Google US desktop search clicks over time

- % that stay on Google or go to another Google-owned property (maps, weather, hotels, etc.)
- % that click an organic (non-Google-owned) result
- % that click a paid result
- % that search again
- % that ended with no clicks



Google Ads Appearing on SERPs with AI Overviews

SERPs with Ads +
AI Overviews
Grew by 394%+
in 2025 🤯



Top US AI destination domains Q4 2024 – Q4 2025

Q4 2024

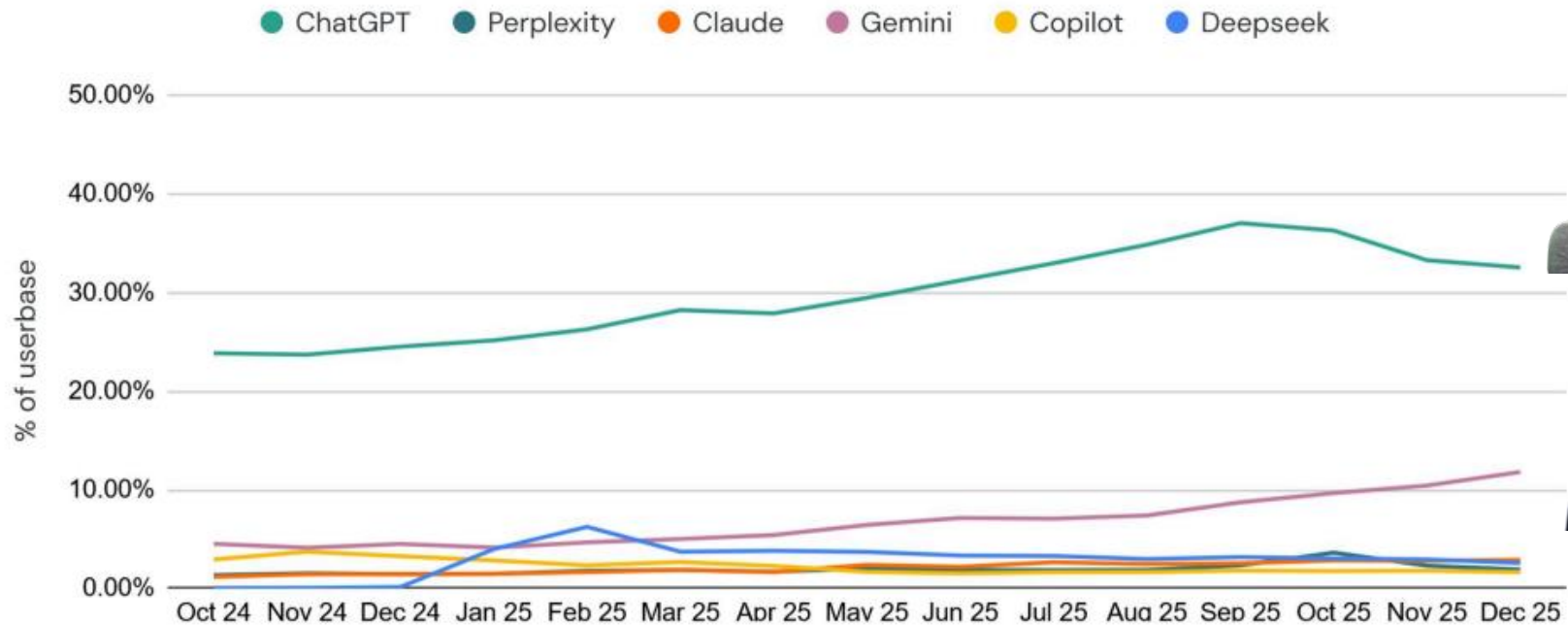
1 Google	9 Facebook
2 Microsoft	10 LinkedIn
3 Youtube	11 Reddit
4 Github	12 Nih
5 Amazon	13 Canva
6 Bing	14 Chatgpt
7 Wikipedia	15 Apple
8 Anthropic	

Q4 2025

1 Google	9 Nih
2 Youtube	10 Facebook
3 Github	11 Wikipedia
4 Microsoft	12 Apple
5 Amazon	13 LinkedIn
6 Chatgpt	14 Canva
7 Reddit	15 Bing
8 Gemini	

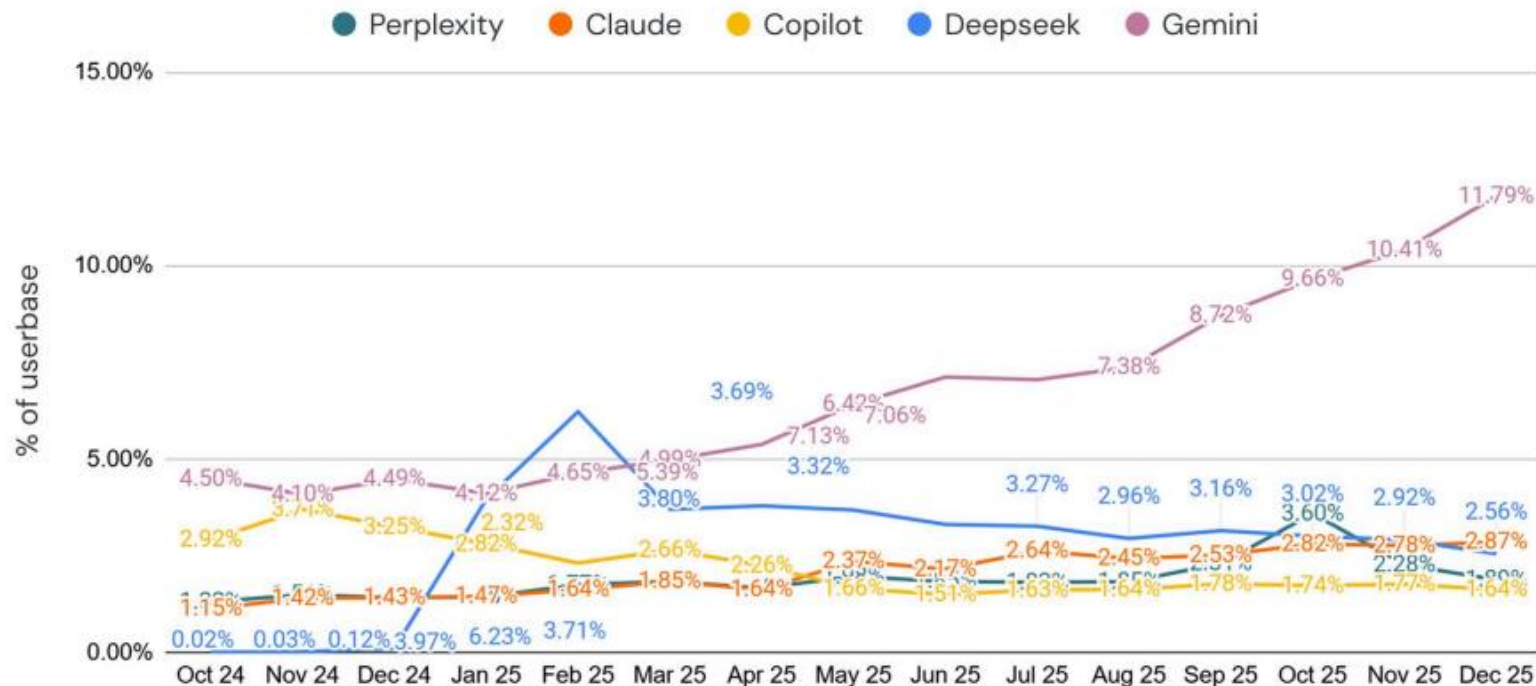
Note: Destination domains are defined as the next domain visited following interaction with an AI website, highlighting downstream browsing behavior.

Share of desktop users using AI in the US



Monthly % of userbase = $\frac{\text{Number of unique users visiting the domain's webpages (monthly) at least once}}{\text{Total number of unique panel users (monthly)}} \times 100\%$

Share of desktop users using AI in the US



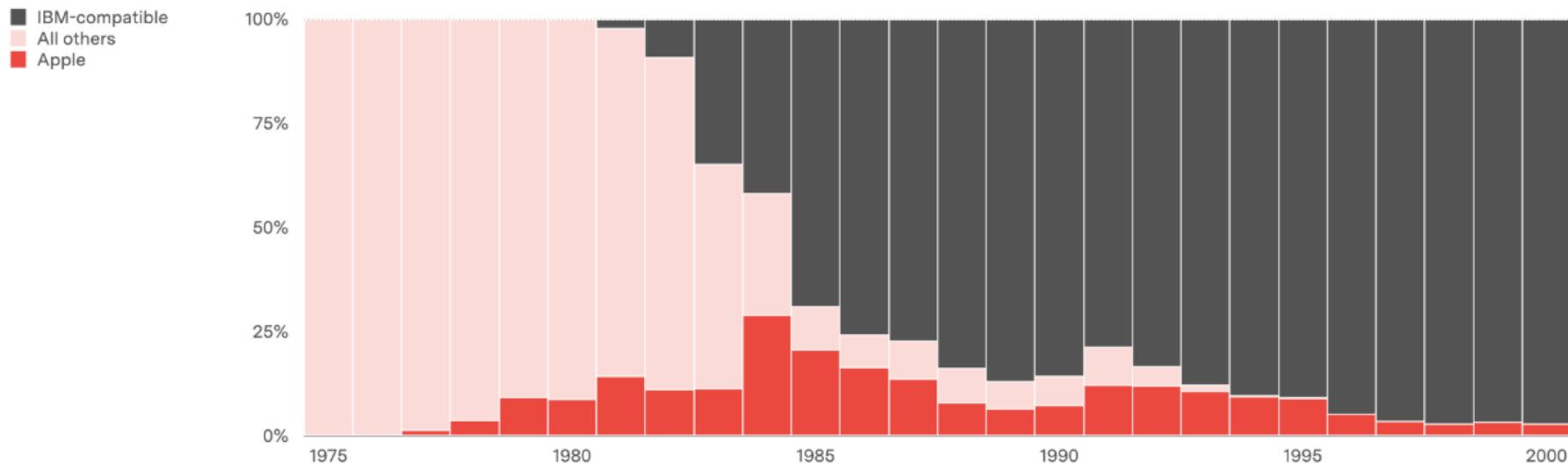
✳️ Claude

Monthly % of userbase = $\frac{\text{Number of unique users visiting the domain's webpages (monthly) at least once}}{\text{Total number of unique panel users (monthly)}} \times 100\%$

Early leaders often disappear

The 'first' was not the winner in PCs, browsers, search, social or smartphones

Global PC unit sales share



Source: Gartner

Benedict Evans — November 2025

DIE SMAWAX-FORMEL FÜR LLM-SICHTBARKEIT

Vier Variablen definieren den neuen Standard für AI-Suchmaschinenoptimierung. Jede ist messbar, jede ist optimierbar.



Struktur

Saubere Indexierung, Crawl-Effizienz, Informationsarchitektur, strukturierte Daten (Schema.org), Sitemap-Setups — die technische Basis für AI-Lesbarkeit.



Entitäten

Ihre Marke als klar erkennbare Entität: Wikidata, Knowledge Graph, semantische Verknüpfungen — damit LLMs wissen, wer Sie sind.



Kontext

Chunk-fähiger Content, Answer-Assets, skalierbare Content-Hubs — Inhalte, die LLMs als Referenz zitieren können.



Vertrauen

E-E-A-T-Signale, externe Co-Mentions (Reddit, Trustpilot, Fachportale), Citation Trust Score — Ihre Glaubwürdigkeit im Modell.

BETA

AI Visibility Check

Prüfen Sie, wie sichtbar Ihre Marke in KI-Antworten ist.



KI-Modelle nennen nur **2-3 Marken** pro Antwort. Wer heute nicht sichtbar ist, existiert morgen nicht mehr im Relevant Set.

2

CHECKS HEUTE

90

CHECKS GESAMT

60

MARKEN GEPRÜFT

32%

Ø SCORE

ZULETZT GEPRÜFT

• Live

twitch.tv · Twitch 100%

commerzbank.com · Commerzbank 80%

gmx.net · Gmx 0%

bild.de · Bild 40%

verivox.de · Verivox 100%

finanzmarktforschung.de · Finanzmarktforschung 0%

n26.com · N26 80%

vivid.money · Vivid 0%

dkb.de · Dkb 40%

meinquellwasser.com · Meinquellwasser 0%

WEBSEITE *

z. B. ihre-firma.de

MARKE AUTOMATISCH ERKANNT

Wird automatisch erkannt ...

ERKANNTES THEMA

Wird automatisch erkannt ...

Analyse starten

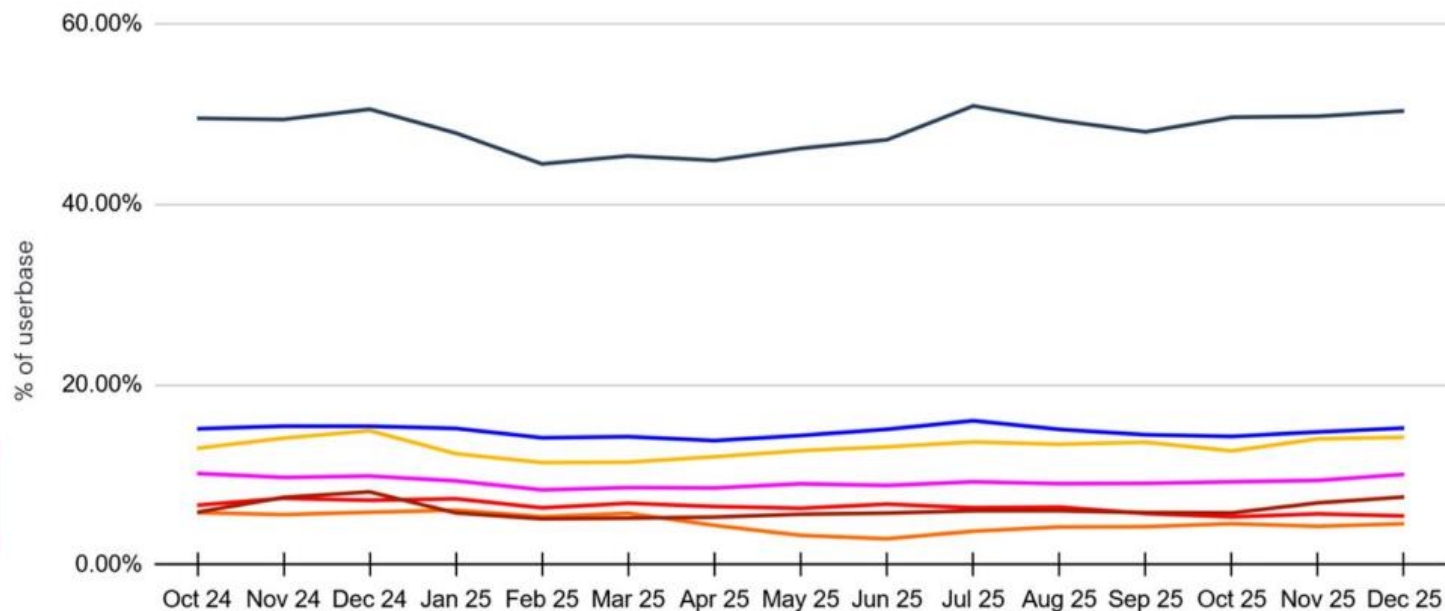
Bitte zuerst eine Webseite eingeben

Powered by SMAWAX InSight AI · BETA v3.5.3

Simulierte KI-Analyse · Kein echtes Ranking

Share of desktop users on e-commerce websites in the US

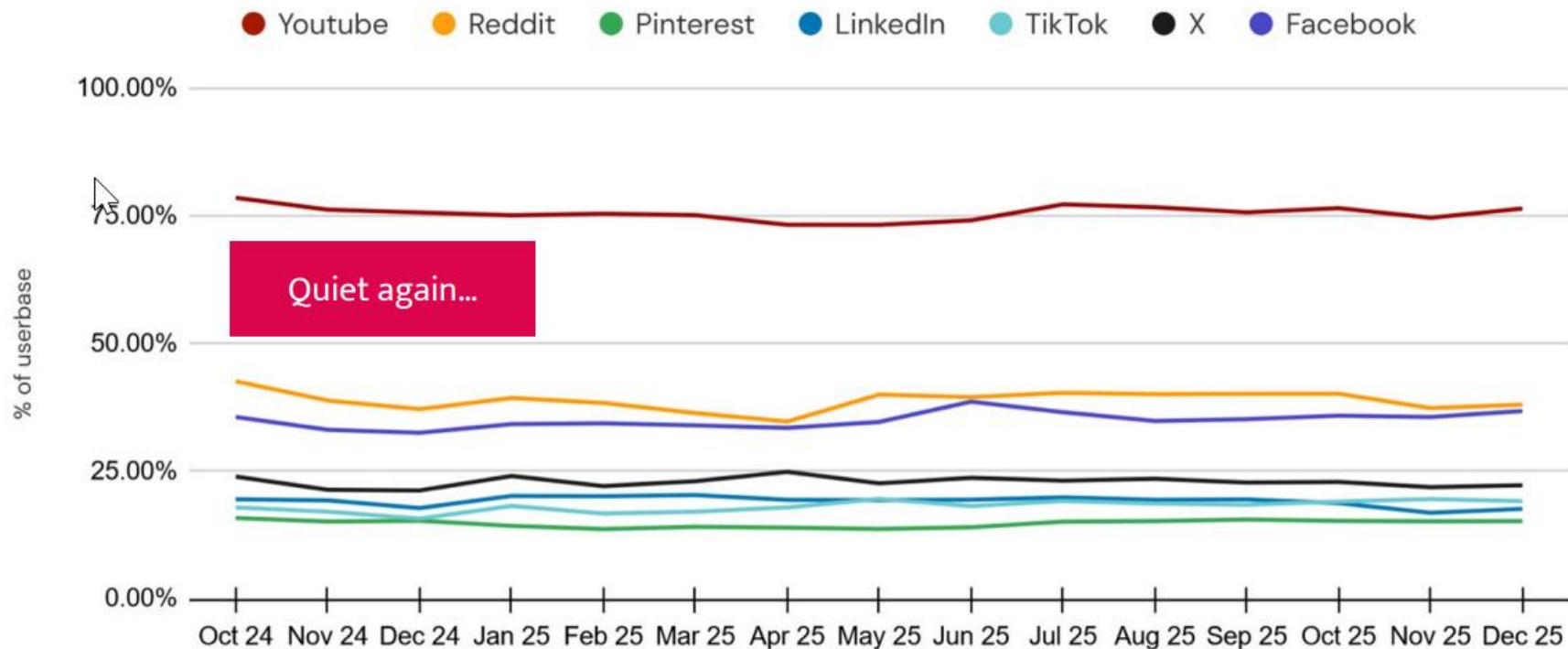
- Amazon
- Ebay
- Temu
- Etsy
- Aliexpress
- Walmart
- Target



Relatively quiet

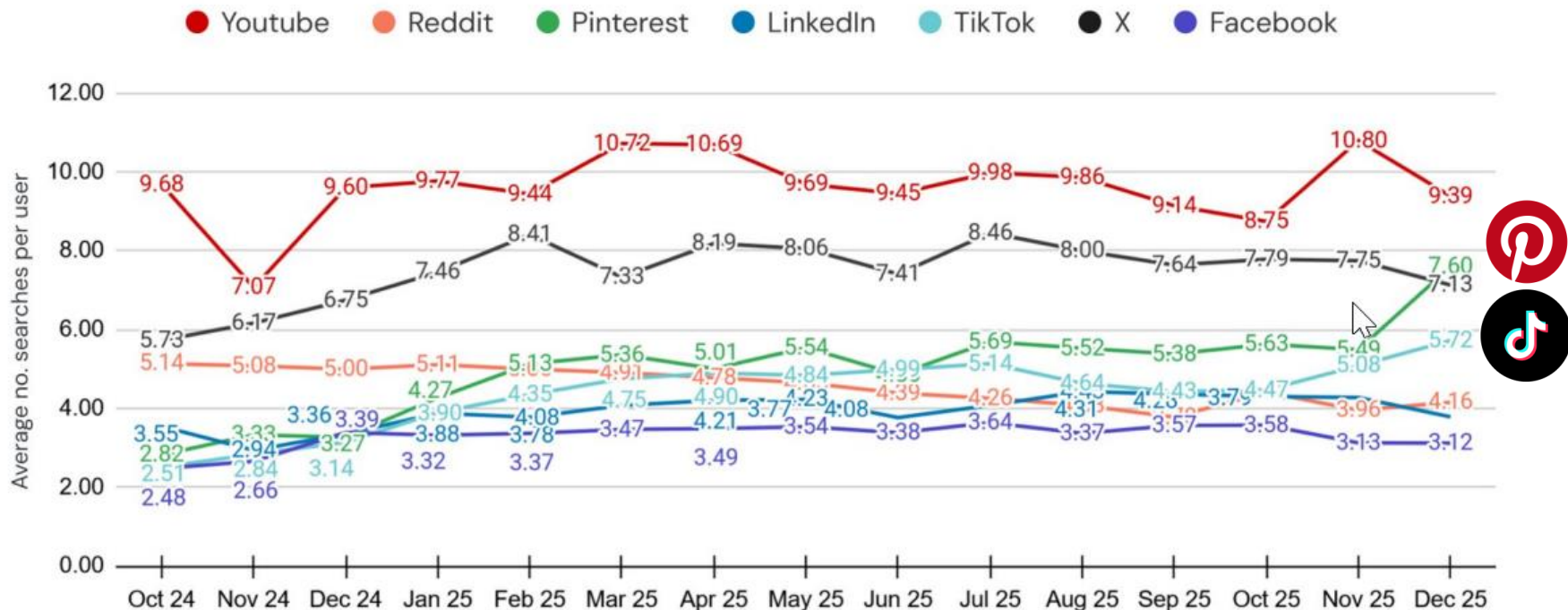
Monthly % of userbase = Number of unique users visiting the domain's webpages (monthly) at least once / Total number of unique panel users (monthly) * 100%

Share of desktop users on content platforms in the US



Monthly % of userbase = $\frac{\text{Number of unique users visiting the domain's webpages (monthly) at least once}}{\text{Total number of unique panel users (monthly)}} * 100\%$

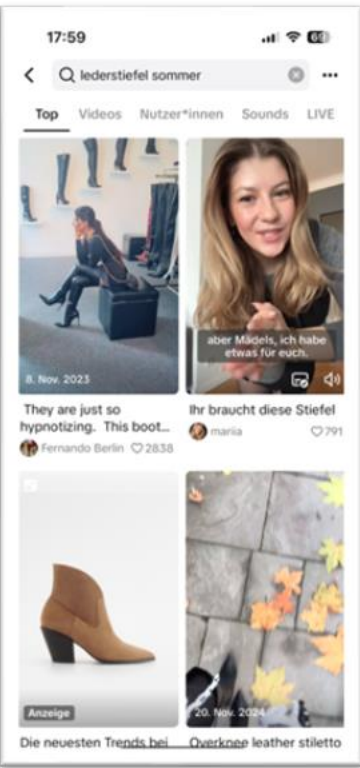
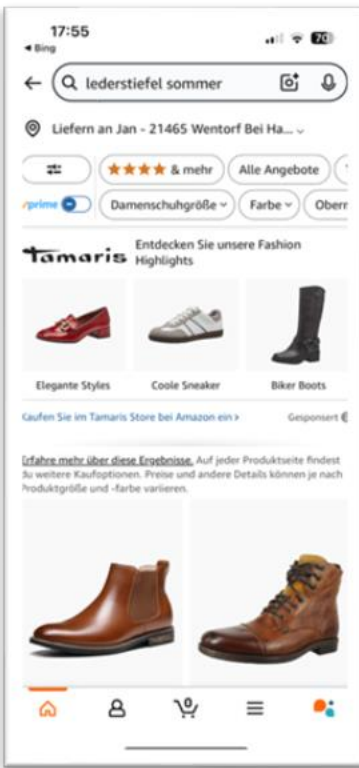
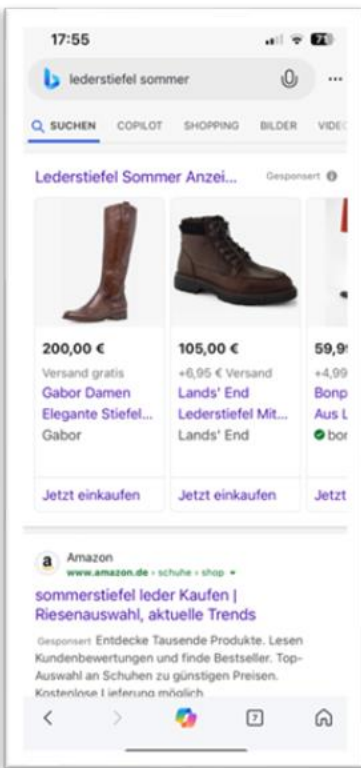
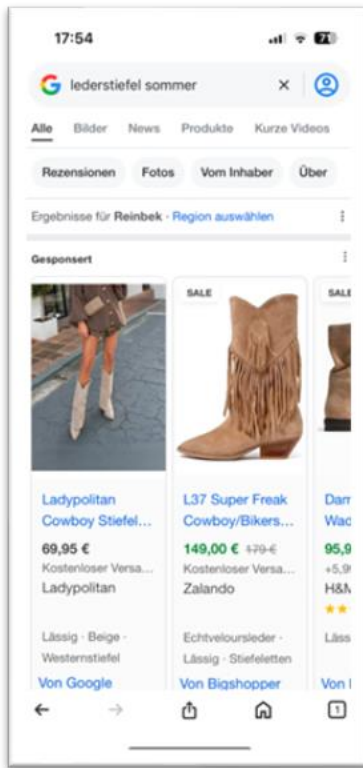
Searches per US desktop user on content platforms



Average number of searches per user = $\frac{\text{Sum of unique searches per user per day on a given domain, during the month}}{\text{Number of unique users who performed at least one search on a given domain}}$

Search isn't just Google + ChatGPT 🤖

Chancen durch Erweiterungen des Nutzerverhaltens



Key Q4 2025 findings summary

#1: AI tool usage grew ~50% in 2025

(but that's down significantly from the years of 2-300%+ growth rates)

#2: Google desktop search had a brief spike in 2024

(2025 reverted to a more historically normal ~100 searches/searcher/month)

#3: Gemini may be eating ChatGPT's lunch

(Q4 2025 is the first time ChatGPT declined; Gemini kept on growing)

#4: Despite AI disruption, things look awfully stable

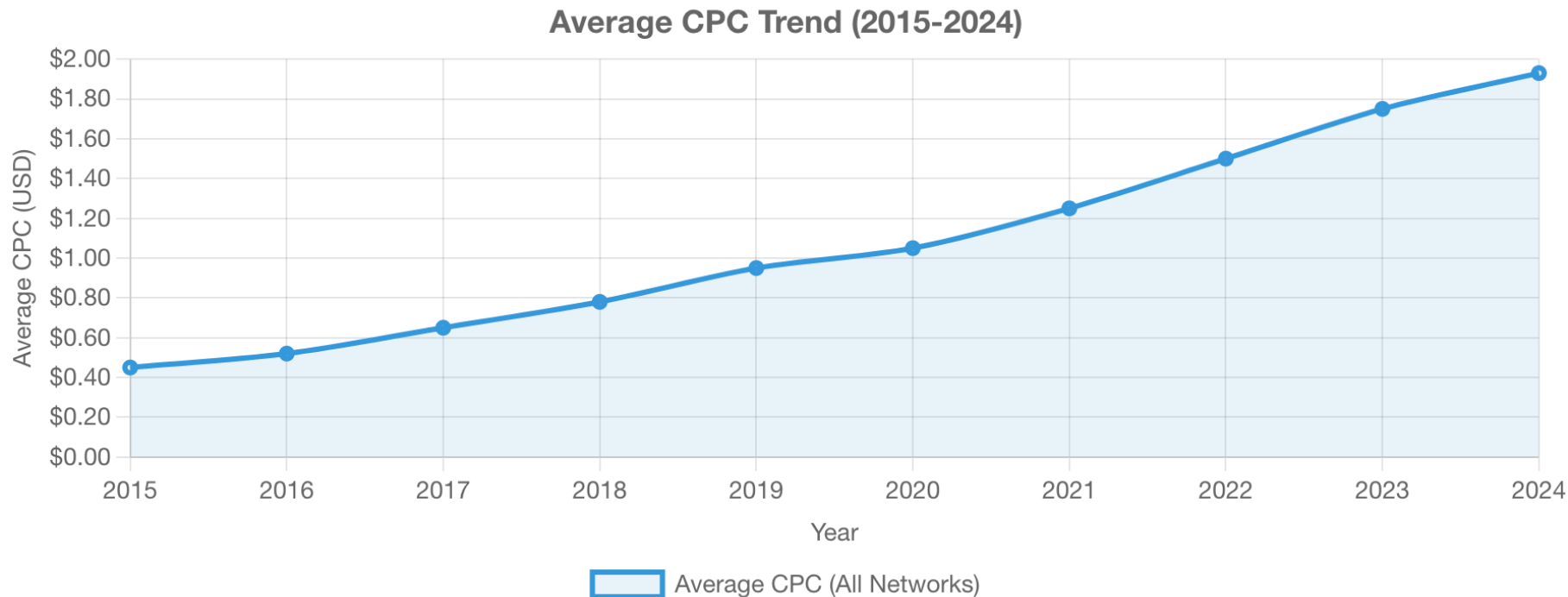
(e-commerce, social, content, and traditional search platforms aren't going anywhere)



Aber...!



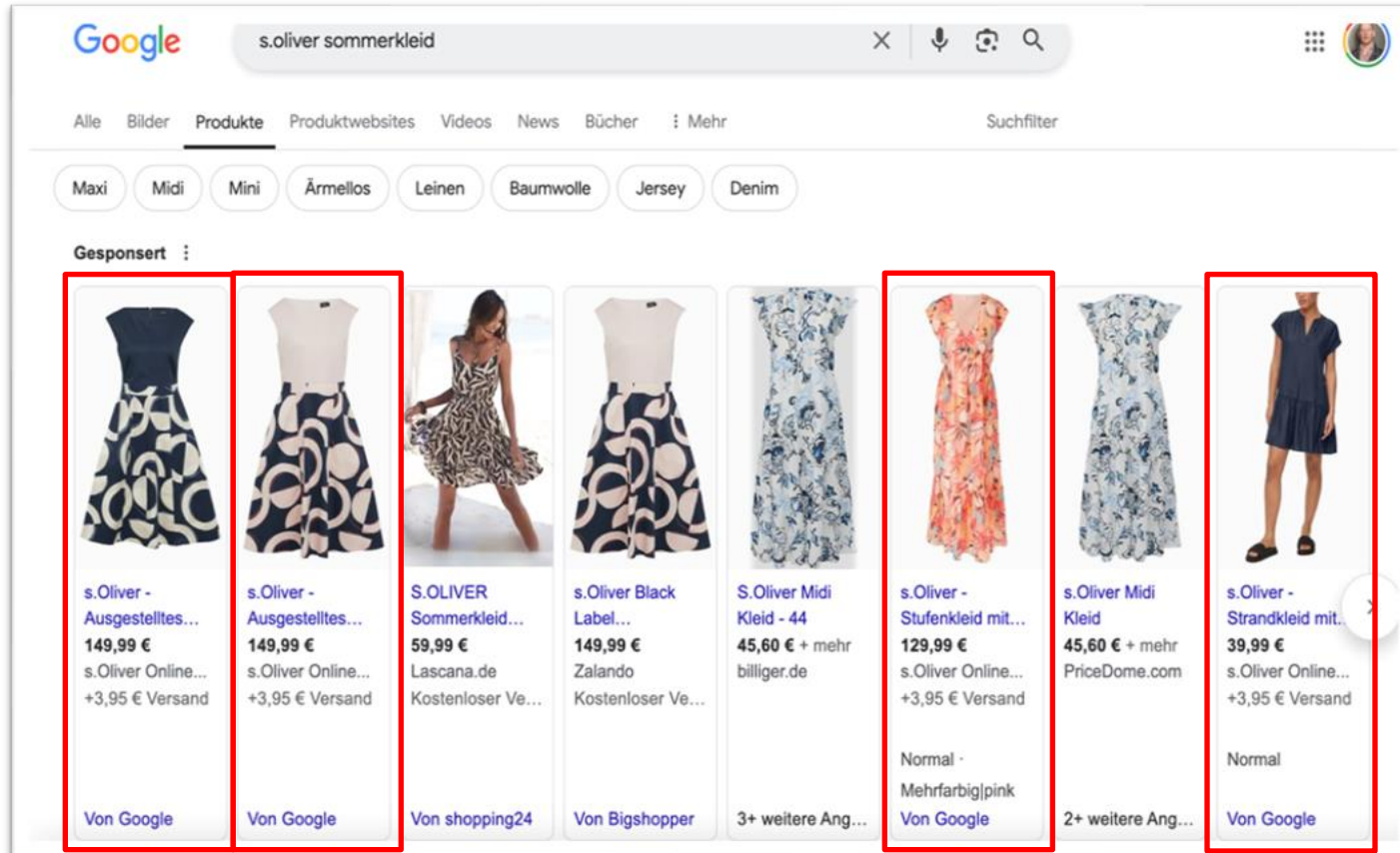
"If you get the basics right, everything else falls into place"



<https://rankfuse.com/blog/google-shopping-ads-cpc-trend-analysis-2015-2024/>

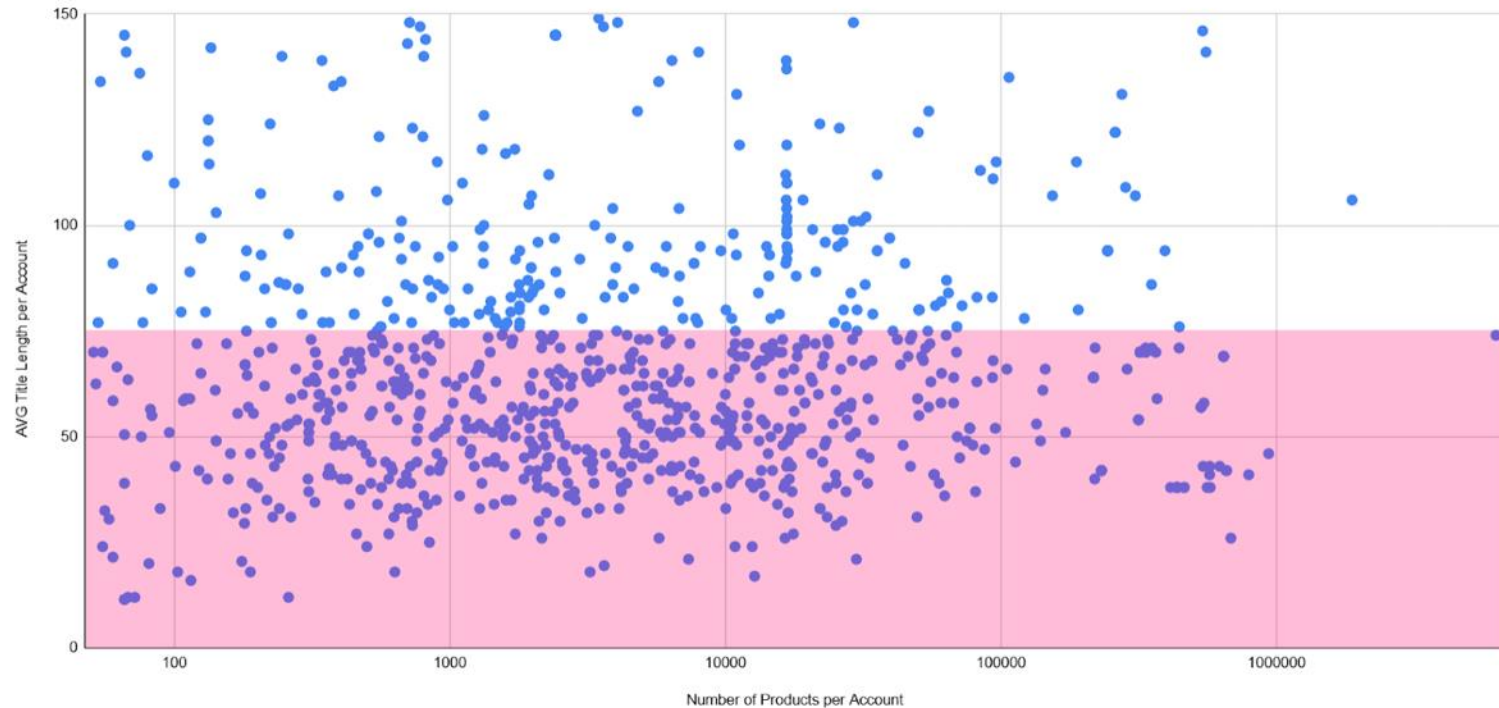


"If you get the basics right, everything else falls into place"

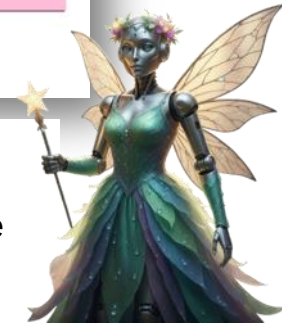


- **Kosten-Optimierung** (bis zu 20%)
- **Zusätzliche Reichweite**
- **Analytics-Verbesserung**

Account AVG Title Length (Median) vs Products Count



- Our analysis of 1,000+ Google Ads accounts shows that most product titles average just 64 characters, using less than 40% of the available 150 characters.
- Community best practices suggest using the first 70 characters to speak to the customer, while the remaining space should build keyword relevance for Google.



Mehr Neukundenumsatz durch Produkttitel-optimierung für Google Shopping

Kochblume GmbH

KOCHBLUME



Über Kochblume GmbH:

Kochblume ist ein deutsches Unternehmen, das 2003 gegründet wurde. Sie spezialisieren sich auf die Entwicklung und Produktion von hochwertigen Silikon-Küchenhelfern mit einem Edelstahlkern. Das Sortiment umfasst eine breite Palette an Produkten. Der bekannteste Artikel ist der Überkochtenschutz, die „Kochblume“.

Die Herausforderung:

Der Traffic von Neukunden über den Shopping-Kanal blieb hinter den Erwartungen zurück. Eine gründliche Analyse der Kampagnen und des Produktdatenfeeds zeigte, dass die Titel nicht den etablierten Best Practices entsprachen.

Die Herangehensweise:

Smarketer verfolgt die Strategie, die Shopping-Titel nach Best Practices umzugestalten. Demnach wurden die Titel mit den wichtigsten Produktinformationen ausgestattet, um auch Neukunden auf den ersten Blick mit den Eigenschaften des Produkts vertraut zu machen.

Die Optimierung jedes Produkttitels wurde mit Hilfe von KI umgesetzt. Durch umfangreiche Tests und kontinuierliche Weiterentwicklung unserer Prompts haben wir schrittweise optimierte Versionen erstellt. Diese finalen Prompts ermöglichen es uns, die Best Practices für Google Shopping optimal zu integrieren und somit maximale Effizienz und Effektivität zu gewährleisten.

Die Ergebnisse:

Durch die Implementierung optimaler Produkttitel konnten wir für Kochblume den Neukunden-Traffic signifikant erhöhen. Innerhalb von zwei Monaten erzielten wir eine deutliche Reichweiten- und Umsatzsteigerung. Im Vergleich zu den zwei Monaten vor der Optimierung stieg der Umsatz um 342,6%, begleitet von einer beeindruckenden Steigerung des ROAS um 36,5%. Zudem konnten wir 207,2% mehr Impressionen und 115,4% mehr Klicks verzeichnen.

+342,6%

Mehr Umsatz

+36,5%

ROAS Steigerung

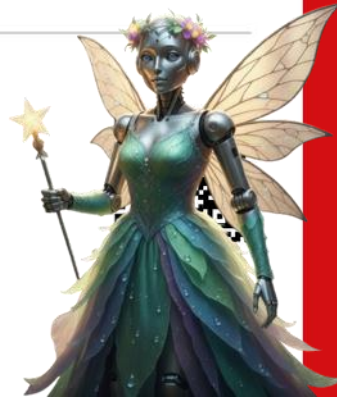
+207,2%

Gestiegene Impressionen

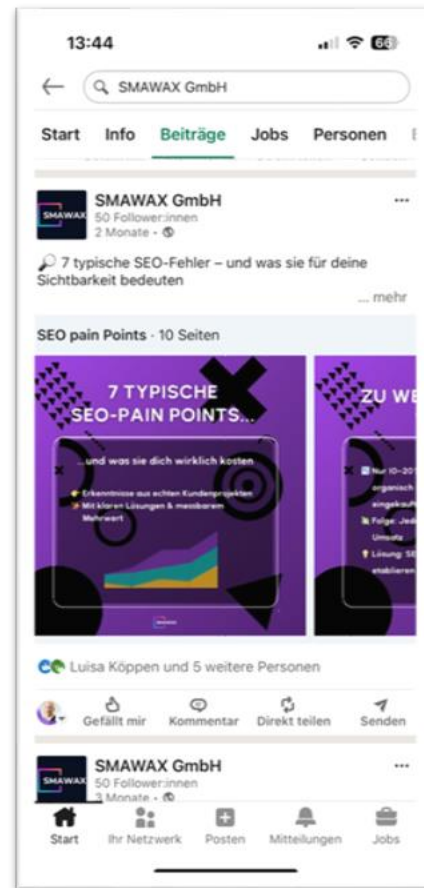
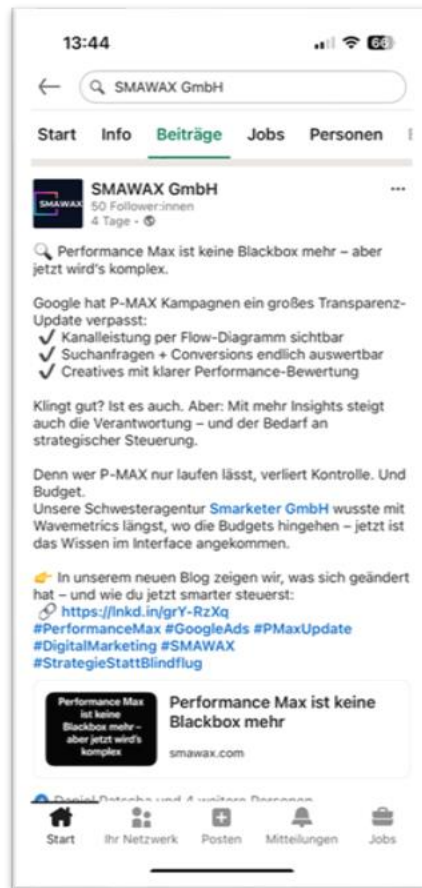
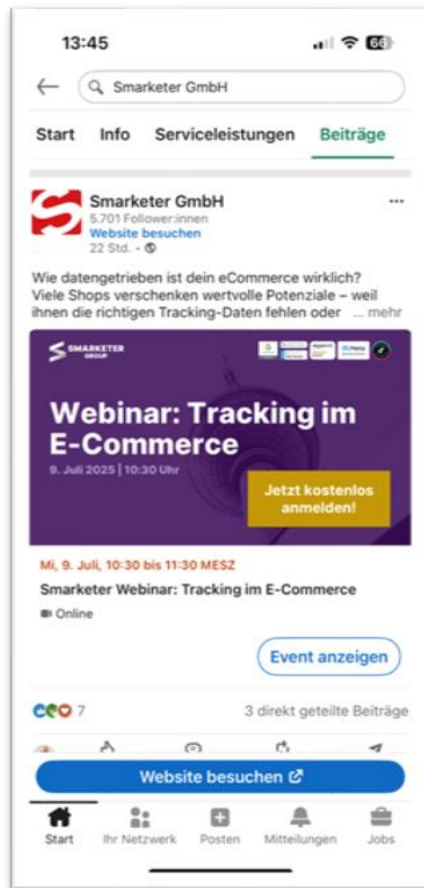
+115,4%

Erzielte Klicks

Schreiben Sie Ihre eigene Erfolgsgeschichte mit Smarketer!
www.smarketer.de/kontakt

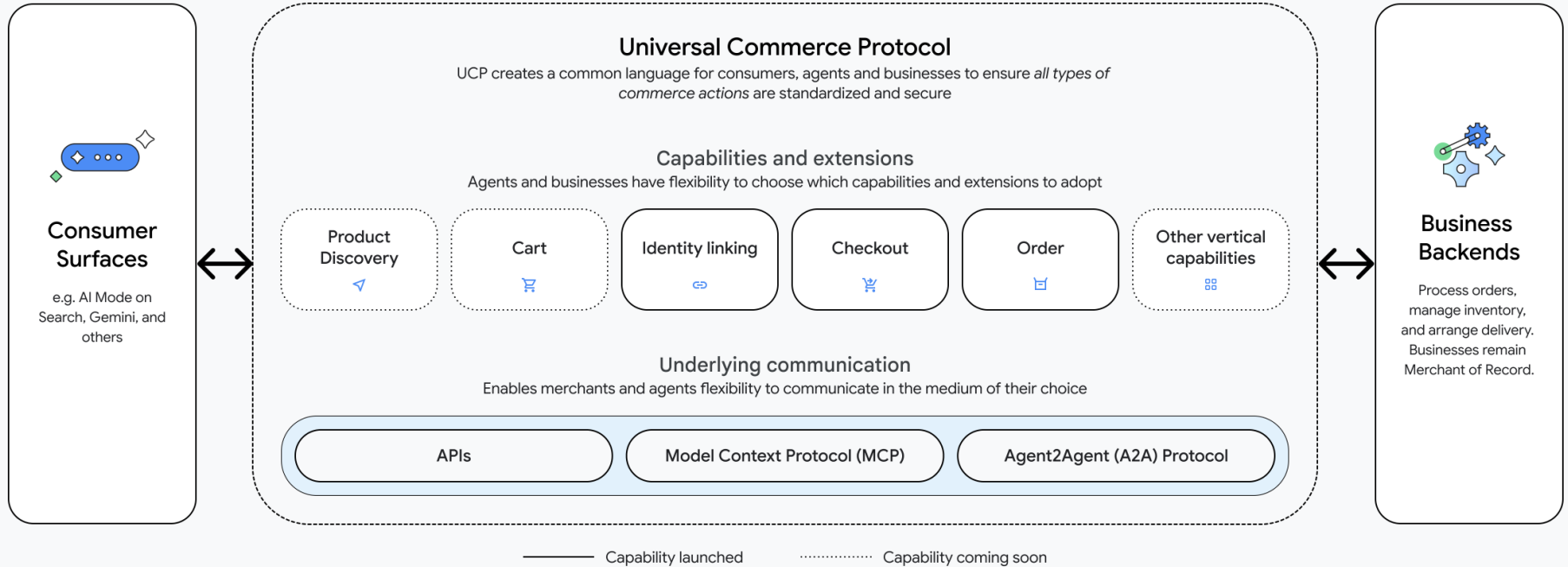


Google Search & SEA - Follow us!



Universal Commerce Protocol (UCP)

Powering agentic experiences across the commerce ecosystem



Google AI Mode Prompt



Product Detail



Order Review



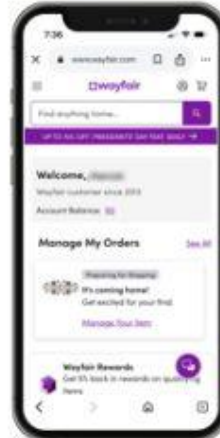
Order Processing



Order Confirmation



Site Order Confirmation



Enable growth **today**, prepare for **tomorrow**

Be understood

Provide the high-quality product details AI needs to accurately match your items to the right shoppers.

✦ Enrich Content for AI

Improve your data feeds with rich titles & descriptions, high-quality images & videos, and differentiators on shipping and loyalty.
Next: Conversational Attributes (US pilot)

Build on this data bedrock by tailoring your SEO to high-quality content across your website, YouTube and user-generated content

✦ Add your 1P Data

Connect and use your first-party data in campaigns. Upgrade your tag in Data Manager and implement Conversion with Cart Data.

Be attractive

Win recommendations by offering personalized and differentiated value that make you stand out in the market

✦ Surface Brand Equity

Set yourself up for success with preparation for [UCP](#) (Merchant Center settings, product data formats, Google Pay)
Next: UCP Integration for Checkout (US)

✦ Real-Time Inventory

Migrate from Content API to Merchant API to enable programmatic access to data, insights and capabilities

Be present

Use AI tools to ensure your brand appears everywhere your customers are searching and browsing.

✦ Activate with AI

Engage and convert highly considered shoppers with the Power Pack: AI Max, Performance Max* / regular Shopping Campaigns and Demand Gen

✦ Capture Moments of Intent

Next: Direct Offers & Shopping Ads as Action (US pilots) to stand out at the moment of consideration through special offers, product bundles and loyalty benefits
Next: Business Agent (US pilot) to use your unique brand voice when chatting to shoppers on our platforms

JEDES JAHR STIRBT SEO. UND LEBT WEITER.

Von PageRank bis AI Overviews — jedes Update sollte das Ende sein. Und doch sind wir immer noch hier (erneut).

2000

PageRank

„Just get backlinks.“

2003

Florida Update

„SEO is dead.“

2011

Panda Update

„THIS time SEO is actually dead.“

2012

Penguin + Knowledge Graph

„Now SEO is dead dead.“

2015

RankBrain (Google AI)

„AI is here. SEO is officially over.“

2019

BERT Update

„Keyword targeting is dead. Long live AI!“

2022

ChatGPT Launch

„ChatGPT killed SEO.“

2025

AI Mode + GEO

„SEO, AEO, GEO — they're all dead now.“

2027

AI-Agents kaufen ein

„Websites? Braucht niemand mehr.“

2029

Neuralink-Search

„Denken ersetzt Suchen.“

2032

AGI übernimmt Google

„Endgültig. Diesmal wirklich.“

2040

Bewusstsein-as-a-Service

„Wer braucht noch Content?“

= Wir raten. Aber wir lagen bisher immer richtig: SEO lebt.

Many users are turning to a dedicated generative AI platform for exploration and direct inquiry; users continue to prefer traditional search platforms for navigation

MONTHLY USAGE OF GENERATIVE AI AND TRADITIONAL SEARCH PLATFORMS, U.S., 2025, % ADULTS AGED 18+

26%

of U.S. adults search on **both traditional and generative AI search platforms** at least monthly

Traditional Search Platforms

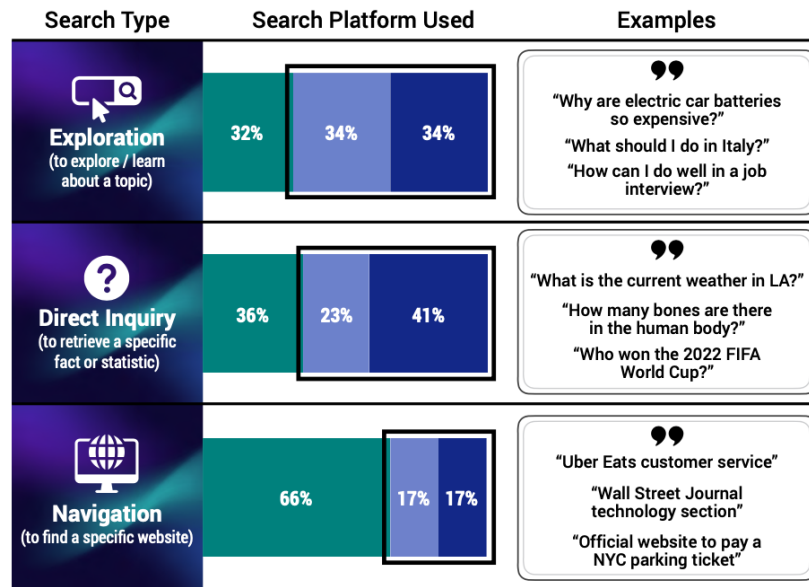
Google
Bing
yahoo!

Generative AI Search Platforms

ChatGPT Claude
Copilot Gemini
perplexity Grok Meta AI

SEARCH PLATFORM TYPICALLY USED BY SEARCH TYPE, U.S., 2025, % MONTHLY USERS OF BOTH GENERATIVE AI AND TRADITIONAL SEARCH PLATFORMS¹

■ Traditional Search Only ■ Both Traditional and Generative AI Search ■ Generative AI Search Only



Im Marketing muss zum einen sichergestellt werden, dass die Marke, das Produkt bei Exploration und Inquiry gefunden wird...

... sowie durch Branding im Bereich der Navigation nach ihr gesucht wird bzw. per Search-Ads die Marke platziert wird

... bzw. durch Push-Marketing auf sich aufmerksam macht

... und idealerweise auch per SEO als SERP auftaucht!



Eine irre Zombie-Komödie!



**TOTGESAGTE
LEBEN LÄNGER**

Bissiger. Witziger. Untot.

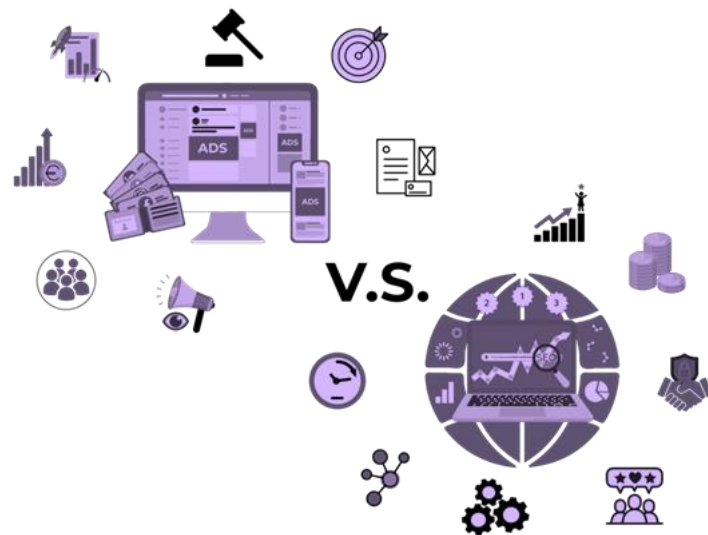
DEMÄCHST NUR IM KINO

The billboard features a movie poster for 'Zombieland'. At the top, it says 'Eine irre Zombie-Komödie!'. The central image shows Will Smith as the character 'Toss' holding a baseball bat, and Zoë Lister-Jones as 'Becky' holding a smartphone. Behind them is a zombie. The title 'TOTGESAGTE LEBEN LÄNGER' is prominently displayed in yellow and red. Below the title, it says 'Bissiger. Witziger. Untot.' and 'DEMÄCHST NUR IM KINO'.

Und bedenke 1. SEA 🍷 SEO

SEA = Schnell & Skalierbar | SEO = Nachhaltig & Kosteneffizient

- **SEA (Paid Search)** bringt sofortige Sichtbarkeit, ist aber stark vom Budget abhängig.
- **SEO (Suchmaschinenoptimierung)** sorgt für langfristige Sichtbarkeit, erfordert jedoch kontinuierliche Optimierung.
- **Cross-Effekte:** SEA und SEO beeinflussen sich gegenseitig – eine isolierte Betrachtung führt zu Fehlinvestitionen.
- **Doppelter Impact:** Die gleichzeitige Nutzung von SEA & SEO steigert die Markenwahrnehmung und maximiert die Online-Präsenz.



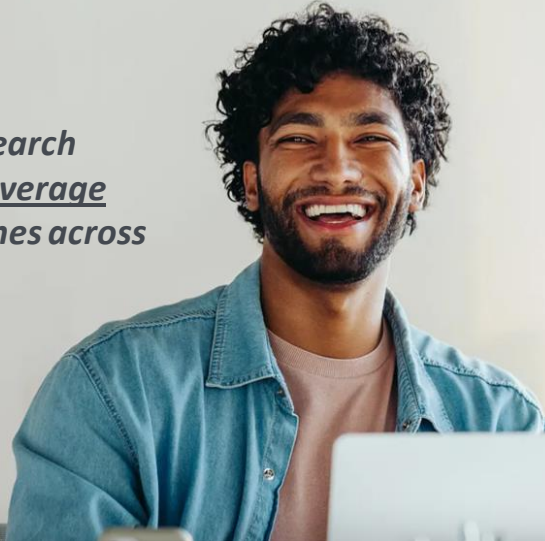
Und bedenke 2. Marketing ist Multi-Channel

Meta



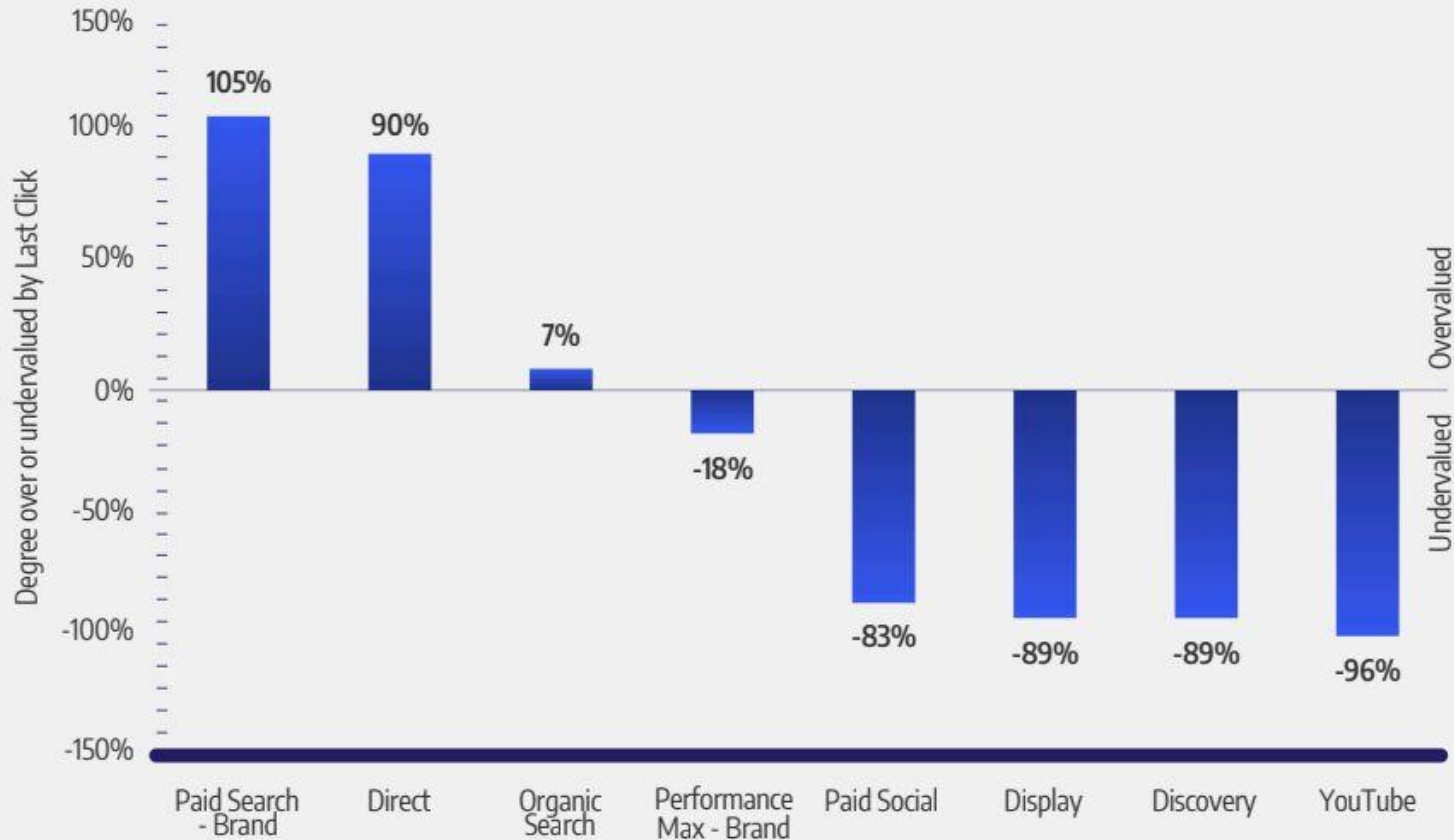
How WPP Media helped clients measure the impact of ads across Meta technologies on search traffic

"Impact of Meta ads on search traffic results, seeing an average 25% in incremental searches across their 2024 campaigns."



<https://www.facebook.com/business/news/wpp-media-meta-ads-search-traffic-social>

Last Click overvalues bottom-of-funnel revenue, while undervaluing upper-funnel revenue (6 studied brands)



- Last-click undervalues Meta compared to Fospha measurement.
- last-click captures only 18% of revenue driven by Meta
- We saw branded paid search being over-valued by 105%, direct being over-valued by 90% and organic search by 7%.
- On the other hand, PMax campaign was undervalued by 18%, paid social by 83% and YouTube by 96%!

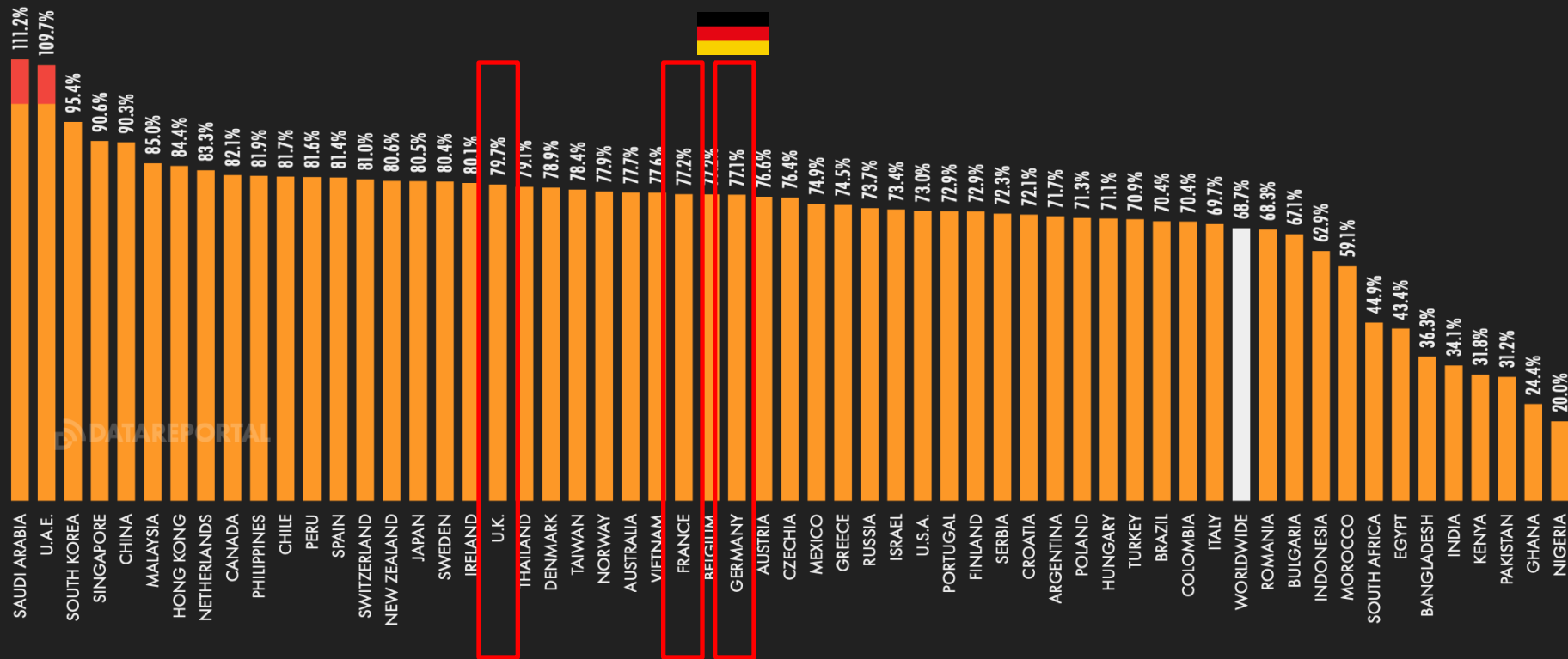


SOCIAL MEDIA

OCT
2025

SOCIAL MEDIA USE vs. TOTAL POPULATION

ACTIVE SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF TOTAL POPULATION (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **NOTE:** FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL MEDIA PLATFORM(S) IN EACH COUNTRY. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

we
are.
social

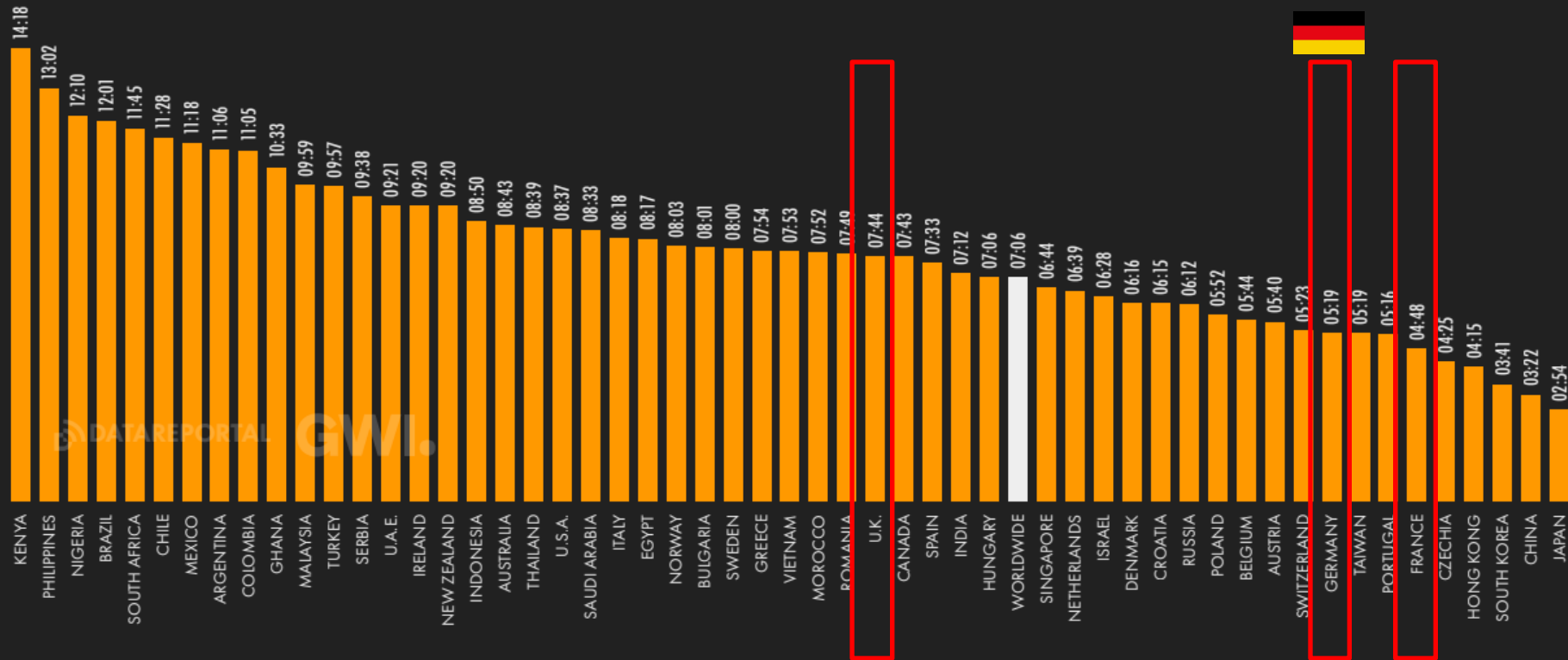
Meltwater

OCT
2025

WEEKLY TIME SPENT BROWSING SOCIAL MEDIA

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND BROWSING SOCIAL MEDIA (POSTS, STORIES, ETC.) EXCLUDING VIDEO

NOTE: GWI MADE SIGNIFICANT CHANGES TO ITS APPROACH TO SURVEYING TIME SPENT WITH MEDIA IN Q4 2024, SO VALUES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



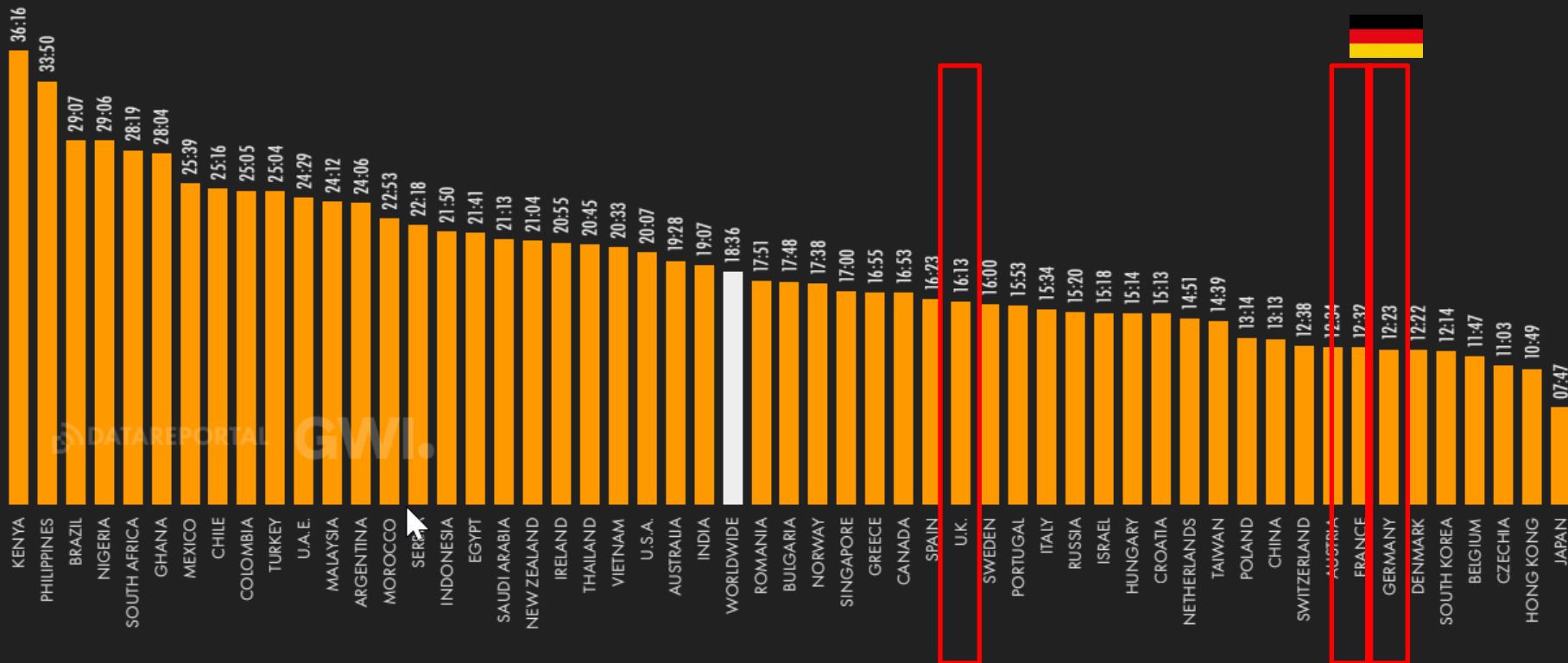
SOURCE: GWI (Q2 2025). **NOTE:** DOES NOT INCLUDE TIME SPENT WATCHING VIDEO CONTENT (E.G. TIKTOKS, REELS, VLOGS, ETC.). VALUES FOR SOCIAL MEDIA TIME INCLUDING VIDEO CONSUMPTION ARE SHOWN ON OTHER CHARTS IN THIS REPORT. **COMPARABILITY:** SIGNIFICANT CHANGES IN SOURCE METHODOLOGY AND SURVEY APPROACH, WHICH MAY ALSO HAVE INFLUENCED THE PLATFORMS AND ACTIVITIES THAT SURVEY RESPONDENTS INCLUDE IN THEIR PERCEIVED DEFINITION OF "SOCIAL MEDIA". AS A RESULT, VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION. SEE [NOTES ON DATA](#).

OCT
2025

WEEKLY TIME: SOCIAL MEDIA AND ONLINE VIDEO

WEEKLY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND USING SOCIAL MEDIA AND ONLINE VIDEO (EXCLUDES STREAMING TV)

NOTE: GWI MADE SIGNIFICANT CHANGES TO ITS APPROACH TO SURVEYING TIME SPENT WITH MEDIA IN Q4 2024, SO VALUES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



SOURCE: GWI (Q2 2025). **NOTE:** VALUES REPRESENT THE COMBINED WEEKLY TIME SPENT BROWSING SOCIAL MEDIA CONTENT (E.G. POSTS, STORIES, ADS) AND WATCHING ONLINE VIDEOS OF ANY LENGTH (E.G. TIKTOKS, REELS, VLOGS, ETC.). DOES **NOT** INCLUDE TIME FOR TV STREAMING PLATFORMS LIKE NETFLIX OR DISNEY+. **COMPARABILITY:** SIGNIFICANT CHANGES IN SOURCE METHODOLOGY AND SURVEY APPROACH, WHICH MAY ALSO HAVE INFLUENCED THE PLATFORMS AND ACTIVITIES THAT SURVEY RESPONDENTS INCLUDE IN THEIR PERCEIVED DEFINITION OF "SOCIAL MEDIA". AS A RESULT, VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. CHANGES IN AUDIENCE COMPOSITION. SEE [NOTES ON DATA](#).

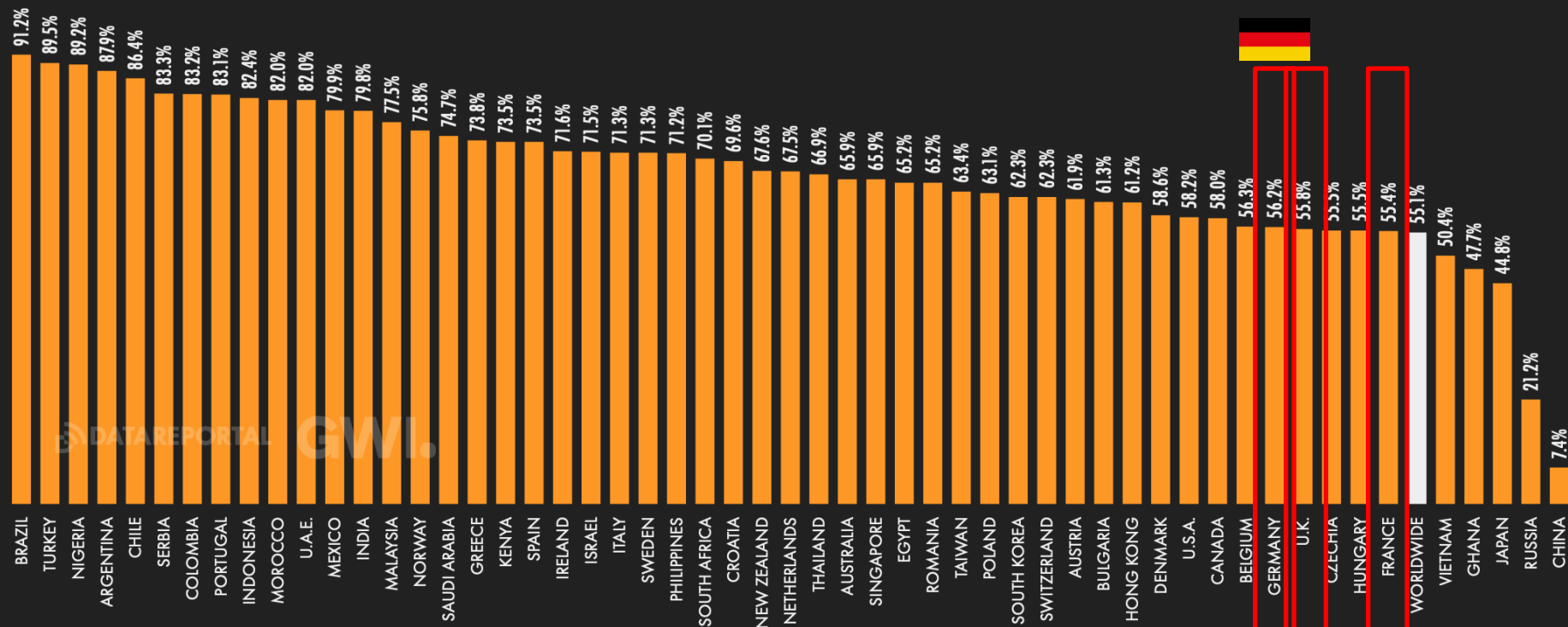
OCT
2025

INSTAGRAM USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED INSTAGRAM AT LEAST ONCE WITHIN THE PAST MONTH



GLOBAL OVERVIEW

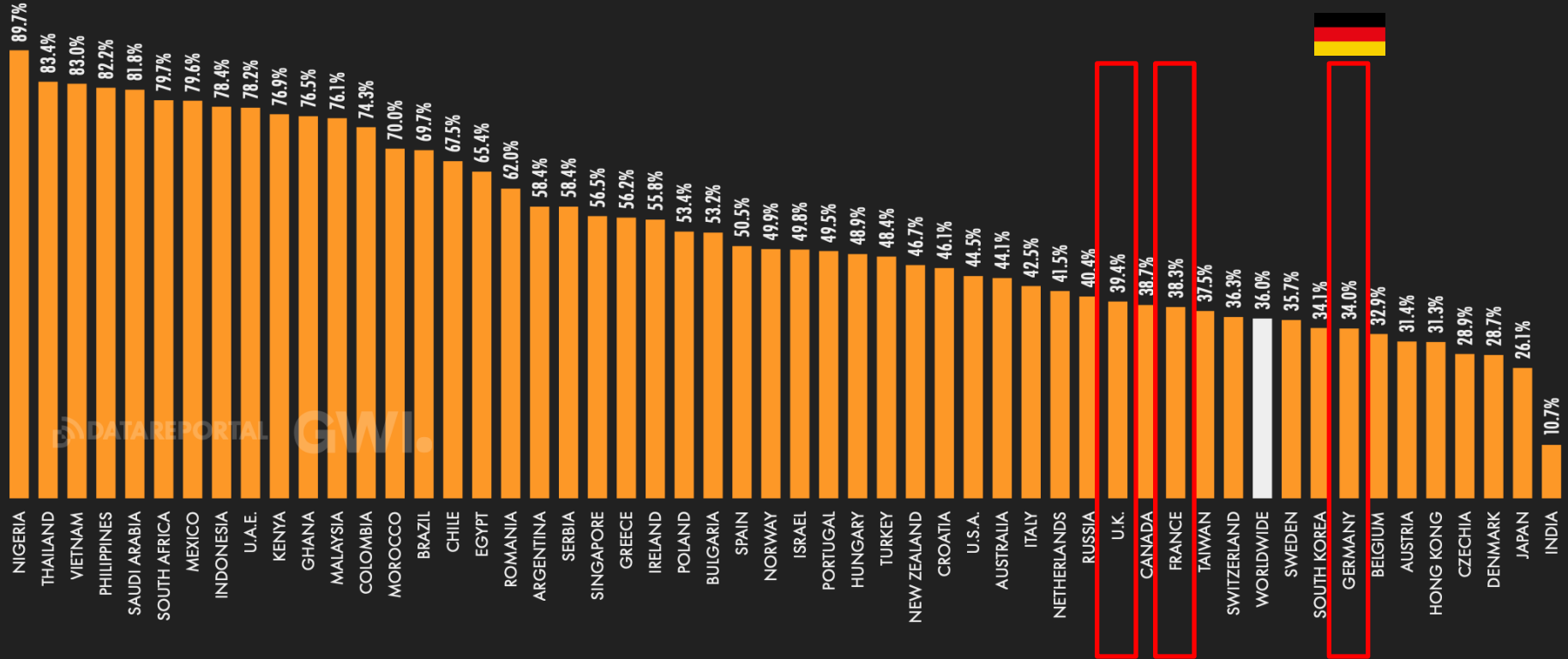


OCT
2025

TIKTOK USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED TIKTOK AT LEAST ONCE WITHIN THE PAST MONTH

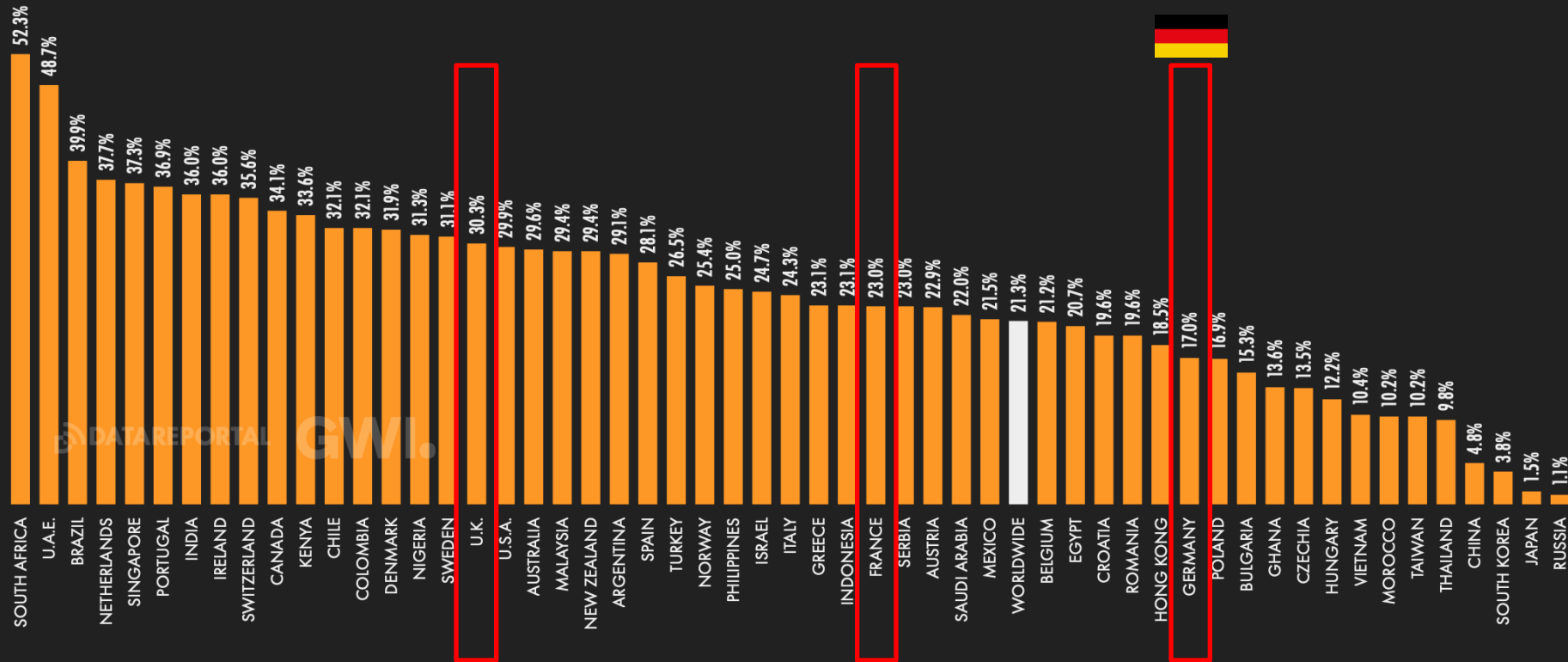
NOTE: DOES NOT INCLUDE DATA FOR CHINA, WHERE BYTEDANCE OPERATES "DOUYIN" AS A SEPARATE PLATFORM



OCT
2025

LINKEDIN USE

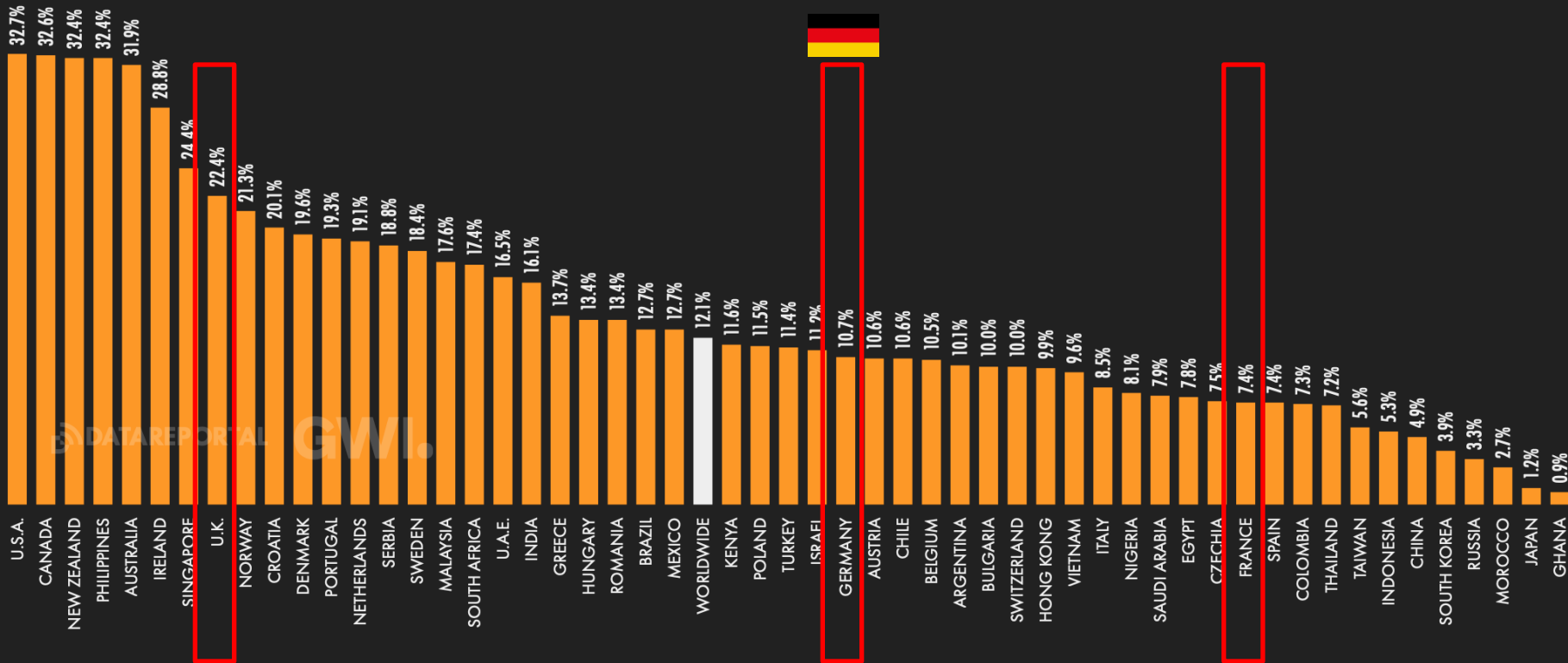
PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED LINKEDIN AT LEAST ONCE WITHIN THE PAST MONTH



OCT
2025

REDDIT USE

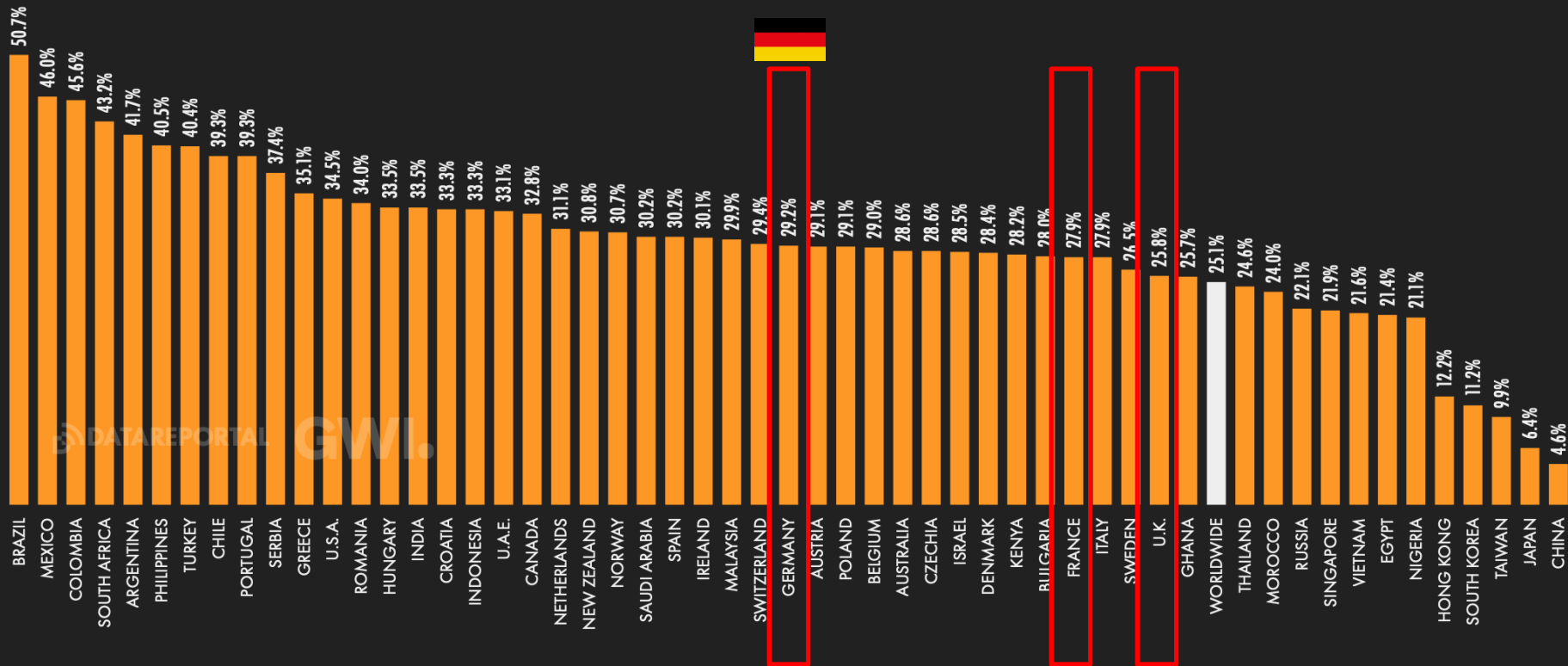
PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED REDDIT AT LEAST ONCE WITHIN THE PAST MONTH



OCT
2025

PINTEREST USE

PERCENTAGE OF INTERNET USERS AGED 16+ WHO SAY THAT THEY USED PINTEREST AT LEAST ONCE WITHIN THE PAST MONTH



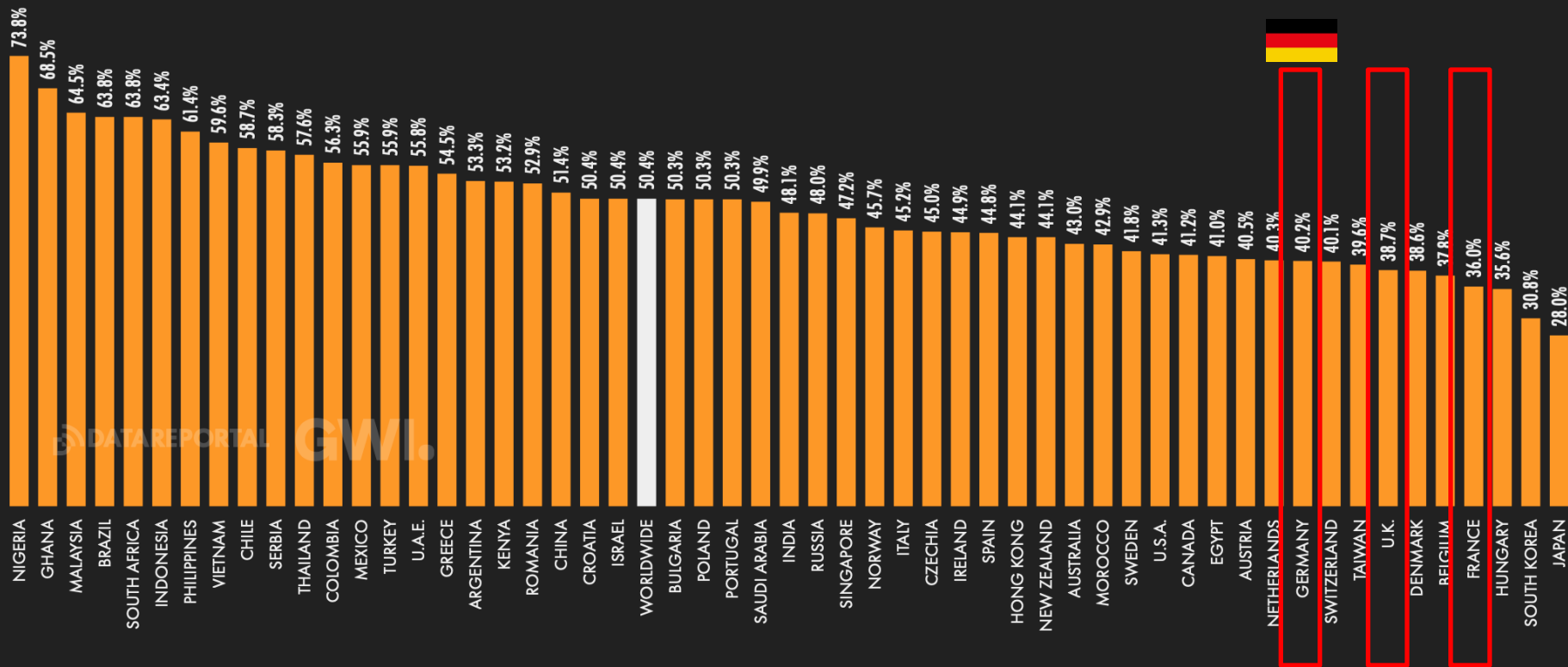
OCT
2025

SEEKING OUT BRANDS ON SOCIAL MEDIA

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16+ WHO VISIT SOCIAL MEDIA IN ORDER TO LEARN ABOUT BRANDS AND SEE THEIR CONTENT



GLOBAL OVERVIEW

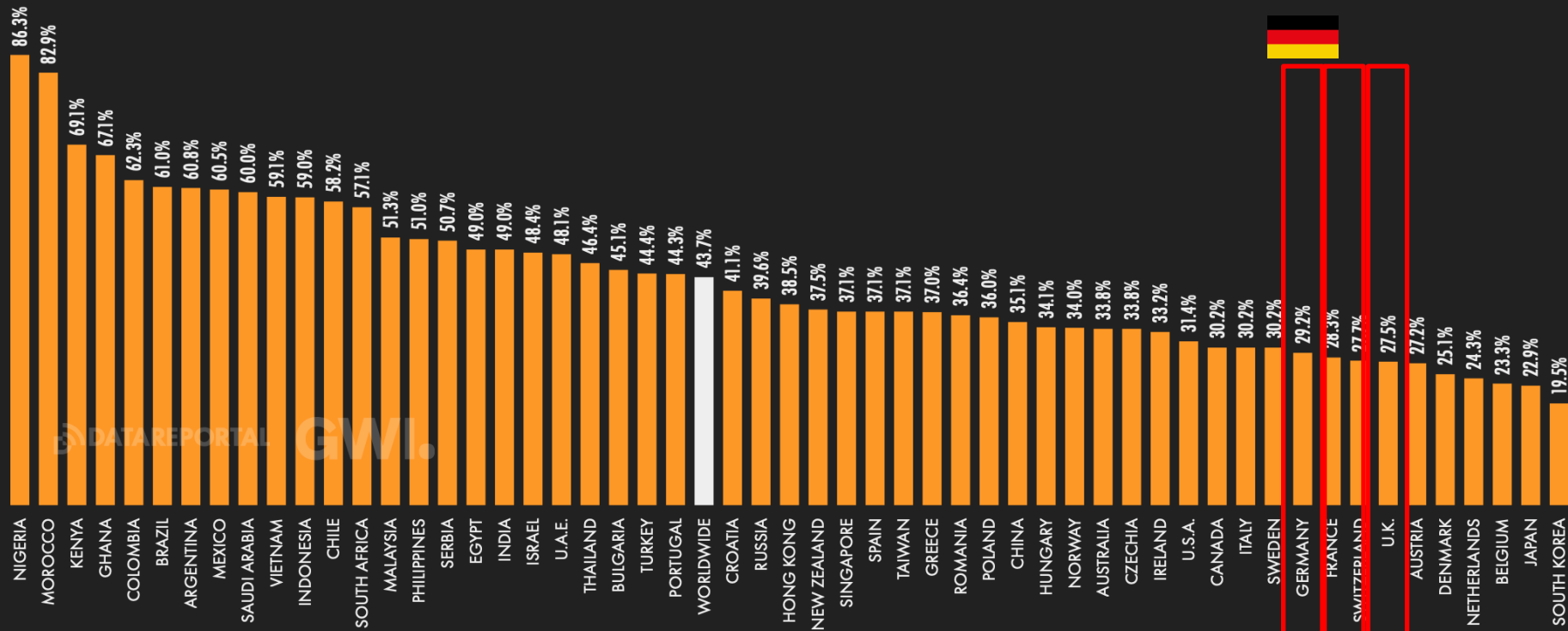


SOURCE: GWI (Q2 2025). **NOTE:** FIGURES REPRESENT THE SHARE OF SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT AT LEAST ONE OF THE FOLLOWING ACTIVITIES IS A **PRIMARY REASON** WHY THEY VISIT SOCIAL MEDIA PLATFORMS: FINDING INSPIRATION FOR THINGS TO DO AND BUY; FINDING PRODUCTS TO PURCHASE; SEEING CONTENT FROM YOUR FAVOURITE BRANDS. **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#).

OCT
2025

USE OF SOCIAL NETWORKS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE SOCIAL NETWORKS TO RESEARCH POTENTIAL PURCHASES



DATA REPORTAL GWI.

The profitability pressure is on

IMF Blog

Subscribe

Sign in

Economic growth: The global economy enters a new era¹

UN trade & development

Log in



Trade and development foresights 2025: Under pressure — uncertainty reshapes global economic prospects²

Source: 1. "The Global Economy Enters a New Era," IMF Blog, Apr 22, 2025.

2. "Trade and development foresights 2025: Under pressure - uncertainty reshapes global economic prospects," UN trade & development, April 2025.

<https://www.facebook.com/business/news/optimize-conversions-for-business-values/>

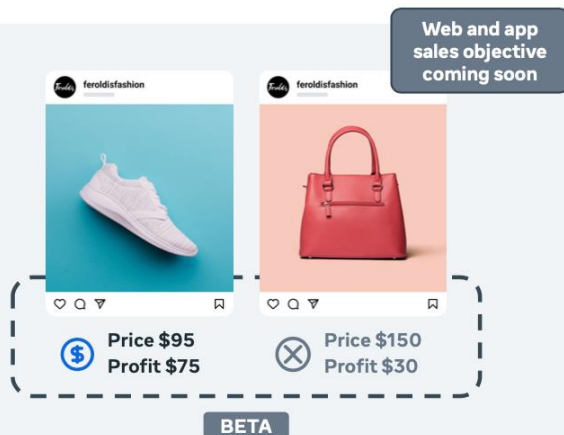


Move beyond cost per action (CPA) to directly optimize for ROAS, customer profit or your own internal KPI using **value optimization**



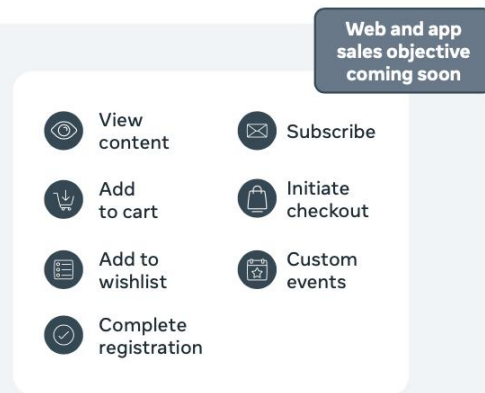
Value optimization for purchase

Drive higher average order value.



Value optimization for profit

Drive higher profit conversions.



Value optimization for non-purchase

Drive higher value conversions across any standard or custom event.



Incremental Attribution

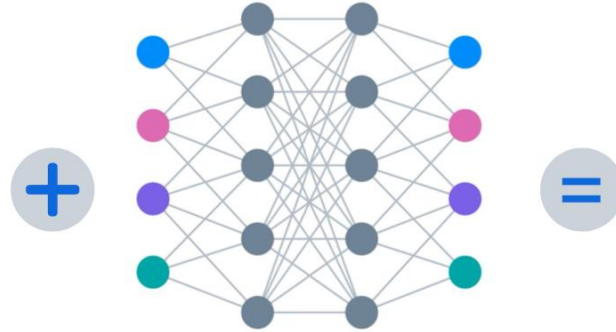
Deliver ads to customers who would not have otherwise made a purchase with **incremental attribution** setting.

For the first time, advances in AI make real time incrementality optimization possible



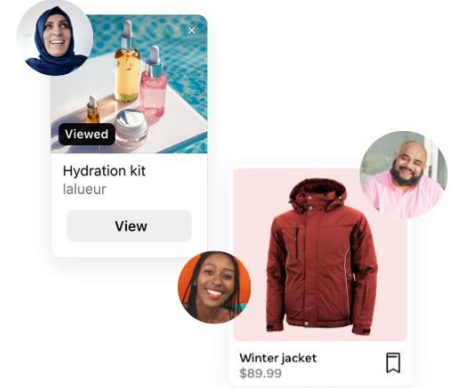
Conversion Lift

Since 2015, this experimentation tool has helped advertisers **accurately measure incrementality**.



AI

Conversion Lift data is used to train machine learning models to **predict and optimize for incremental conversions**.



Incremental Attribution

Now advertisers can **generate more incremental outcomes in real time**.



**SOME THINGS
NEVER CHANGE...**

**... AND SOME
THINGS DO!**

15:47

88%

Für Preise, die einfach
määh-ga sind
#ErstmalZuPenny



63,3 Tsd.

1.654

644

27,7 Tsd.



pennydeutschland

Folgen

Unsere Kundschaft sieht plötzlich so ...

lidle und 1.255 weitere Personen haben das kommentiert



Kommentar hinzufügen ...

15:46

88%

Reels Freunde

POV: Die Penny Schafe
liefern heute für uns aus:



373

36

3

134



otto_de

@pennydeutschland ... mussten uns kurz ...



Kommentar hinzufügen ...

18:04

88%

Hans Neubert findet das lustig



Rik Strubel

Douglas EVP Marketing | Ex-Westwing CMO | Ex-...

1 Tag ·



Danke nochmal fürs Vorbeischieken Dr. Jan Flemming 🐑 ...

239

39 Kommentare · 4 Reposts



Start

Ihr Netzwerk

Posten

Mitteilungen

Jobs

19:12

74%

penny schafe

Beiträge

Personen

Unternehmen

Gruppen



E.ON Deutschland

30.438 Follower:innen

4 Std. ·

+ Folgen

...

Während andere Schafe bei **PENNY Deutschland** landen, finden unsere ihr natürliches Habitat im Solarpark. ... mehr

50 Schafe stürmen den Solarpark · 3 Seiten



50 Schafe stürmen
den Solarpark

... aber w

Schafe leben hier
Schatten unter d
Hitze und Regen
Grasen gibt's trot

13



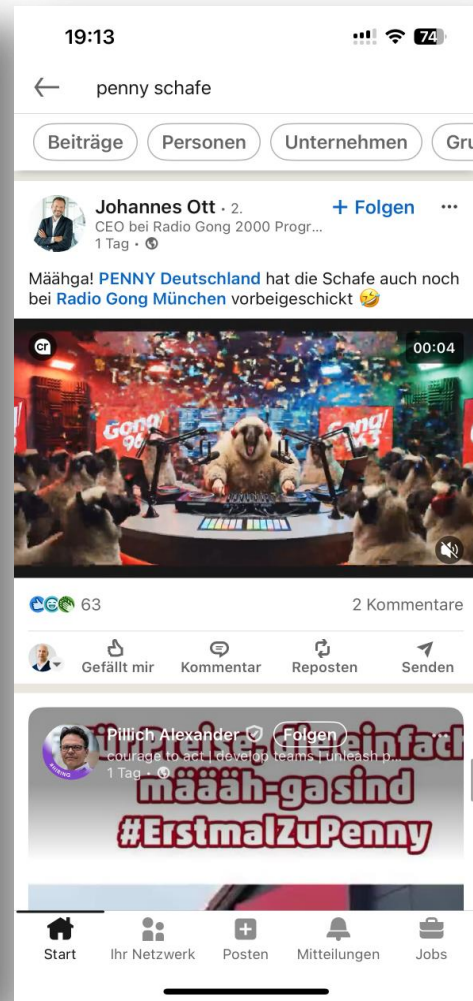
Start

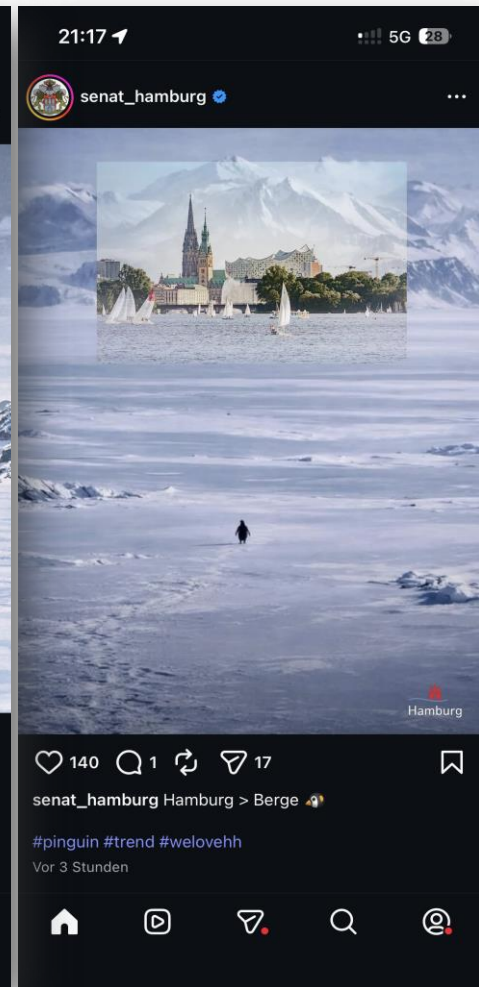
Ihr Netzwerk

Posten

Mitteilungen

Jobs





11:59

98

dm_d... und 3 weitere Personen
KI-Info

Folgen



1.474 27 10

dm_deutschland But why? Weil er eine dm-Maus ist ❤️
👉👈👉👈

Vor 34 Minuten



12:00

98

dm_d... und 3 weitere Personen
KI-Info

Folgen



1.474 27 10

dm_deutschland But why? Weil er eine dm-Maus ist ❤️
👉👈👉👈

Vor 34 Minuten



12:00

98

sparkasse_mittelholstein_ag
Für dich vorgeschlagen

Folgen



25 27 10



sparkasse_mittelholstein_ag 🐧 #butwhy ?

🐧 Weil's für ihn um mehr als Geld geht.

Vor 2 Stunden



16:53

92

paulaner
KI-Info

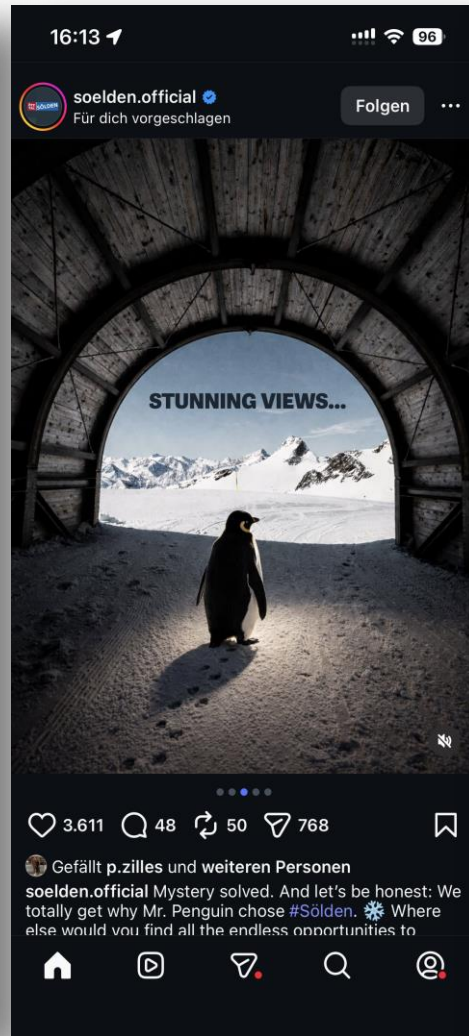
4.713 92 81 5.271

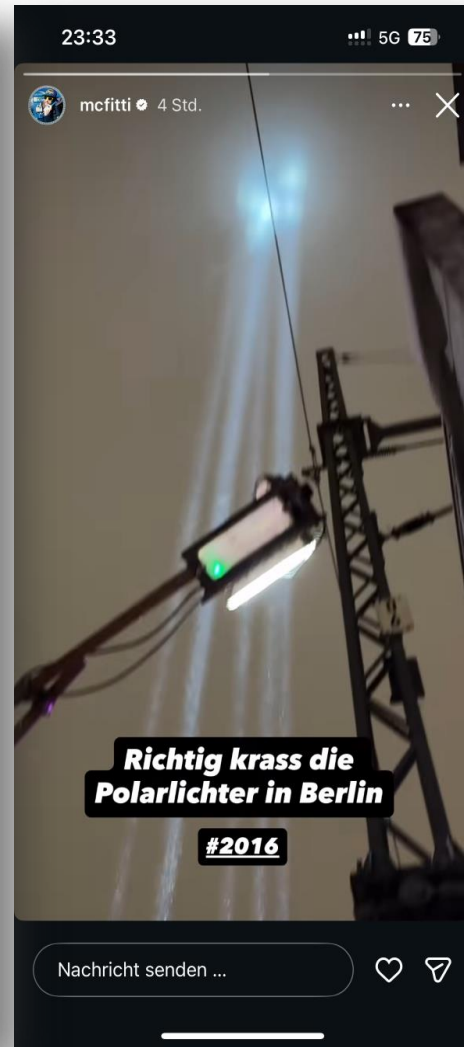
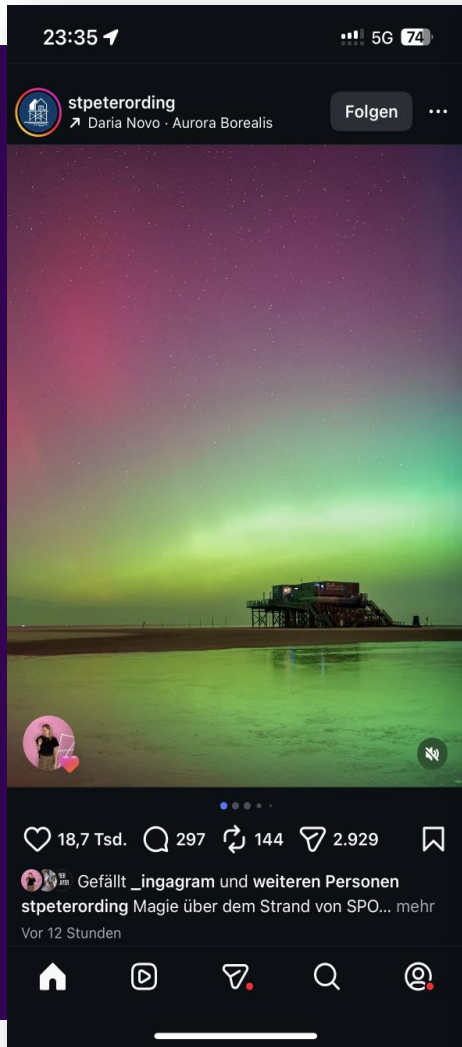


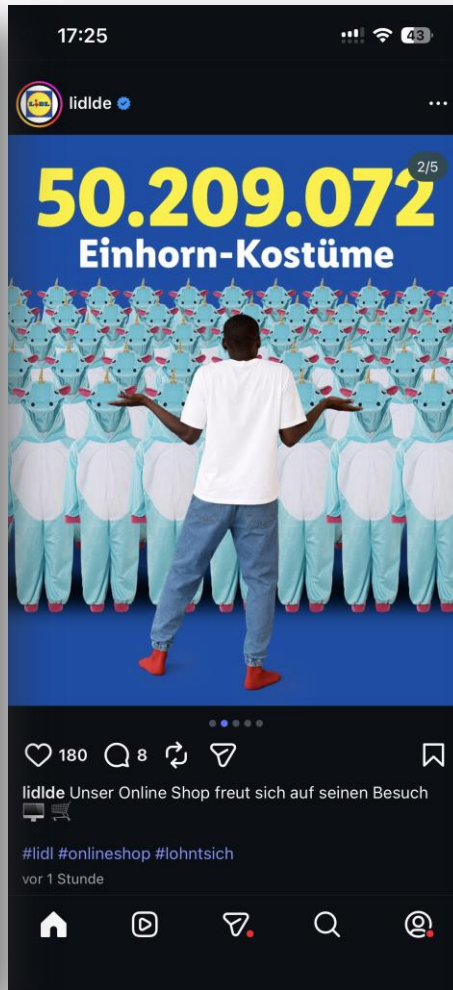
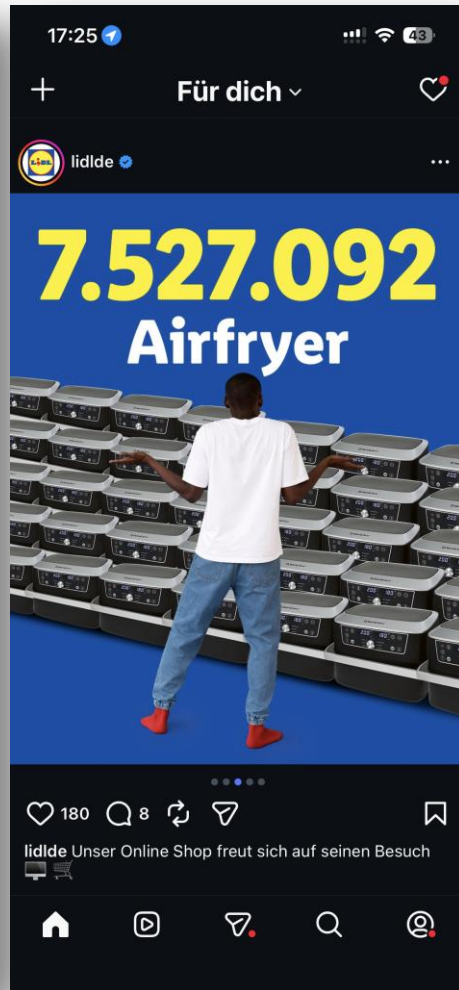
paulaner Mystery solved. Worth the walk... mehr

Vor 6 Tagen









12:18

28

otto_de

...

Ich:

Mama: Es reicht jetzt
mit bestellen

132 9 1 18

otto_de Habt ihr die OTTO Pakete auch gestern
gesehen? 🤔

#OTTOfindichgut

Vor 18 Stunden



09:31

59

rewe

...

Ich

Neue Kasse
öffnet

871 29 20 268

rewe REWE Tu Mercado

Vor 15 Stunden

2bahead
Anzeige



09:30

59

Vor 6 Stunden · Übersetzung anzeigen

hamburgairport
Original-Audio
Für dich vorgeschlagen

Folgen

...

POV:
Direktziele, die wir nicht ab
Hamburg Airport anfliegen...



🔊

17,9 Tsd. 499 146 17 Tsd.



09:31

59

astra

...

LAST MINUTE
KARNEVALS INSPO



30 3 1 1

astra Gib mir 'ne Knolle und nenn mich Rakete.

#astrabier #wasdagegen #drinkresponsibly*

*Bitte teile diesen Inhalt nur mit Personen ab 18 Jahren



12:48



bundestag

Berlin - Bundestag

Folgen



POV: Deine Fraktion,
während du eine Rede hältst.

© giphy giphy / EBUDES | Xerxes

❤️ 6.556 💬 192 ↻️ 74 🚩 1.233

bundestag

Vor 1 Tag



rothers_blumen_paradies
Prien am Chiemsee

Folgen



12:48



facesbeautymiddleeast



Valentine's Day
gifts from FACES

1/4

ME

❤️ 50 💬 16 ↻️ 14

facesbeautymiddleeast If our wishlist had a... mehr

Vor 18 Stunden · Übersetzung anzeigen



00:25



ikeachile

Für dich vorgeschlagen

Folgen



AFTONSPARV
Peluche con traje
de astronauta, conejo
\$9.990

❤️ 25,5 Tsd. 💬 353 ↻️ 478 🚩 11,6 Tsd.

ikeachile Dijo "Chile" y nosotros: 🇨🇱 🇨🇱 🇨🇱 🇨🇱

Vor 1 Tag · Übersetzung anzeigen



00:25



ikeaspain

Für dich vorgeschlagen

Folgen



Benito, se te han quedado
algunas en el banquillo



FEJKA
Planta de
medio tiempo
39,99€

❤️ 32,2 Tsd. 💬 677 ↻️ 503 🚩 19,3 Tsd.

ikeaspain Para el interior de tu casa... o el de un estadio



Vor 1 Tag · Übersetzung anzeigen



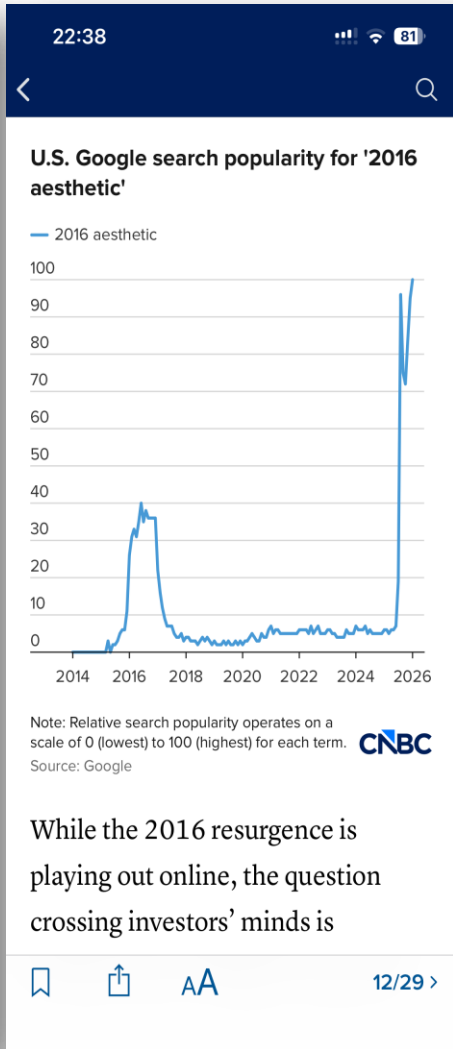
bucinaccincider und **inei**

Folgen





2016 INTERNET AESTHETICS: A VISUAL TIMECAPSULE



13:33



OMT officially_omr • 21 Std.



Bildarchiv durchstöbert ...



IN WELCHEM JAHR WURDE DIE
FOLGE AUFGENOMMEN?

2012

2016

2018

2026



Nachricht senden ...



09:41



mitvergneueh
Hamburg



2016: Feiern gehen in Hamburg



2026: Feiern gehen in Hamburg

6.216 45 33 1.274



Gefällt cathi_zoehh und weiteren Personen
mitvergneueh 2016 ist einfach 10 Jahre... mehr
geheimtipphamburg Wah das Balz und Balz 🥰🥰🥰

Vor 4 Tagen



16:50



Alexander Jaggy · 1.
Co-Founder & Chief Creative Officer thj...
22 Std. · 📍



2016 was great.

2026 is better.

... mehr

Übersetzung anzeigen



👍👍👍 242

51 Kommentare



Start

Ihr Netzwerk

Posten

Mitteilungen

Jobs

13:35



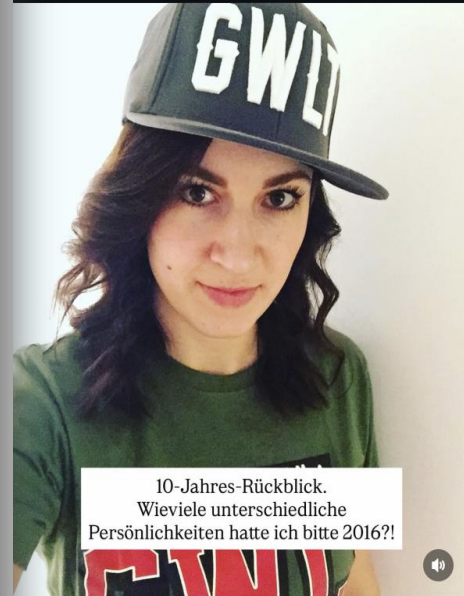
Beiträge

lenarogl



lenarogl

justrip.it · Original-Audio



10-Jahres-Rückblick.
Wieviele unterschiedliche
Persönlichkeiten hatte ich bitte 2016?!

204 35 2



Gefällt martinavanhettinga und weiteren Personen

lenarogl Ich denk mir einerseits:
Wie kann 2016 schon 10 Jahre her sein?
Und andererseits... mehr

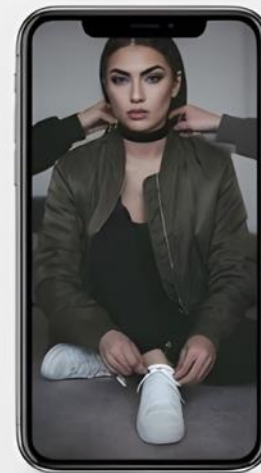
lenarogl Und dann denk ich mir:
Was für ein unglaubliches Glück, dass ich damals
schon @froileinmueller als Freundin hatte 🥰🥰🥰

Vor 1 Tag

Pepsi - "The #PepsiFreeze Challenge"



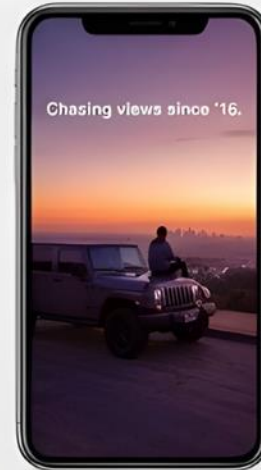
Zalando - "The Ultimate 2016 Starter Pack"



How to play the real time marketing game?

- Manage the moment; fast
- Understand the context
- Create matching content (brand, community)
- Engage with your community - actively

Jeep - "The Great Summer Hunt"





SOCIAL IS ALL WE NEED

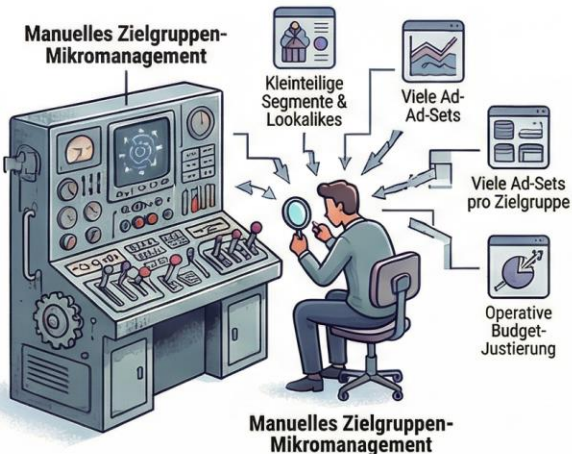
Social Media Marketing
is and always has been
about pop culture!

Meta Andromeda: Der Paradigmenwechsel im Performance Marketing

Das Andromeda-Update ist ein struktureller Wendepunkt für Facebook- und Instagram-Werbung. Es ersetzt manuelles Zielgruppen-Mikromanagement durch ein KI-gestütztes Retrieval-System, das Erfolg primär über Datenqualität, Kampagnenkonsolidierung und kreative Vielfalt definiert.

Vom Kontrollwahn zum KI-Matchmaking

Relevanz wird nicht mehr manuell vorgegeben, sondern durch die KI dynamisch berechnet.



Alte Logik	
Targeting	Kleinteilige Segmente & Lookalikes
Kampagnenbau	Viele Ad-Sets pro Zielgruppe
Fokus	Operative Budget-Justierung

Breite Zielgruppen schlagen Segmente

Die KI erzielt bessere Ergebnisse in offenen Zielgruppen als in kleinteiligen Interessen-Clustern.

Neue Logik (Andromeda)	
Targeting	Breite Audiences & KI-Differenzierung
Kampagnenbau	Konsolidierte, einfache Strukturen
Fokus	Strategische Planung & Datenqualität

Die neuen Säulen der Performance

Bis zu
20 %
ROAS-Uplift

Agentur Praxiswerte zeigen deutliche Performance Sprünge durch Anpassung an die neue KI-Logik.



Datenqualität als Treibstoff

Server-Side-Tracking und Conversions API sind zwingende Voraussetzungen für die KI-Lomphase.



Kreativität ist der neue Hebel

Vielfalt in Tonalität und visueller Sprache liefert der KI notwendige Differenzierungsmerkmale.



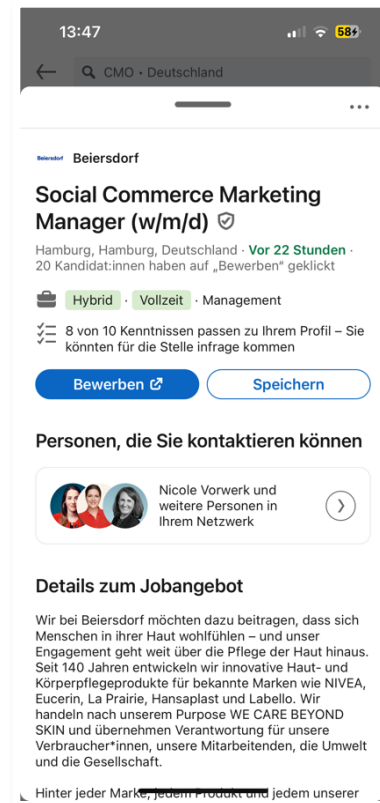
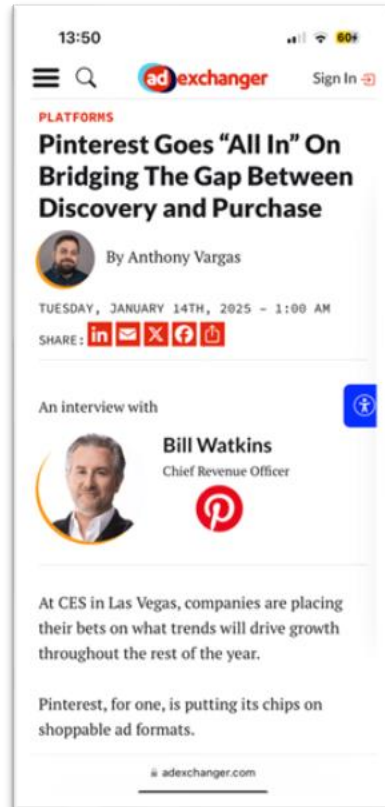
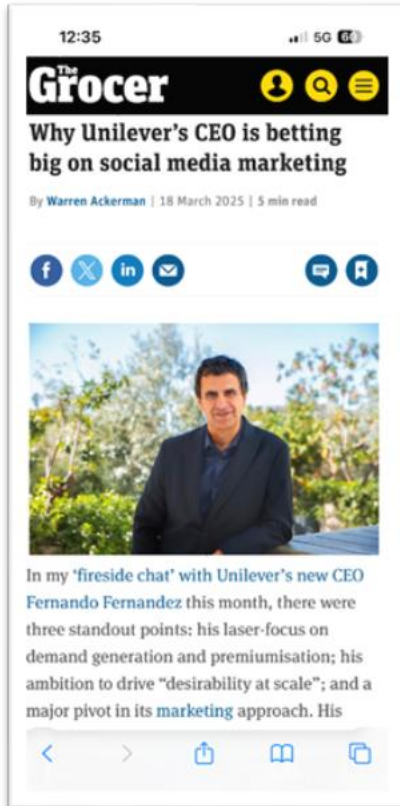
Menschliche Strategie statt Routine

Expertise verschiebt sich von der operativen Steuerung hin zur kreativen Orchestrierung.

Creative Playbook



Social Commerce: Inspiration meets Conversion

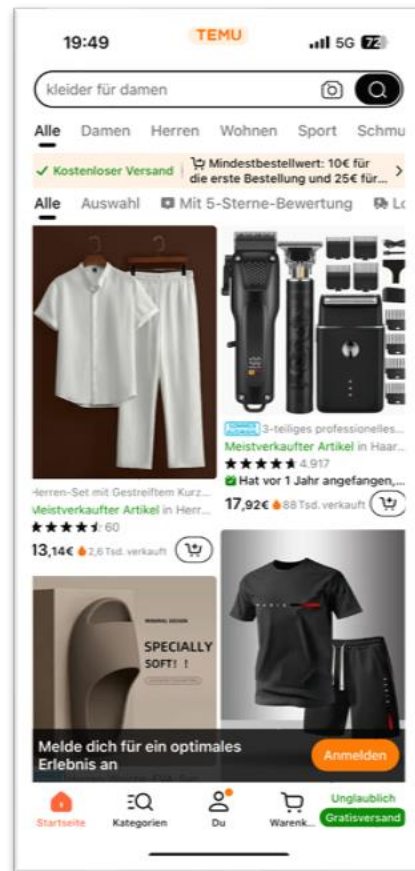
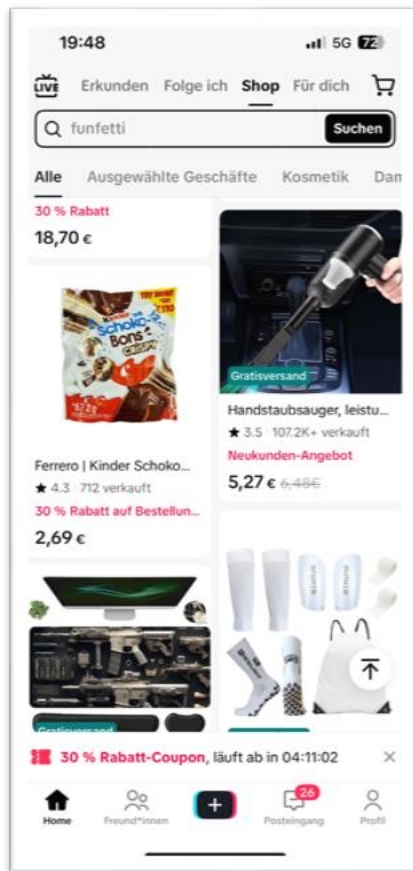
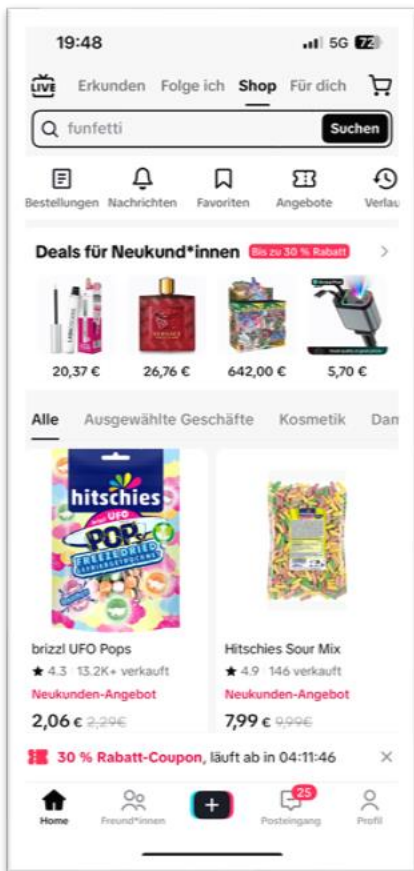




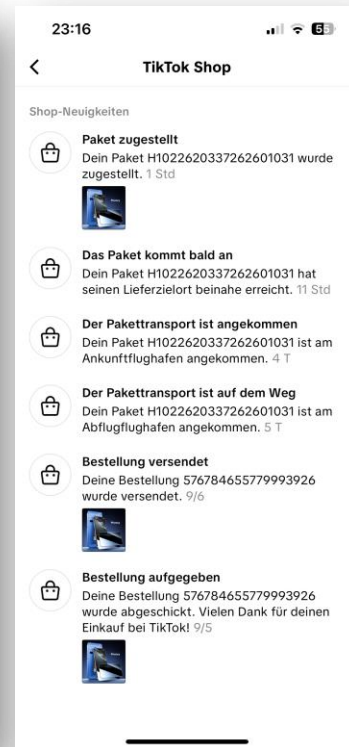
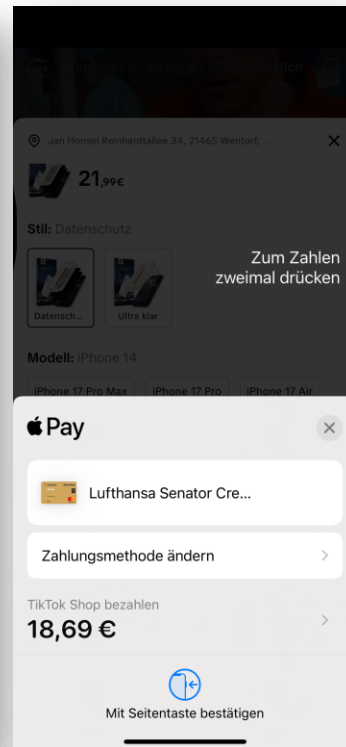
TikTok Shop is all in one



TikTokShop



TikTok Shop einmal durchgespielt



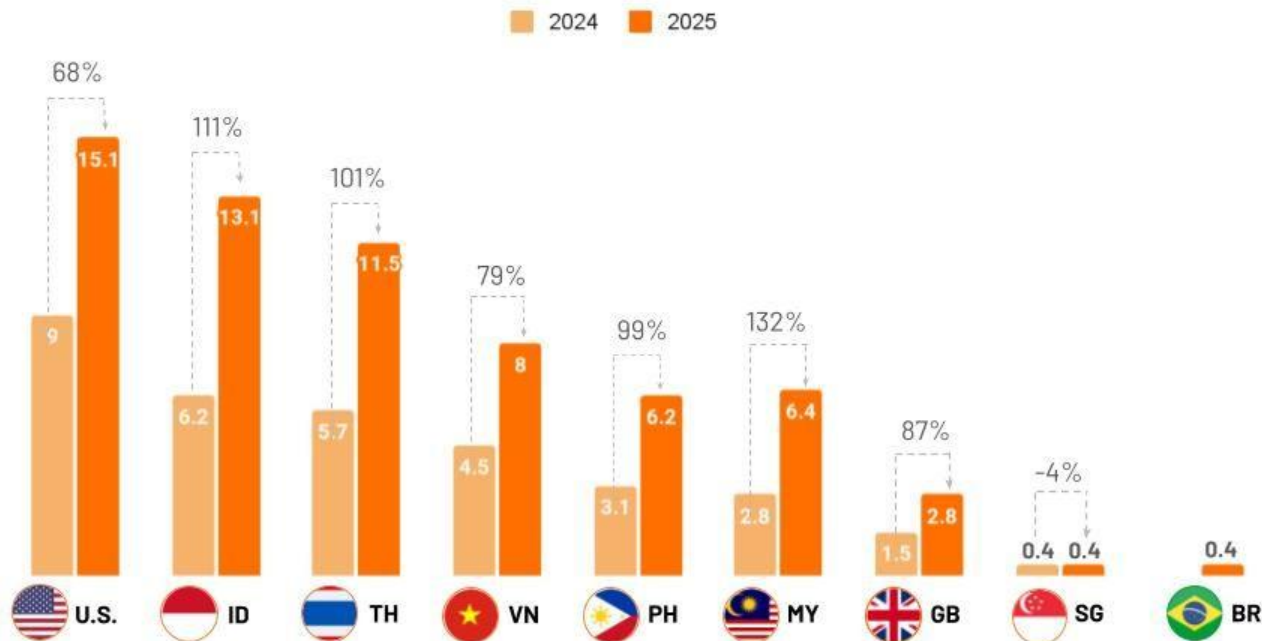
TikTok Shop's global GMV hit US\$64.3 billion in 2025



TikTok Shop's global GMV nearly **doubled** in 2025, sustaining strong growth momentum. **Southeast Asia** was the primary growth engine, while newly launched markets in 2025, including Brazil, Japan, Spain, Germany, France, and Italy, showed early traction and began contributing incremental GMV.

The U.S. remained TikTok Shop's largest market, although eclipsed by SEA in growth

2025 TikTok Shop GMV breakdown by countries (US\$ B)



In 2025, the **U.S.** remained TikTok Shop's largest market, reaching **US\$15.1 billion** in GMV, up **68% YoY**. **Indonesia** followed closely at **US\$13.1 billion**.

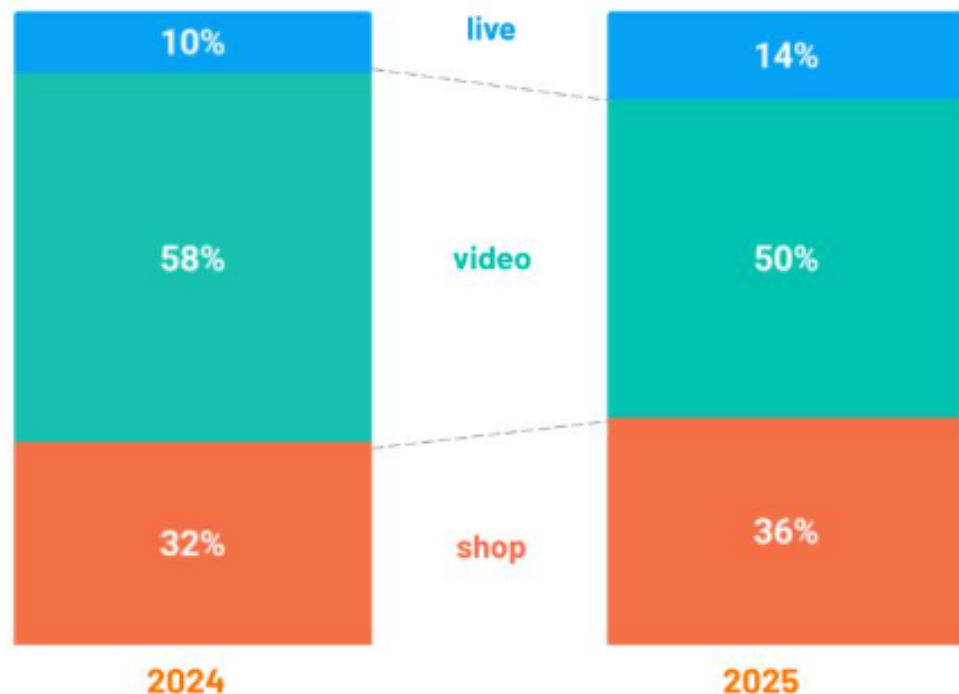
Southeast Asia **doubled GMV to US\$45.6 billion**, driven by strong momentum in **Malaysia, Indonesia, and Thailand**, which recorded the fastest growth rates among all markets.

Meanwhile, TikTok Shop continued to expand into new markets. **Brazil** generated **US\$0.4 billion** in GMV within months of its May launch, signaling early traction in Latin America's largest economy.

GMV contribution shifted (slightly) toward Live and Shop in 2025



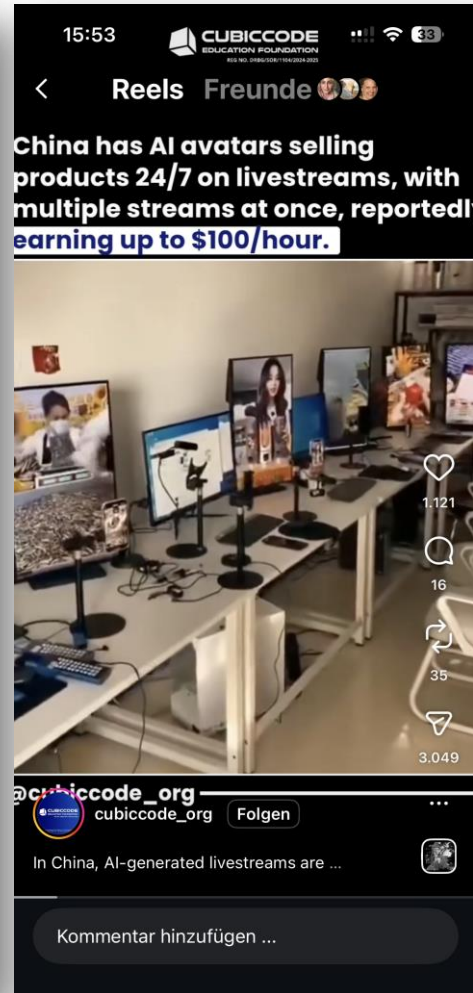
Live, video and shop GMV contribution in 2024 and 2025



In 2025, Live and Shop (i.e. the marketplace) continued to gain share within the total TikTok Shop GMV, reaching **36%** and **14%** respectively.

At the same time, Video remained the largest sales channel, although its contribution **declined from 58% to 50%**.

Compare with the U.S., Southeast Asia operates with a **more balanced** channel mix, indicating higher ecosystem maturity.





amandashoptiktok Amanda Shop TikTok

Follow

Message



28 Following 53.9K Followers 366.6K Likes

As melhores promoções do TikTok Shop
Preço baixo de verdade

- Dieser TikTok-Shop AI-Influencer hat letzten Monat 45.000 € mit nur EINEM wiederholbaren Setup gemacht.
- Kein team. kein creator-hunting. kein filming. nur: ein gesicht, ein casual UGC-format, endlose produkt-rotationen.
- AI generiert den creator. AI tauscht das produkt aus. AI postet täglich.

III Videos

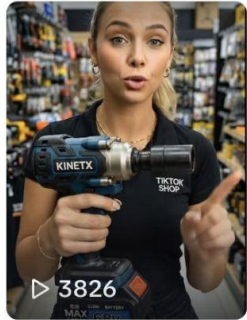
↕ Reposts

👤 Liked

Latest

Popular

Oldest



via Julius Kopp



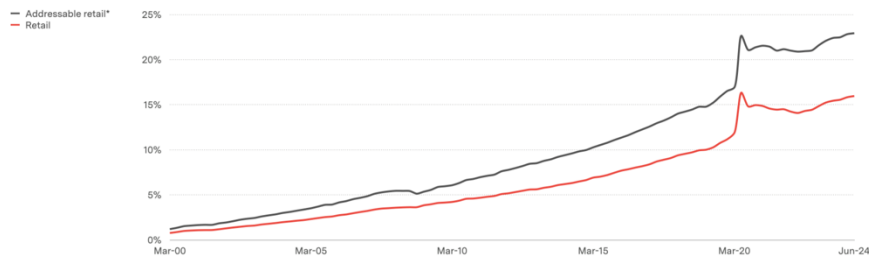
E-Commerce alive and kicking

E-commerce is still there

The most boring chart in tech, with a brief exception - but this is trillions of dollars of global value



E-commerce as % US retail



Source: US Census. Seasonally adjusted
* Excluding cars, car parts & fuel

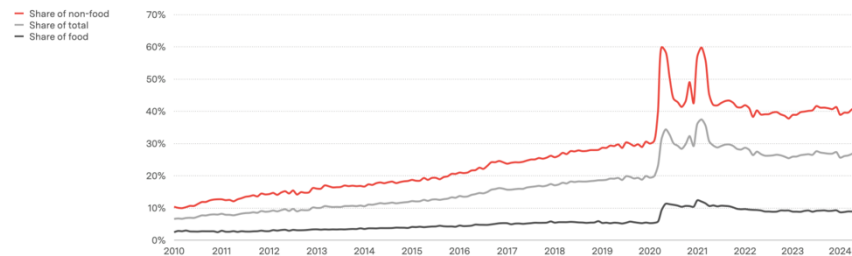
Benedict Evans — November 2024 75

'Back to the trend line'

But 40% of UK non-food is now online



E-commerce as % UK retail

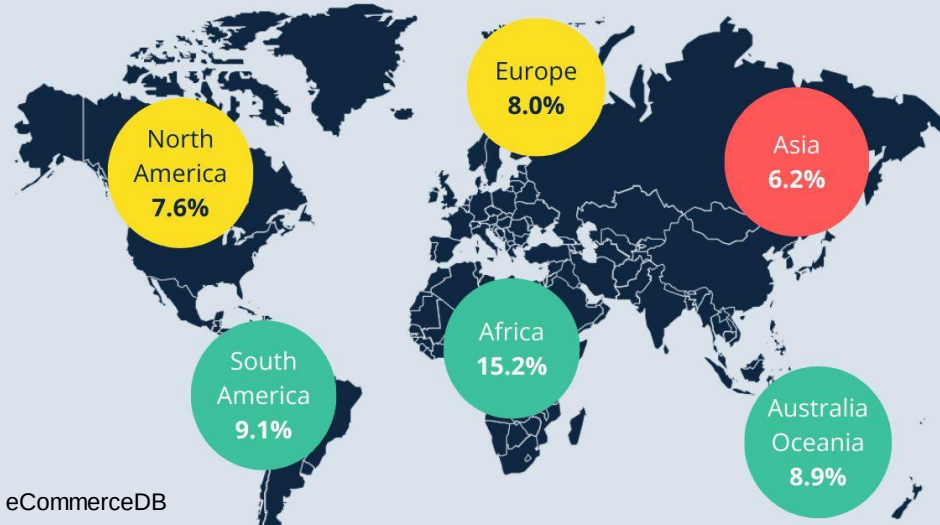
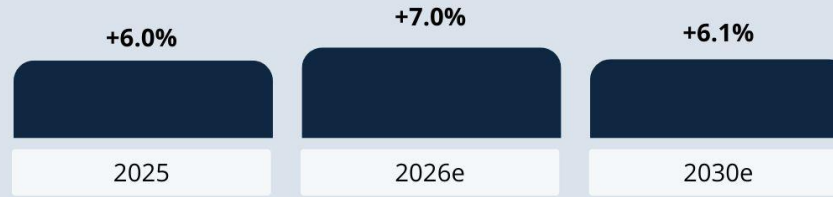


Source: ONS

Benedict Evans — November 2024 76

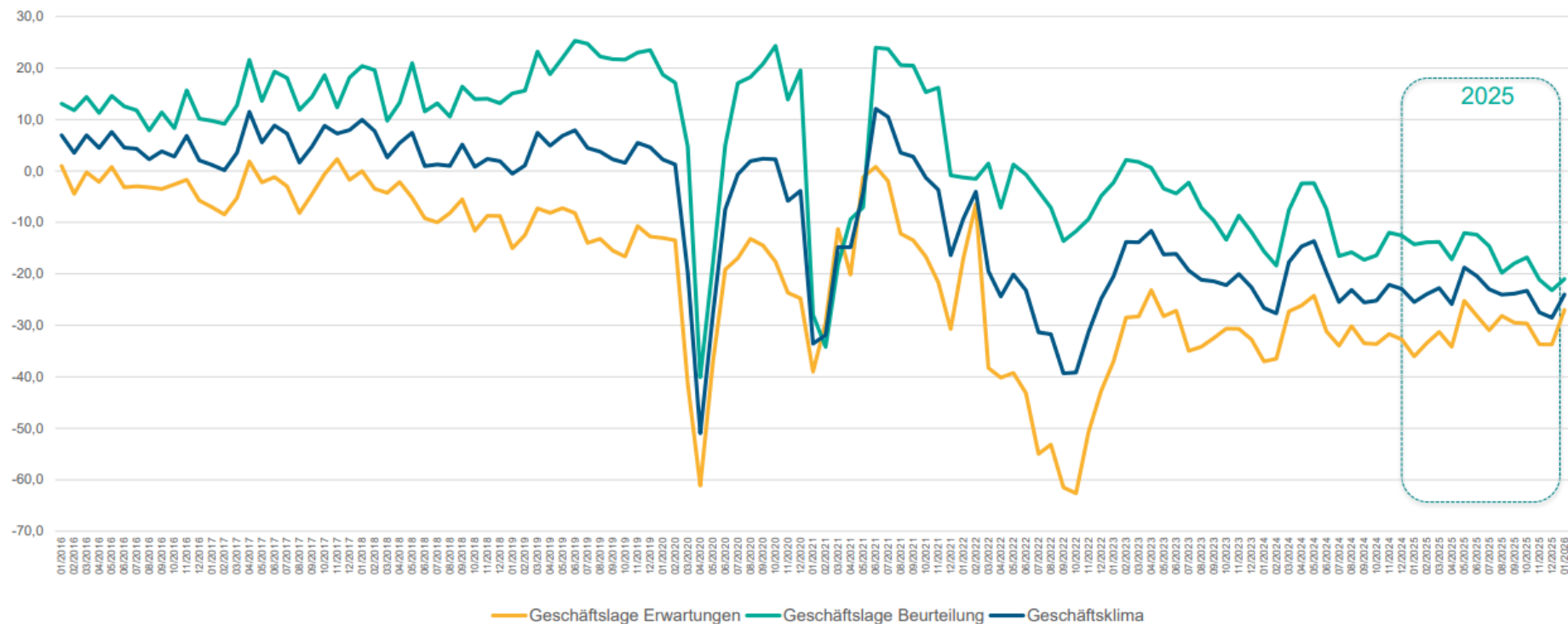


Global E-Commerce Growth Forecast in 2026



Geschäftsklima im Einzelhandel

ifo-Geschäftsklimaindex Einzelhandel 2016-2026





Konjunktur Deutschland

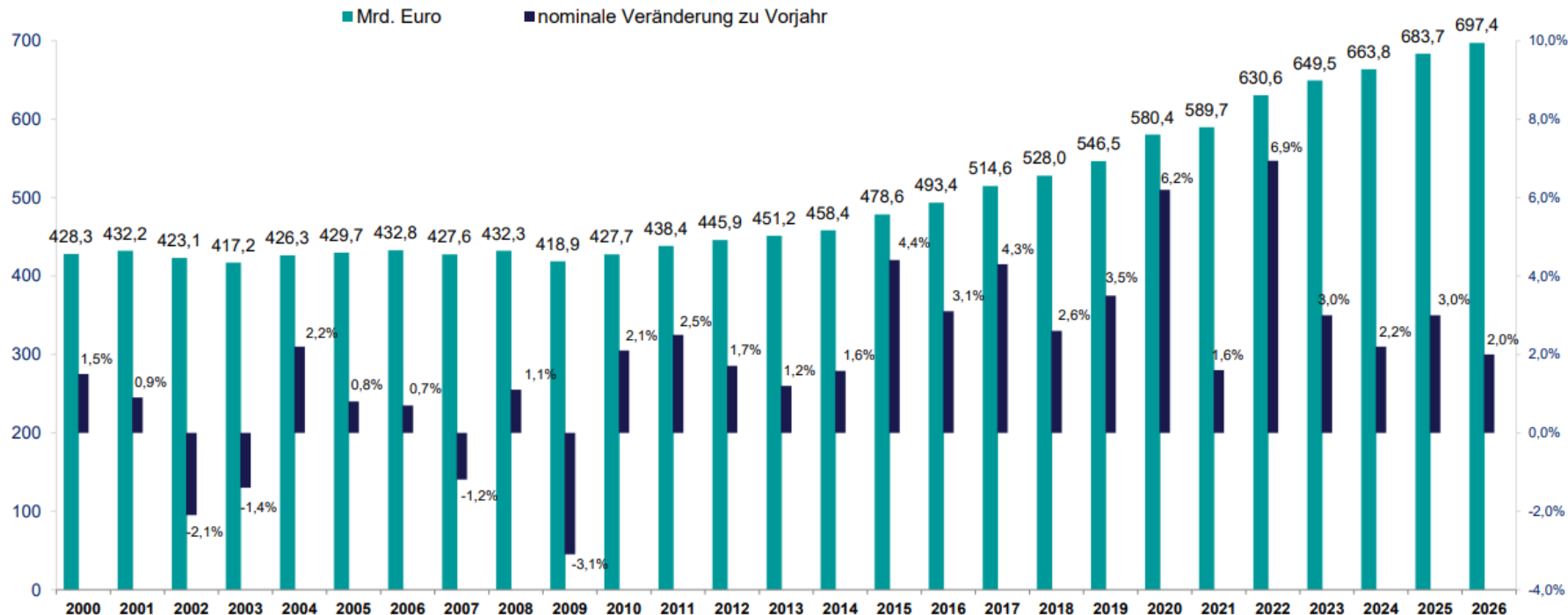
1. Gesamtwirtschaftlich kein selbsttragendes Wachstum
2. Hohe Erwerbstätigkeit, Arbeitslosigkeit steigt leicht
3. Inflation noch moderat, hohes Preisniveau bleibt
4. Privater Konsum wächst schwächer, als im Vorjahr
5. Realeinkommen stabil, Kaufkraftverluste bleiben
6. Investitionsschwäche und Kostendruck
7. Sparquote konstant
8. Arbeitslosigkeit nimmt kaum zu, konstante Erwerbstätigkeit
9. Einzelhandel ohne großes Wachstumspotential
10. Anzahl der Einzelhandels-Betriebe sinkt, Neugründungen stabil



Risiken

1. USA-Außenpolitik
2. Geopolitische Konflikte
3. Hyperwettbewerb mit China
4. Wettrennen um wichtige Rohstoffe
5. Absturzgefahr für Aktienmärkte
6. Firmen geraten ins Kreuzfeuer um Wohlstand und Werte
7. Energiekosten bleiben hoch
8. Einzelhandel fällt im „Konsumwettbewerb“ zurück
9. Deutschland verliert Anschluss bei Schlüsseltechnologien
10. Überregulierung und anhaltend hohe Bürokratie

Einzelhandelsumsatz wächst 2026 um zwei Prozent

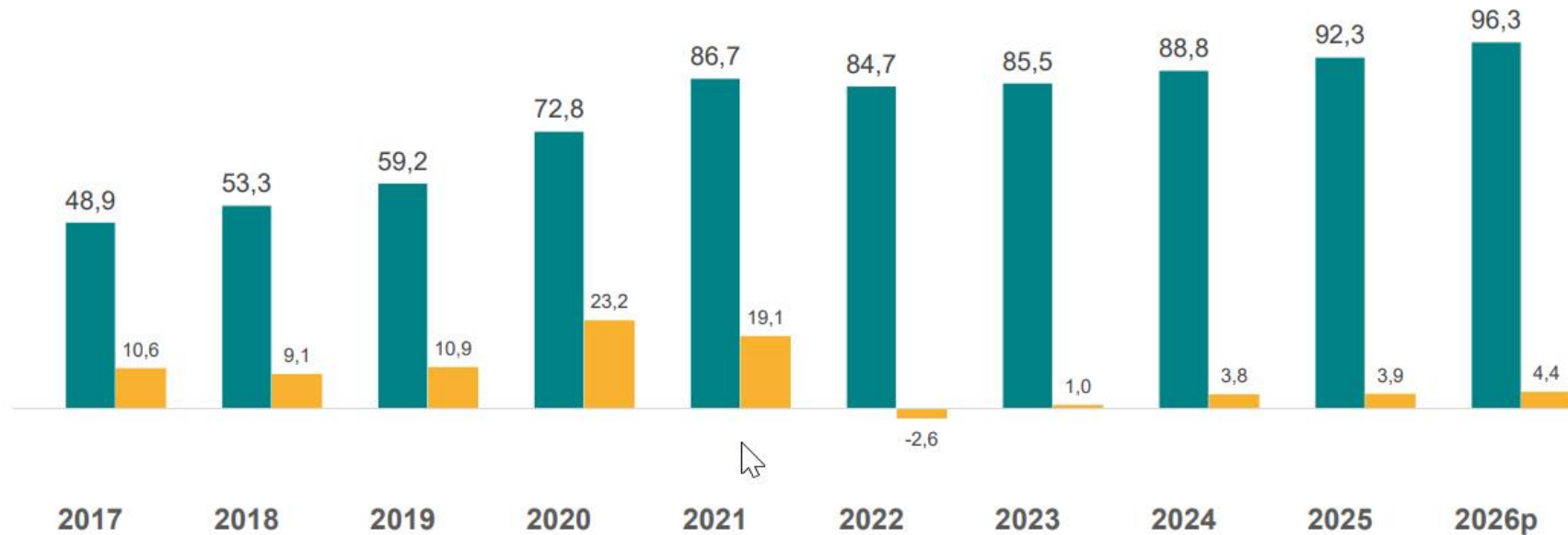


Online-Handel (B2C)

Umsatzentwicklung 2017-2026

*hohe Preisorientierung
höhere Onlineausgaben geplant
steigende Zahl von Onlineshoppern*

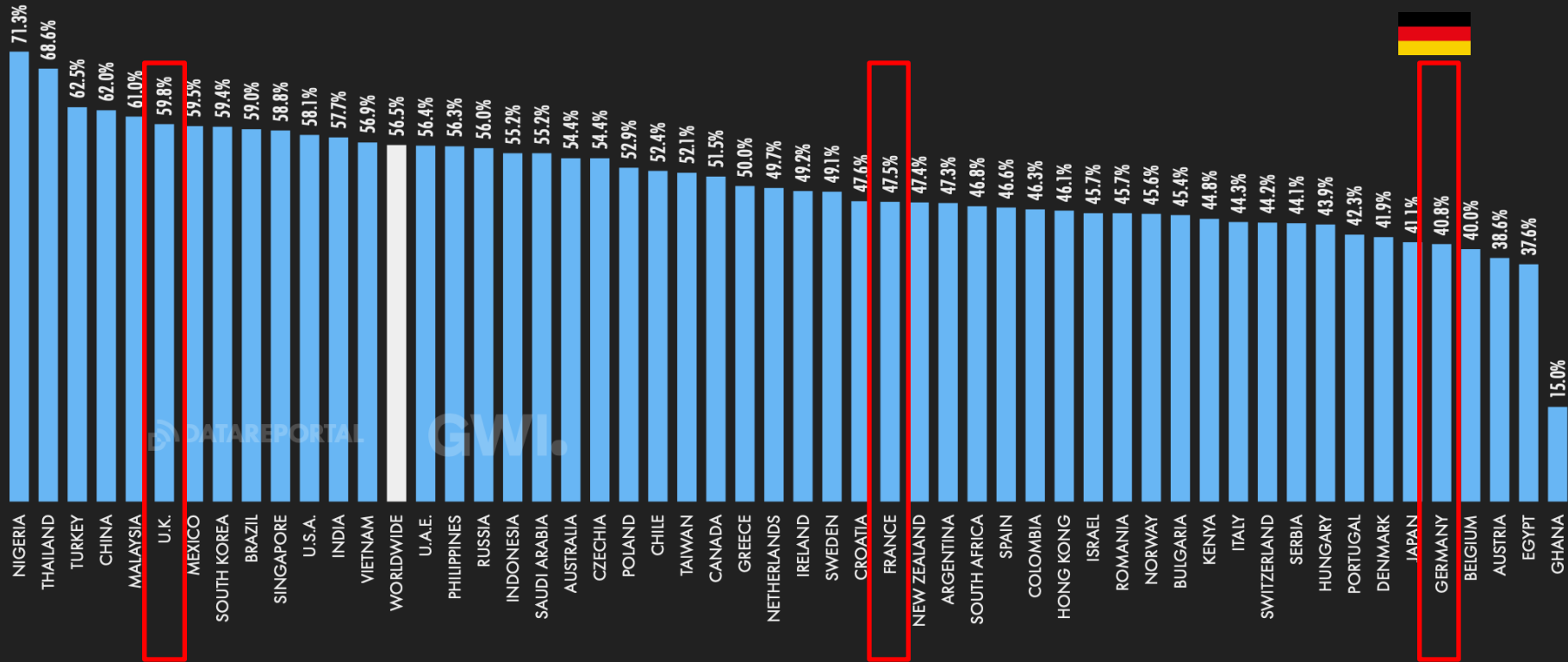
■ Onlineumsatz in Mrd. Euro ■ Veränderung zu Vorjahr in %



OCT
2025

WEEKLY ONLINE PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO BUY SOMETHING ONLINE EACH WEEK



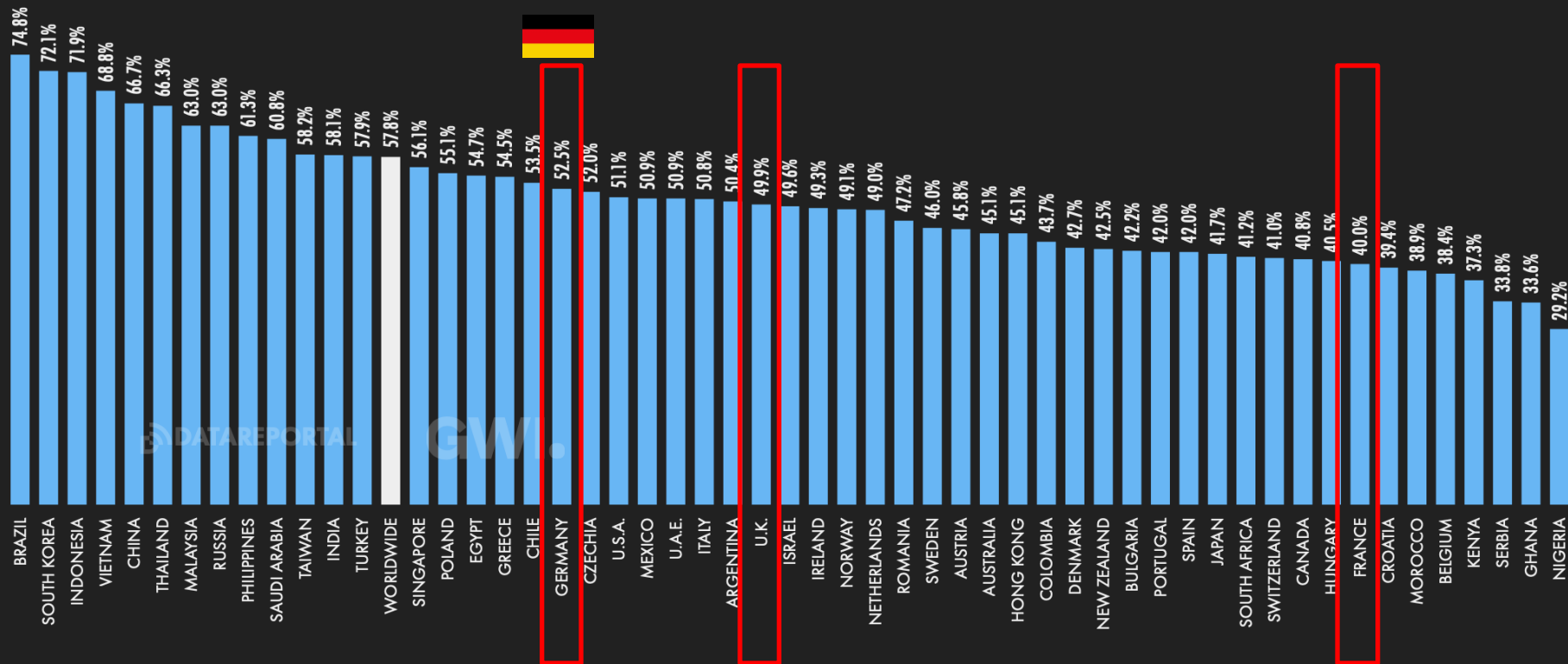
DATA REPORTAL

GWI.

OCT
2025

SHOPPING PREFERENCE: ONLINE

PERCENTAGE OF **INTERNET USERS AGED 16+** WHO PREFER TO SHOP ONLINE RATHER THAN IN A PHYSICAL STORE



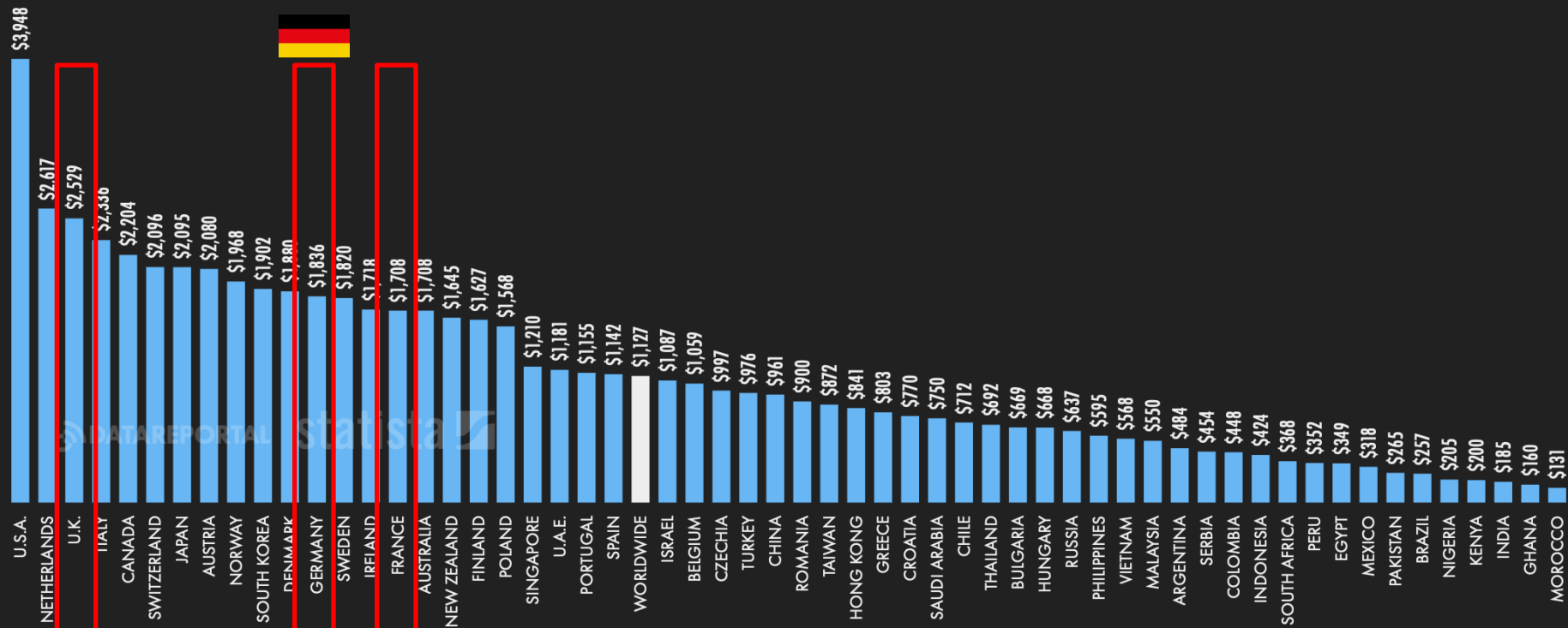
DATA REPORTAL

GW

OCT
2025

CONSUMER GOODS ECOMMERCE ARPU

ESTIMATED AVERAGE FULL-YEAR 2025 ONLINE REVENUE PER CONSUMER GOODS ECOMMERCE USER (U.S. DOLLARS)



SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES AND PROJECTIONS OF AVERAGE FULL-YEAR SPEND PER ONLINE CONSUMER GOODS SHOPPER FOR 2025 IN U.S. DOLLARS. "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

we
are
social

Meltwater

OCT
2025

SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM



AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
SOCIAL MEDIA ADS	34.2%	SOCIAL MEDIA ADS	32.1%	SEARCH ENGINES	32.7%	SEARCH ENGINES	35.9%	SEARCH ENGINES	37.7%	TV ADS	47.9%
SEARCH ENGINES	28.9%	SEARCH ENGINES	31.4%	SOCIAL MEDIA ADS	31.3%	TV ADS	34.3%	TV ADS	37.3%	WORD OF MOUTH	41.7%
TV ADS	28.2%	TV ADS	28.5%	TV ADS	30.6%	WORD OF MOUTH	31.6%	WORD OF MOUTH	34.1%	SEARCH ENGINES	38.1%
WORD OF MOUTH	26.0%	WORD OF MOUTH	26.2%	WORD OF MOUTH	28.1%	SOCIAL MEDIA ADS	29.4%	SOCIAL MEDIA ADS	26.0%	RETAIL WEBSITES	28.3%
TV SHOWS AND FILMS	24.9%	TV SHOWS AND FILMS	25.2%	BRAND WEBSITES	25.7%	BRAND WEBSITES	25.5%	TV SHOWS AND FILMS	25.3%	IN-STORE PROMOS	25.6%
SOCIAL MEDIA COMMENTS	23.9%	SOCIAL MEDIA COMMENTS	24.8%	SOCIAL MEDIA COMMENTS	24.3%	TV SHOWS AND FILMS	25.4%	BRAND WEBSITES	25.0%	TV SHOWS AND FILMS	25.5%
ADS IN MOBILE APPS	23.7%	BRAND WEBSITES	24.5%	TV SHOWS AND FILMS	24.3%	ADS ON WEBSITES	23.5%	RETAIL WEBSITES	23.9%	PRINT PRESS ADS	23.3%
ADS ON WEBSITES	23.0%	ADS ON WEBSITES	22.7%	CONSUMER REVIEW SITES	23.3%	CONSUMER REVIEW SITES	23.2%	CONSUMER REVIEW SITES	23.7%	EMAILS OR PHYSICAL MAIL	22.7%
BRAND WEBSITES	22.7%	ADS IN MOBILE APPS	22.6%	RETAIL WEBSITES	23.3%	RETAIL WEBSITES	23.2%	IN-STORE PROMOS	22.6%	BRAND WEBSITES	22.0%
RETAIL WEBSITES	20.7%	CONSUMER REVIEW SITES	22.1%	ADS ON WEBSITES	23.2%	SOCIAL MEDIA COMMENTS	22.2%	ADS ON WEBSITES	22.2%	PRODUCT BROCHURES	20.9%



Aber...!

Anteile Amazon* und Marktplätze am Onlinehandel

in Prozent



amazon.de
Eigenhandel



amazon.de
Marketplace



andere
Marktplätze



übriger
Onlinehandel



Amazon.de gesamt

63

Umsatz
+ 7,8 % zum Vorjahr

Marktplätze gesamt

57

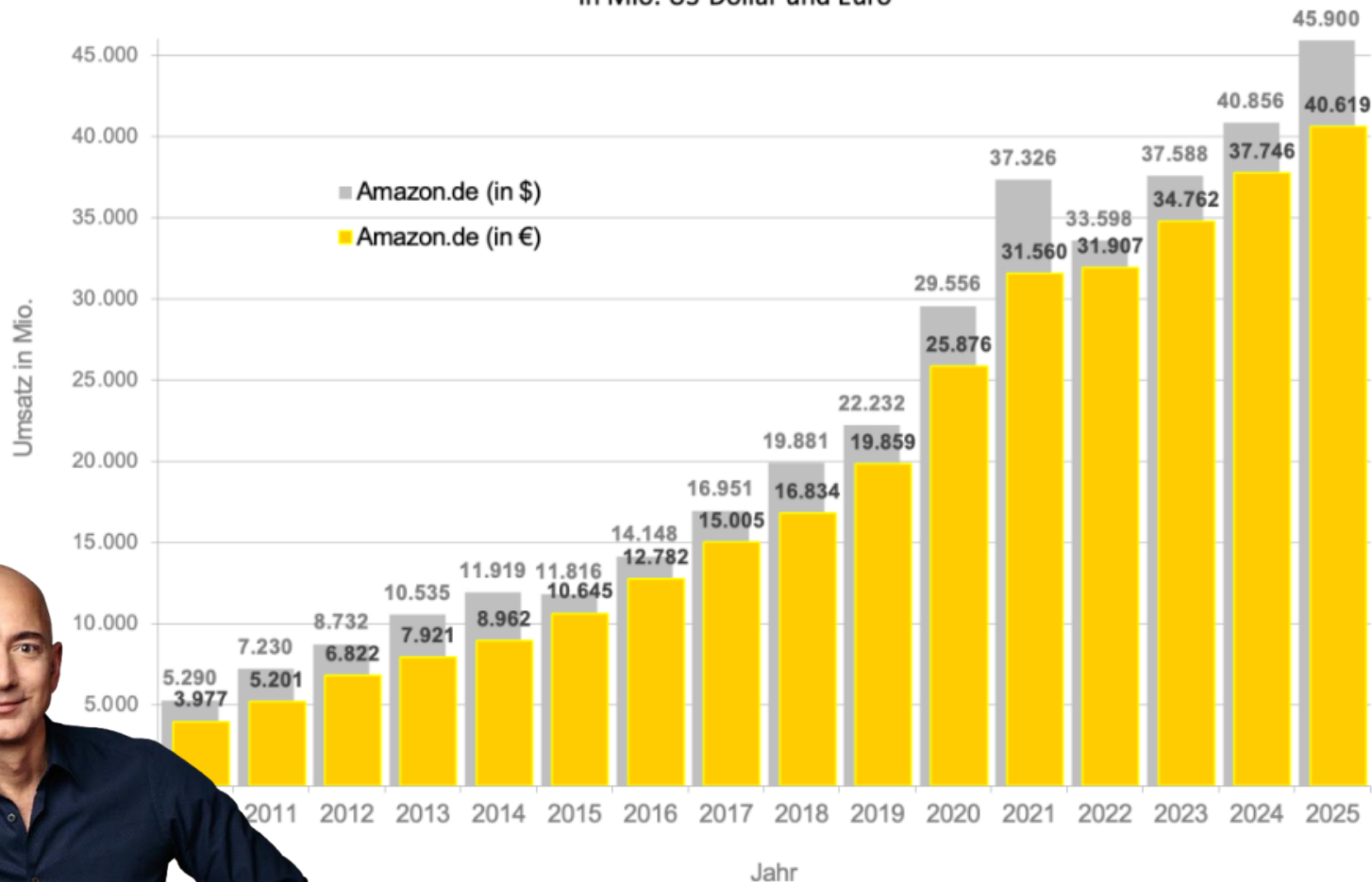
Umsatz
+ 8,8 % zum Vorjahr

Übrige gesamt 26

Umsatz
- 5,4 %
zum Vorjahr

Amazon Deutschland Umsätze 2010 - 2025

in Mio. US-Dollar und Euro



Amazon Referenzkurs (EZB)

excitingcommerce.de / Feb. 2026





JOYIN Ferngesteuerter RC Bagger Traktor LKW mit Licht und Sound 2,4G Frontlader Bauspielzeug Geburtstagsgeschenk für Jungen 6 7 8 9 10 11 Jahre

Besuche den JOYIN-Store
4,4 ★★★★★ (2.106) | Diese Seite durchsuchen

31⁹⁹ €
✓prime Morgen
KOSTENFREIE Retouren
Preisangaben inkl. USt. Abhängig von der Lieferadresse kann die USt. an der Kasse variieren. Weitere Informationen.
Spare bis zu 3% mit Preisen für Unternehmenskunden. Registriere dich für ein kostenloses Amazon Business-Konto

Stil: Traktor		
Bagger	RC Kipplaster...	Traktor
22,48€ 28,99€ GRATIS Lieferung Freitag	31,99€ GRATIS Lieferung Freitag	31,99€ GRATIS Lieferung Morgen

- Präzise Fernsteuerung mit 2,4G-Technologie: Steuere den RC-Bagger per leistungsstarker Fernbedienung (Reichweite 25m)! Ideal als Bauspielzeug für Jungen 6 7 8 Jahre – inkl. 2 wiederaufladbaren 600-mAh-Akkus für langanhaltenden Spielspaß.
- LED-Lichter & Sound für echtes Baustellen-Feeling: Helle LEDs und realistische Geräusche machen jedes Projekt lebendig. Perfektes Geburtstagsgeschenk für

31⁹⁹ €
✓prime Morgen
KOSTENFREIE Retouren
GRATIS Lieferung Morgen, 22. Januar. Bestellung innerhalb 13 Sek.

Liefern an Jan - 21465 Wentorf Bei Ha...

Auf Lager
Menge: 1
In den Einkaufswagen
Jetzt kaufen

Versand Amazon
Verkäufer Joyin Direct
Rückgaben Retournierbar, wenn diese innerhalb von ...
Geschenkoptionen An der Kasse erhältlich

✓ Mehr anzeigen
Für weitere Informationen, Impressum, AGB und

Frag Rufus

Welche Batterien braucht die Fernbedienung?

Ist es für Kinder ab 3 Jahren geeignet?

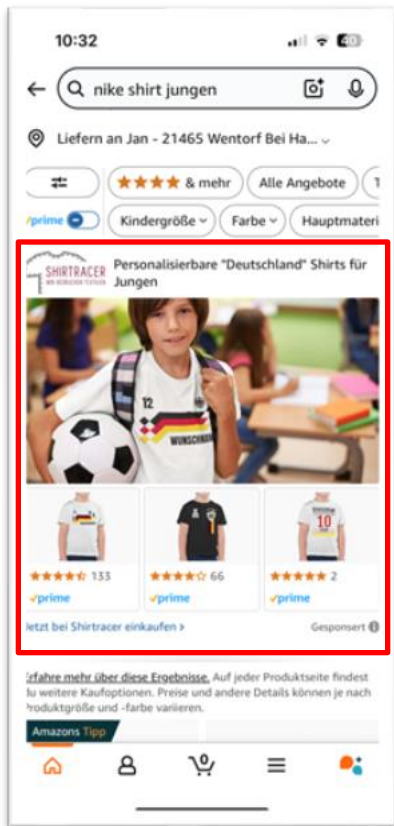
Wie groß ist das Spielzeug?

Frag etwas anderes

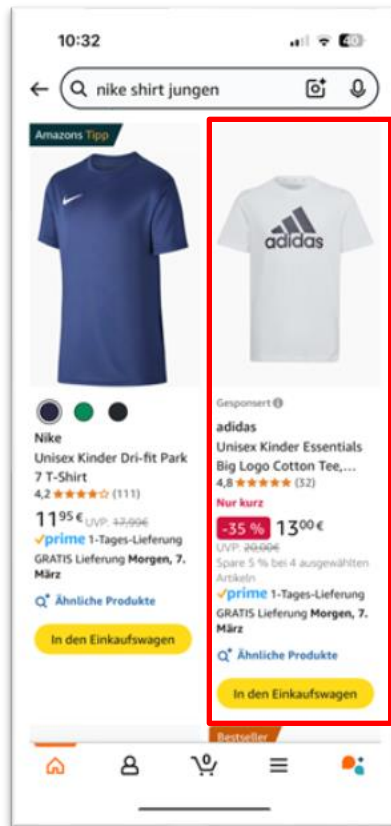
Sicherheits- und Produktressourcen

- Du möchtest dein Produkt KOSTENLOS recyceln?

eCommerce – Der Kampf um den Abschluss



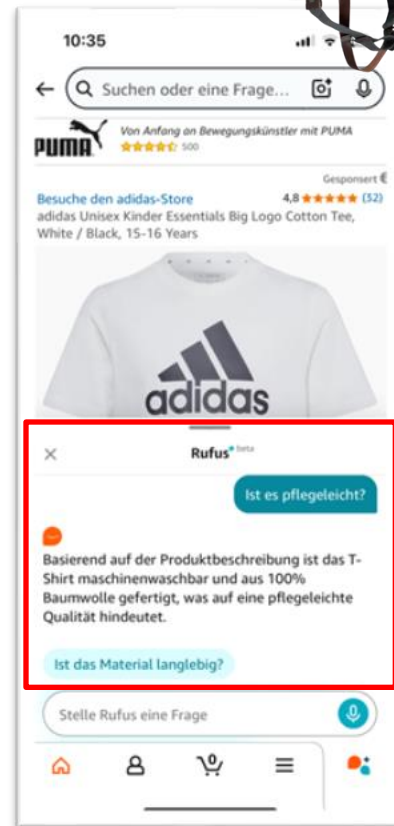
Keywords / Brand Space



Amazon Ads



Amazon Ads



Content / Rufus

Wer ist deine Zielgruppe?

Hast du sie auf Herz und Nieren geprüft?

Gin
Liebhaber*innen?



Wer ist deine Zielgruppe?

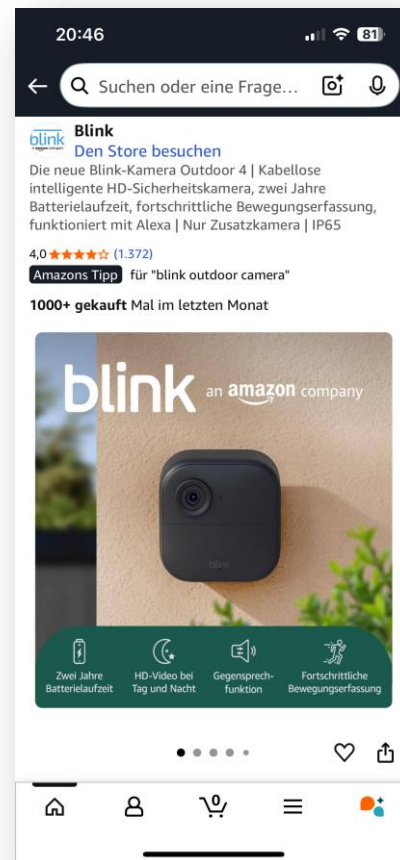
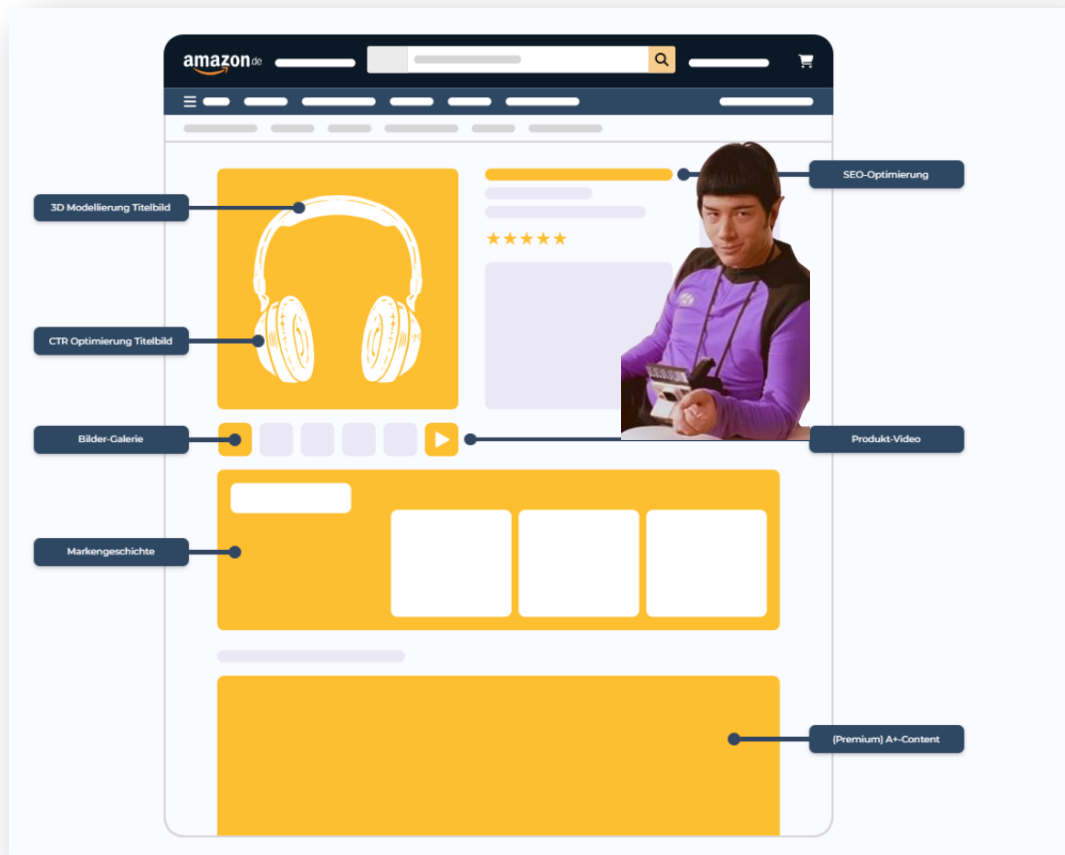
Hast du sie auf Herz und Nieren geprüft?



Wie sucht deine Zielgruppe?

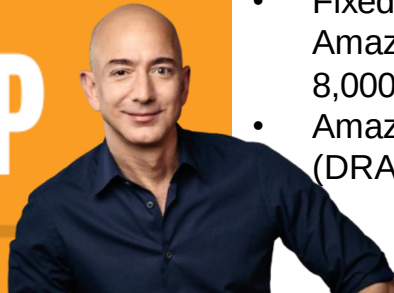


Don't forget the Willi!





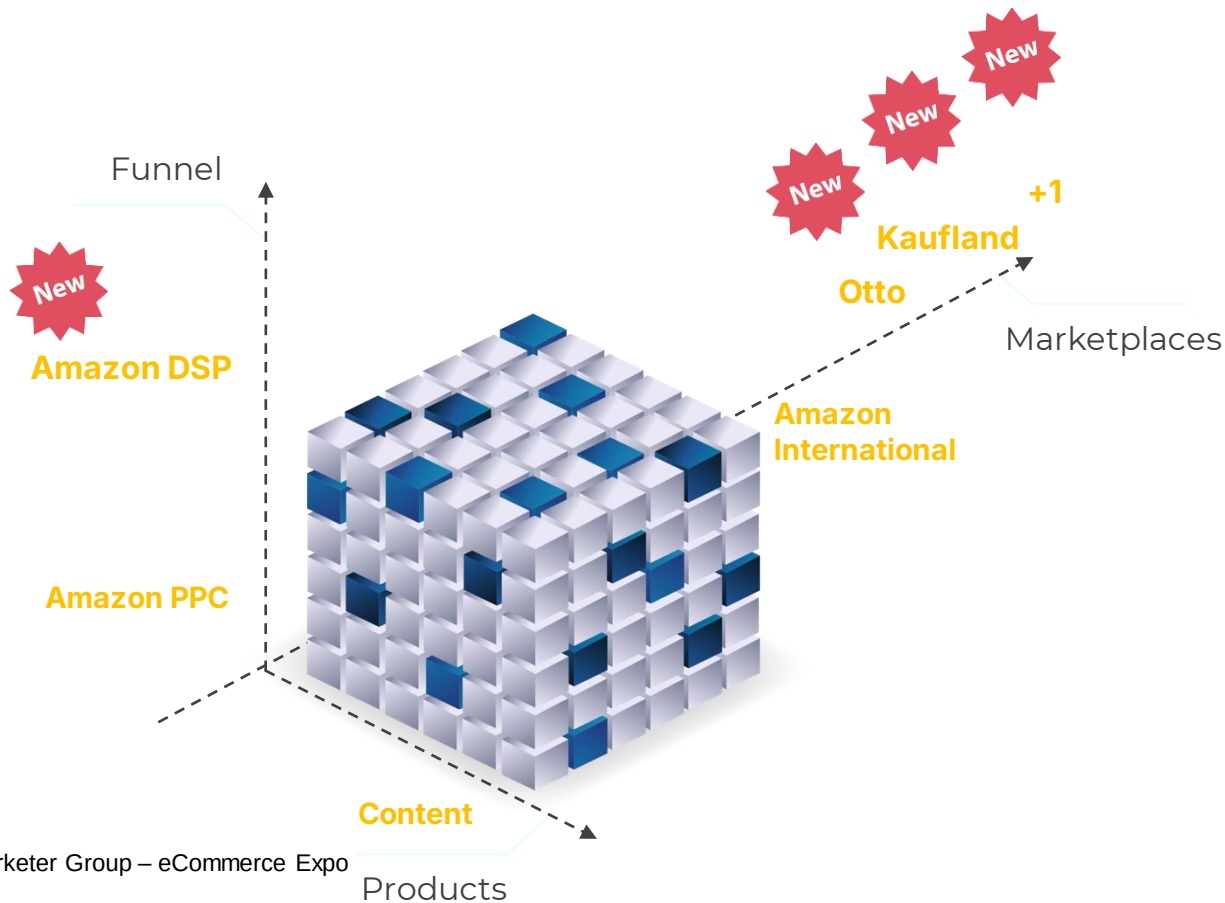
AMAZON DSP



‘Mad Men’ used to rule advertising but not anymore.

- Today, its ‘Math Men’ - the engineers and data scientists using data, algorithms, machine learning and artificial intelligence.
- Amazon Ads went ALL-IN on DSP and changed the game.
- **Amazon can now promise TV-scale reach, quality of programming with Retail Media type targeting as well as closed-loop measurement — all in one place.**
- The centrepiece of this strategy is the renewed Amazon DSP.
- In 2022, Amazon set an unambiguous objective: overtake Google and The Trade Desk to operate the world’s No. 1 demand-side platform.
- But the bigger opportunity lay offsite – not on Amazon, but on the wider web.
- By **combining Amazon retail shopping data with advertising inventory across the wider internet**, the DSP should have been a success.
- Fixed long-standing product issues and connected the DSP to Amazon Marketing Cloud. Advertisers in the US can target 8,000+ different audience segments using the DSP.
- Amazon partners with Disney’s Real-Time Ad Exchange (DRAX), Prime Video, NBA, Netflix etc. etc.

Mehr Services für das Wachstum unserer Kunden.



HS
2025

Rohilk - One Million Customers. One Billion Revenue. Just the Beginning.

HS
2025

**OUR FOCUS IS
CLEAR:
PROFITABILITY
FUELED BY
EFFICIENT,
SCALABLE
OPERATIONS.**



Growing 35 % YoY



**Targeting
200 UPH FC productivity**

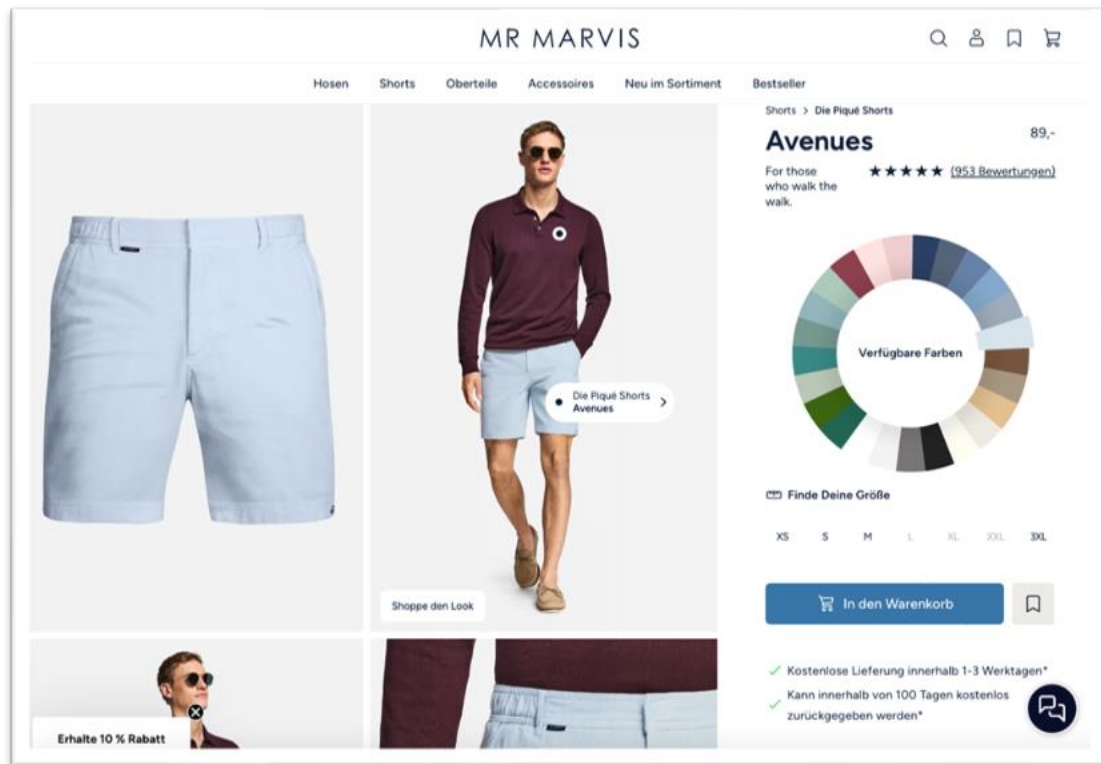


Reducing overhead by 30 %

Tom
Ču

rohilk
group

Don't mess with the CRO(codiles)!



Umsatz Wachstum durch CRO berechnen

Monatliche Besucher 35000

Conversation Rate (CVR) 2,1 %

Bestellwert (Ø) Monat 58 €

Umsatz pro Monat: 42.630 €

Käufe pro Monat: 735

Basierend auf 12 Testingstrategien pro Jahr ist durchschnittlich ein CVR Wachstum von ca. 20% zu erwarten

Neue CVR 2,52 %

Neuer Umsatz pro Monat +51.156 €

Zusätzliche Verkäufe +147

Mehrumsatz pro Jahr +102.312 €

[Jetzt Kontakt anfragen](#)

● #1 LIVE-AUDIT FÜR CONVERSION OPTIMIERUNG

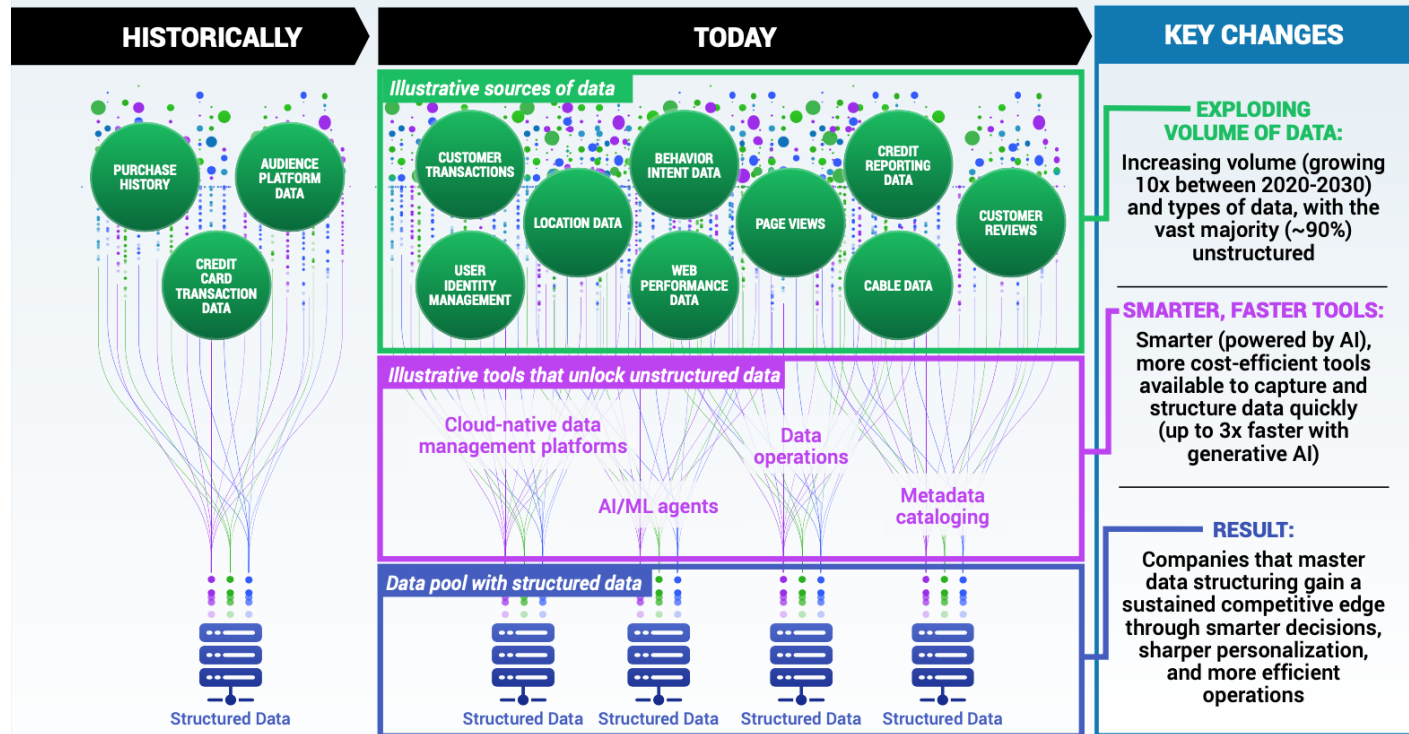
Wie gut konvertiert deine Website?

Erhalte deinen detaillierten CRO-Score, Benchmark-Vergleich und priorisierte Umsatz-Hebel (in Sekunden).

Analysieren



The opportunity for B2C companies to build lasting competitive advantage through a comprehensive data strategy is stronger than ever before



NEW ADVERTISING DATA SYSTEM

CONTEXTUAL DATA



INTENT DATA



AUDIENCE ATTRIBUTES



New Advertising Data System

For **Marketers**, **Media** Companies,
Retailers, **AdTech** Companies, **MarTech**
Companies, and **Measurement/Data/**
Information Companies

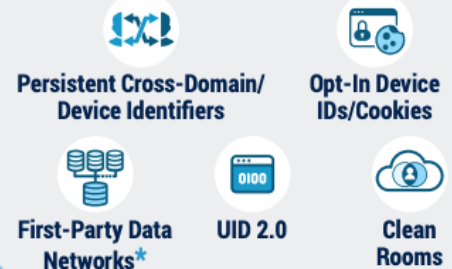
POST-CAMPAIGN DATA



MARKETER DATA



IDENTITY



*Marketers, media companies, and retailers will need to develop sophisticated first-party data approaches given its prominence across the advertising data system

Innovationszyklen im Werbeökosystem: Die KI-Revolution (Stand: Januar 2026)

VOR KI (Traditionell, bis ca. 2022)

Google Ads	Expanded Text Ads Removal	Performance Max Launch	Smart Bidding Updates		
Meta		Advantage+ Shopping	Reels Ads	iOS14 Anpassungen	
Amazon			Sponsored Display	Amazon DSP Updates	Attribution Beta
Microsoft Ads	Audience Network Expansion			Video Ads	LinkedIn Targeting

MIT KI (Generativ & Agentic, ab 2023/2024)

Google Ads Q4 2025 - Jan 2026	UCP & Agentic Commerce Pilot	AI Mode in Search/Gemini	AI Max für Search	High Value Mode in PMax	Direct Offers in AI Mode	Search Network Performance Reports	Shopping Agent
Meta Q4 2025 - Jan 2026	Andromeda AI Engine	Generative AI Creative Tools	AI-Video Editing & Restyling	Advantage+ Leads mit AI-Optimierung	Vibes AI-Social Platform	Opportunity Score mit AI-Tipps	
Amazon Ads Q4 2025 - Jan 2026	Rufus AI-gestützte Insights & Prompts	Creative Agent (AI-Creative Builder)	Ads Agent für Media Buying	Unified Ads Console mit AI-Reporting	Multi-Clip Sponsored Product Videos (TikTok-style)	AI-Curated Sponsored Brand Collections	
Microsoft Ads Q4 2025 - Jan 2026	Copilot Checkout & Brand Agents	Autogenerated Assets für RSA (Standard)	Content Targeting für Audience Ads	Verbesserter Google Import mit AI-Handling	Customer Acquisition Goals in PMax	AI App und Agent Factory	

Update-Frequenz VOR KI: ~2-4 Haupt-Updates pro Jahr/Kanal

Update-Frequenz MIT KI: Kontinuierliche, wöchentliche Feature-Drops & AI-Modell-Updates. Geschätzt: >10x höhere Frequenz.

Companies of all sizes plan to increase technology spend in the next five years; AI capability adoption will be the leading driver of spend growth

EXPECTATIONS TO INCREASE TECHNOLOGY SPEND IN THE NEXT FIVE YEARS, U.S., 2025, % COMPANIES BY SIZE



of **Enterprise Buyers**
(5,001+ employees)
expect to increase
technology spend
in the next five years



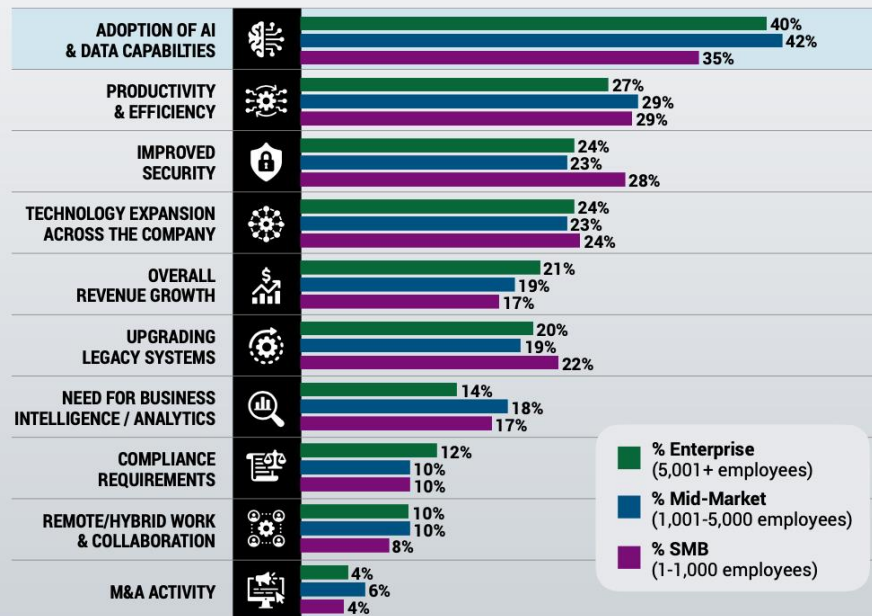
of **Mid-Market Buyers**
(1,001-5,000 employees)
expect to increase
technology spend in the
next five years



of **SMB Buyers**
(1-1,000 employees)
expect to increase
technology spend in
the next five years



TOP REASONS¹ WHY TECHNOLOGY SPEND IS EXPECTED TO INCREASE, U.S., 2025, % COMPANIES THAT EXPECT TO INCREASE TECHNOLOGY SPEND IN THE NEXT FIVE YEARS BY SIZE



■ % Enterprise
(5,001+ employees)
■ % Mid-Market
(1,001-5,000 employees)
■ % SMB
(1-1,000 employees)



Maschine take-over?



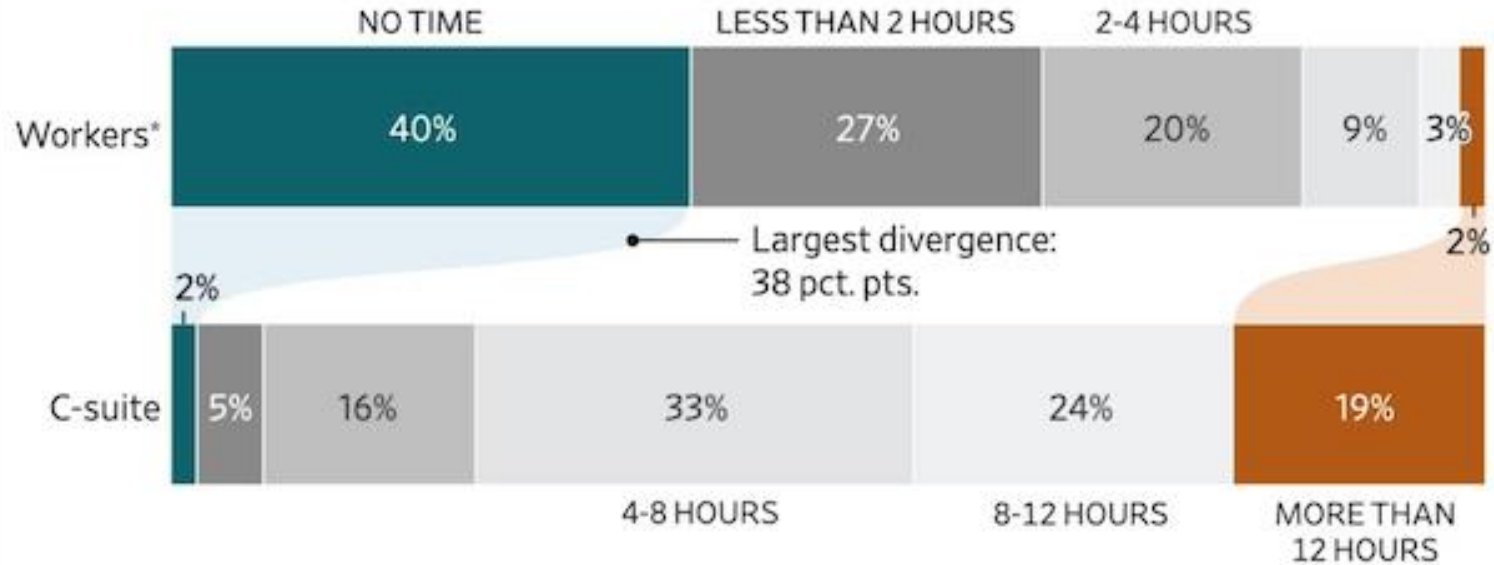
AI is (slowly) having an impact on companies

Q. In the last 12 months, what impact did AI have on the following at your company?



AI savings haven't reached operations yet ...

How much time do you think you are saving each week by using AI?





„Wir müssen den Angst-Faktor rauskriegen“, appelliert Tim Höttinges.

Weniger als <10% Prozent der deutschen Unternehmen nutzen KI produktiv, kritisiert SAP-Vorstand Thomas Saueressig.

„Wir sind nicht mehr im Konjunktiv unterwegs, sondern im Indikativ“, sagt Höttinges.

Eine Milliarde Euro investiert der Bonner Konzern in die Industrial AI Cloud.



Exhibit 1 - The Linear Funnel Force-Fits Complex Customer Journeys

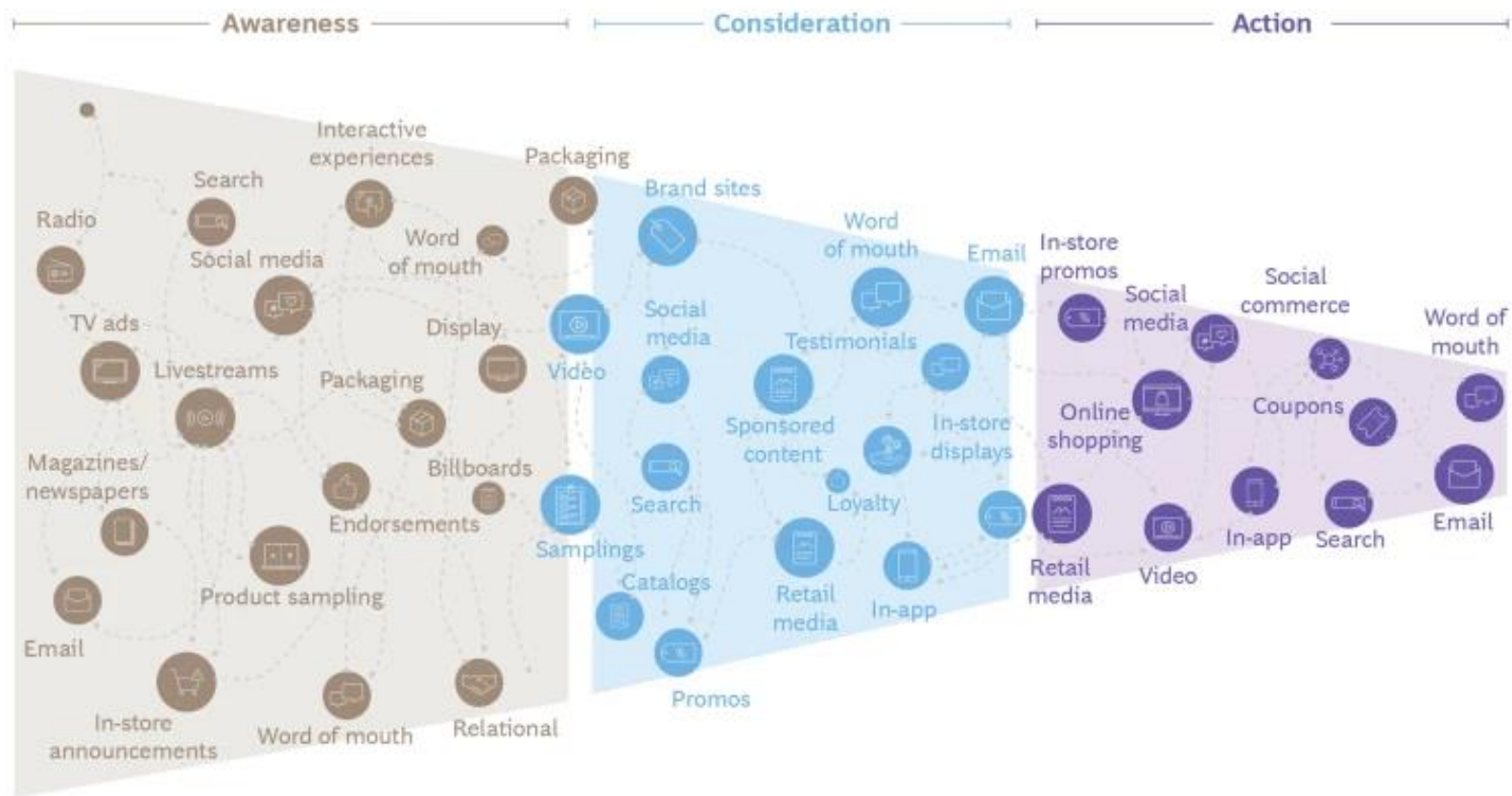
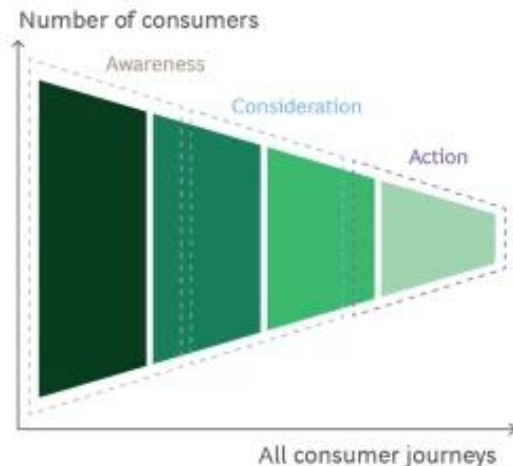


Exhibit 2 - Influence Maps Enable Greater Flexibility

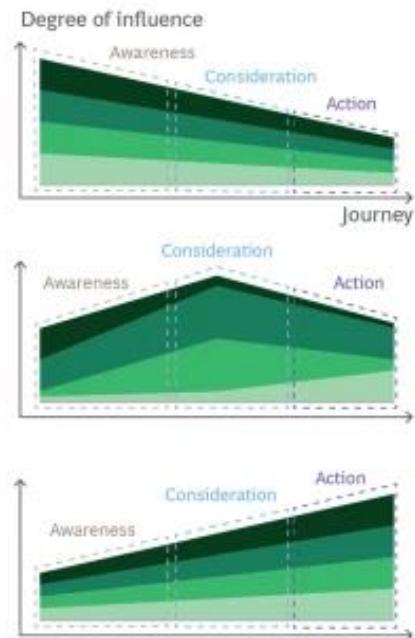
Linear funnel

Touchpoints are assigned to a rigid sequence of stages in a one-size-fits-all linear funnel for all consumer journeys



Influence maps

Touchpoints influence multiple stages, giving each journey a unique shape; degree of influence replaces number of consumers on the vertical axis



Examples

YouTube enables purchases through shoppable ads

Instagram enables discovery, consideration, and purchase on one platform

Google search helps shoppers find ideas and close the deal

In-store browsing sparks interest, while retargeting online seals the purchase

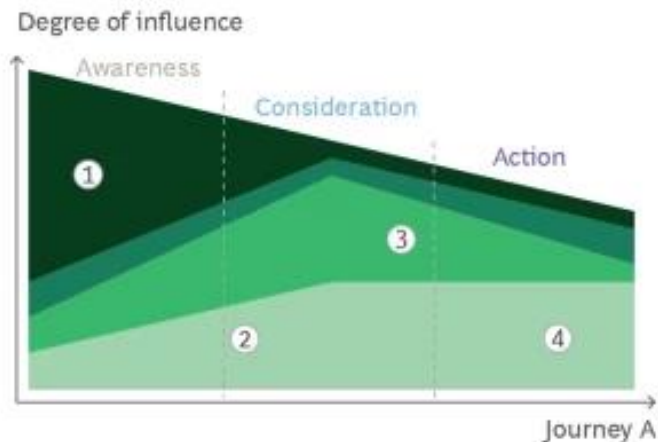
■ Stream ■ Scroll ■ Search ■ Shop

Exhibit 3 - Two Consumer Journeys Illustrate the Use of Influence Maps

Journey A: Impulse strategist

Key touchpoints

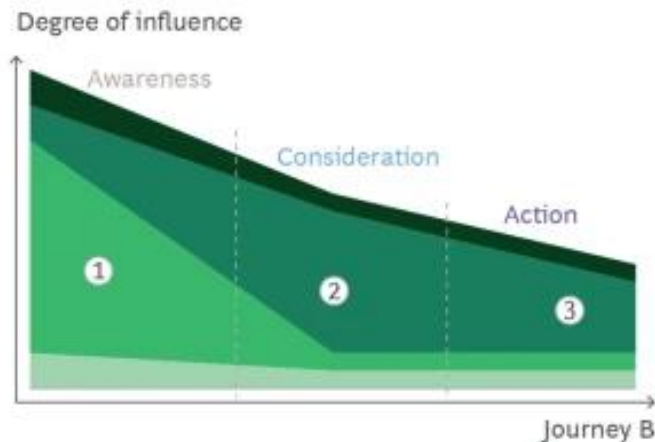
1. Stream: YouTube
2. Shop: Large-format store displays
3. Search: Major retailer websites
4. Shop: Digital coupon



Journey B: Smart saver

Key touchpoints

1. Search: Compare brands online
2. Scroll: Instagram
3. Scroll: "Shop now" feature on Instagram



Stream Scroll Search Shop

“Our new AI recommendation model drove 5% more ad conversions on Instagram and 3% on Facebook”

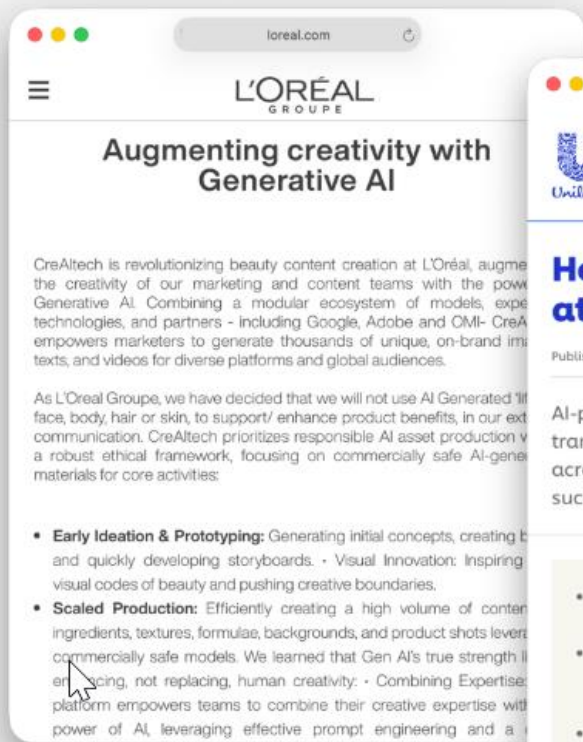
Meta, Q2 2025

“Advertisers that activate AI Max in Search campaigns typically see 14% more conversions”

Google, Q2 2025

Absorb the new thing, automate what you know

Ad asset creation costs ~\$100bn globally: now add 10-20x more assets and unlock cheap video for everyone



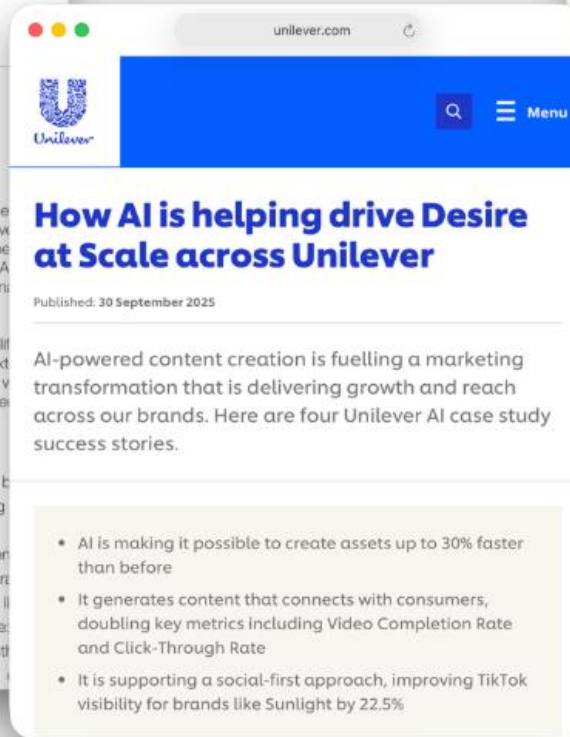
loreal.com

Augmenting creativity with Generative AI

CreAltech is revolutionizing beauty content creation at L'Oréal, augmenting the creativity of our marketing and content teams with the power of Generative AI. Combining a modular ecosystem of models, expert technologies, and partners - including Google, Adobe and OMI - CreAltech empowers marketers to generate thousands of unique, on-brand images, texts, and videos for diverse platforms and global audiences.

As L'Oréal Groupe, we have decided that we will not use AI Generated 'face, body, hair or skin, to support/ enhance product benefits, in our external communication. CreAltech prioritizes responsible AI asset production via a robust ethical framework, focusing on commercially safe AI-generated materials for core activities:

- **Early Ideation & Prototyping:** Generating initial concepts, creating lookbooks, and quickly developing storyboards.
- **Visual Innovation:** Inspiring visual codes of beauty and pushing creative boundaries.
- **Scaled Production:** Efficiently creating a high volume of content including ingredients, textures, formulae, backgrounds, and product shots leveraging commercially safe models. We learned that Gen AI's true strength lies in assisting, not replacing, human creativity.
- **Combining Expertise:** Our platform empowers teams to combine their creative expertise with the power of AI, leveraging effective prompt engineering and a variety of tools.



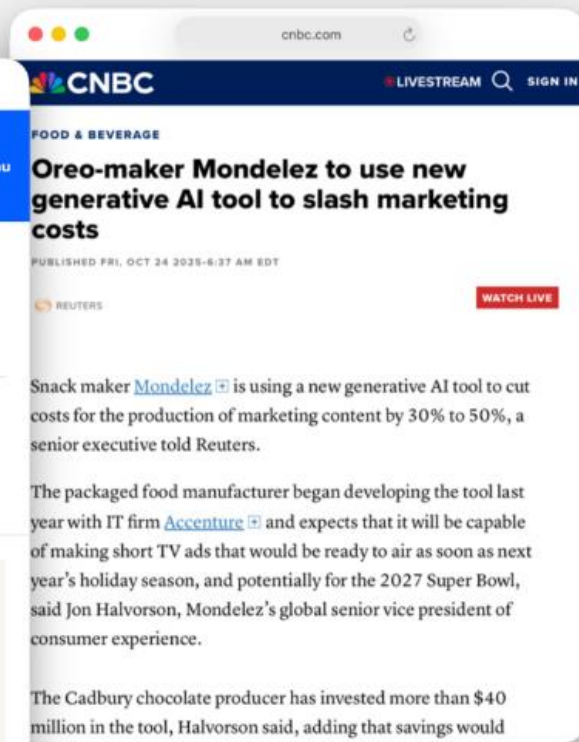
unilever.com

How AI is helping drive Desire at Scale across Unilever

Published: 30 September 2025

AI-powered content creation is fuelling a marketing transformation that is delivering growth and reach across our brands. Here are four Unilever AI case study success stories.

- AI is making it possible to create assets up to 30% faster than before
- It generates content that connects with consumers, doubling key metrics including Video Completion Rate and Click-Through Rate
- It is supporting a social-first approach, improving TikTok visibility for brands like Sunlight by 22.5%



cnbc.com

Oreo-maker Mondelez to use new generative AI tool to slash marketing costs

PUBLISHED FRI, OCT 24 2025 6:37 AM EDT

WATCH LIVE

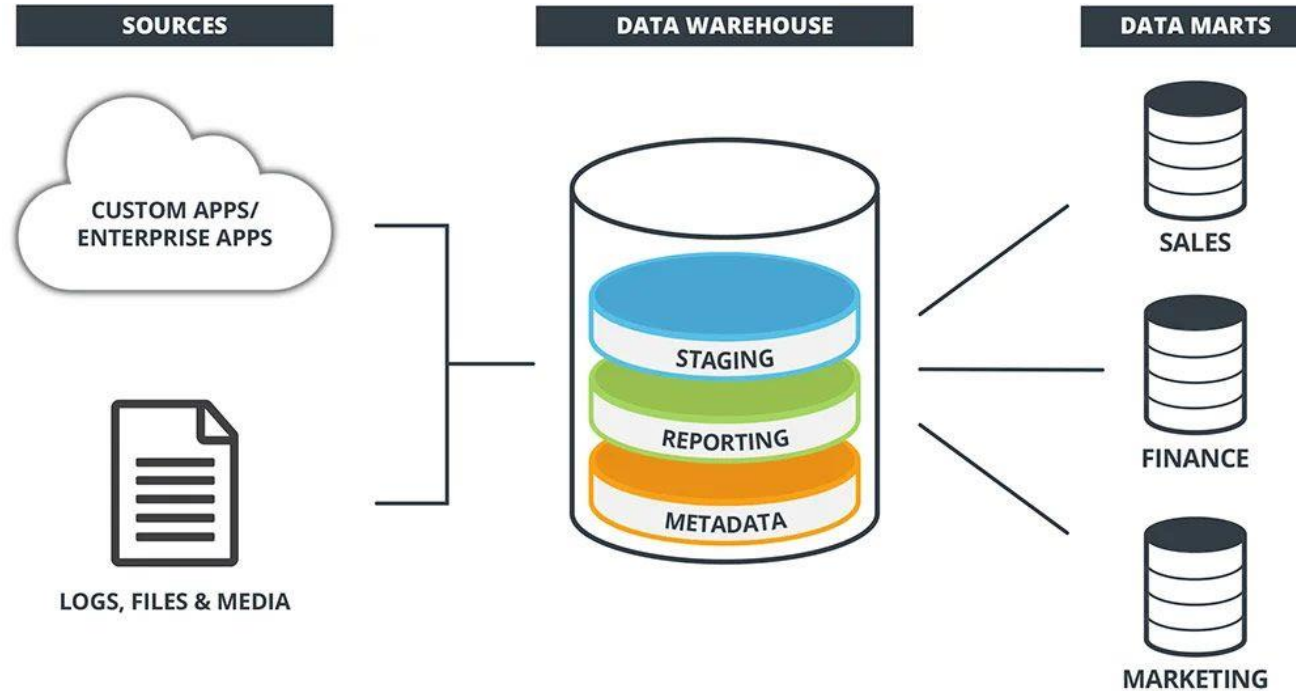
Snack maker [Mondelez](#) is using a new generative AI tool to cut costs for the production of marketing content by 30% to 50%, a senior executive told Reuters.

The packaged food manufacturer began developing the tool last year with IT firm [Accenture](#) and expects that it will be capable of making short TV ads that would be ready to air as soon as next year's holiday season, and potentially for the 2027 Super Bowl, said Jon Halvorson, Mondelez's global senior vice president of consumer experience.

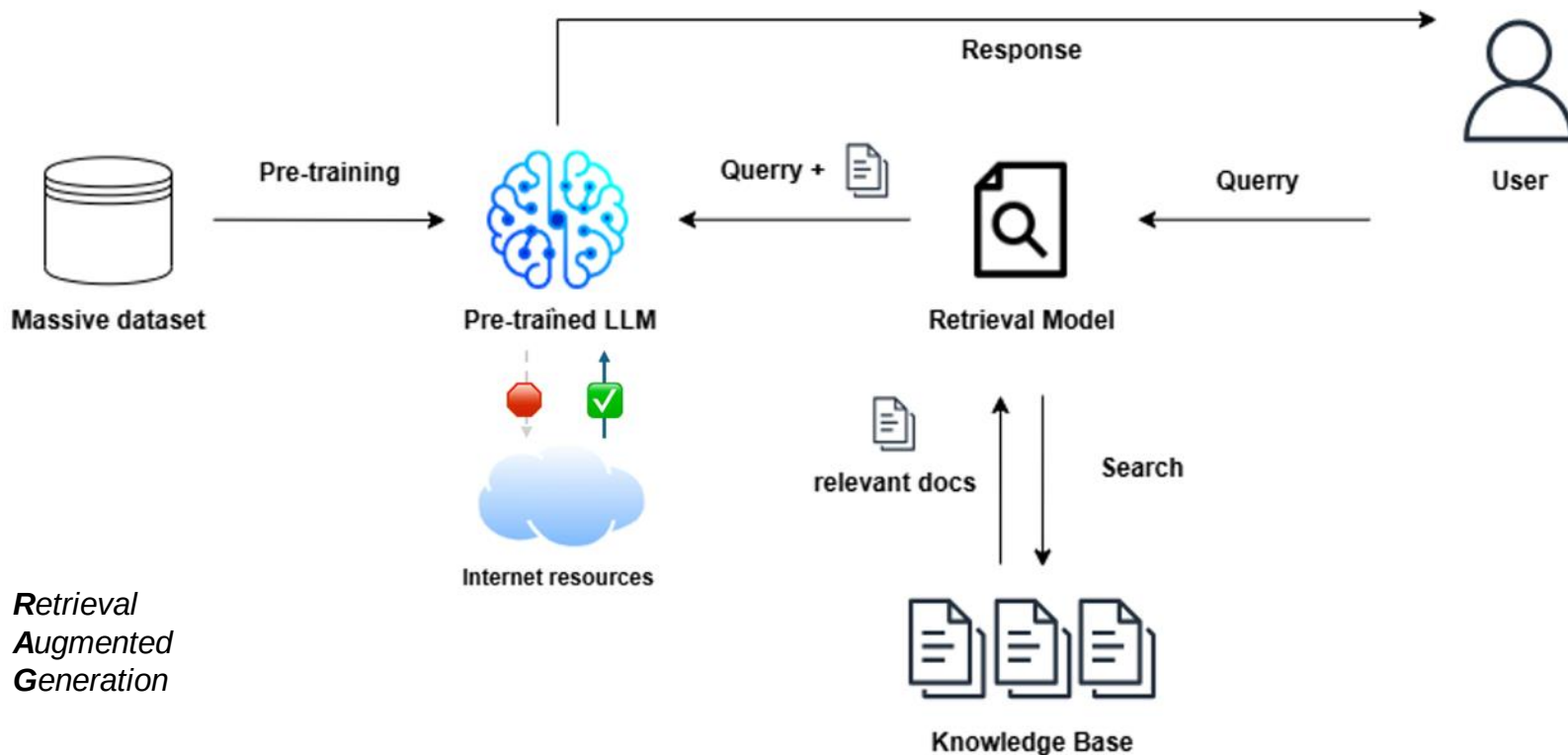
The Cadbury chocolate producer has invested more than \$40 million in the tool, Halvorson said, adding that savings would



(1) Strukturiertes Datenmanagement ist die Basis



(2) RAG-Systeme optimieren Datennutzung mit KI



"Marketing Melanie" goes Creative Director



**WE GO
CREATIVE!**

Juhuu!

Wenn zwischen "Nichts" und "Geil" keine 15.000 EUR, sondern 1 Cent liegt.

Freisteller



Model-Shot



Mood-Shot



Smarter Group – eCommerce Expo

12:43

Marc Opelt · 1.
CEO von OTTO
3 Std. · 🌐

Wie realistisch können KI-generierte Modelbilder heute sein? Mit unserem Virtual Content Creator setzen wir bei [OTTO](#) einen neuen Standard – und die Ergebnisse sprechen für sich.

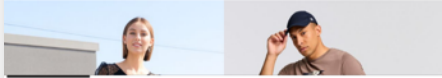
Modelbilder, die auf Knopfdruck entstehen, sind Teil der Zukunft. Sie sind fotorealistisch, vielfältig, in wenigen Minuten fertig und so detailreich, dass man zweimal hinschauen muss. Das funktioniert mit unserem Virtual Content Creator, der von unseren Kolleg*innen von [Otto Group one.O](#) entwickelt wurde.

Die konkreten Vorteile sind:

- ✓ Bis zu 5-mal mehr Inhalte pro Tag
- ✓ Kollektionen sind in Stunden statt Tagen live
- ✓ Bis zu 60 Prozent geringere Produktionskosten
- ✓ Modelle, die alle Facetten unserer Gesellschaft abbilden – für mehr Diversität und echte Repräsentanz

All das ist möglich, indem lediglich ein Foto des Produkts als Ausgangspunkt genutzt wird. In unserem Tool können das Model, die Ethnie, die Pose und das weitere Aussehen ausgewählt werden. Die KI erzeugt daraus überzeugende Modelbilder, die von echten Aufnahmen kaum zu unterscheiden sind. Das spart Ressourcen, vermeidet aufwendige Shootings und ermöglicht es, neue Trends quasi in Echtzeit abzubilden – ein echter Quantensprung im E-Commerce.

Kannst du erkennen, welches der beiden Bilder unten von der KI generiert wurde – und welches ein echtes Model zeigt? Stimme gerne mit dem passenden Emoji für das Bild ab, von dem du glaubst, dass es KI generiert ist.



Start Ihr Netzwerk Posten Mitteilungen Jobs

× Create video

1 Generate video clips

2 Choose video content & style

3 Upload videos

Source image ⓘ

High quality images work best. Generated video clips will match the selected image aspect ratio. Images of faces aren't supported yet. [Learn more](#)



+ Generate video clips



Select clips to use in your videos



Generated video - Imag.
Horizontal



Generated video - L.
Square



Generated vid.
Vertical

Use selected videos Cancel

AI WILL RESHAPE EVERY ASPECT OF THE MARKETING FUNCTION



MEDIA PLANS

DECIDING WHERE, WHEN, AND HOW OFTEN TO DISTRIBUTE ADS



CREATIVE

IDEATION, ASSET GENERATION, AND REAL-TIME CONTENT OPTIMISATION



STRATEGY

INFORMING AND DEFINING BRAND AND MARKETING PLANS



RESEARCH

DEPLOYING SURVEYS, ANALYSING RESULTS, CREATING SYNTHETIC DATA



MEASUREMENT

DETERMINING HOW WELL ACTIVITIES CONTRIBUTE TO STRATEGIC GOALS



REPORTING

GENERATING RESOURCES THAT ENABLE HUMANS TO TRACK SUCCESS



BUDGETING

OPTIMISING THE DEPLOYMENT OF EVERY DOLLAR IN THE BUDGET



COMMS & PR

COMMUNICATING WITH INTERNAL TEAMS, MEDIA, AND SHAREHOLDERS

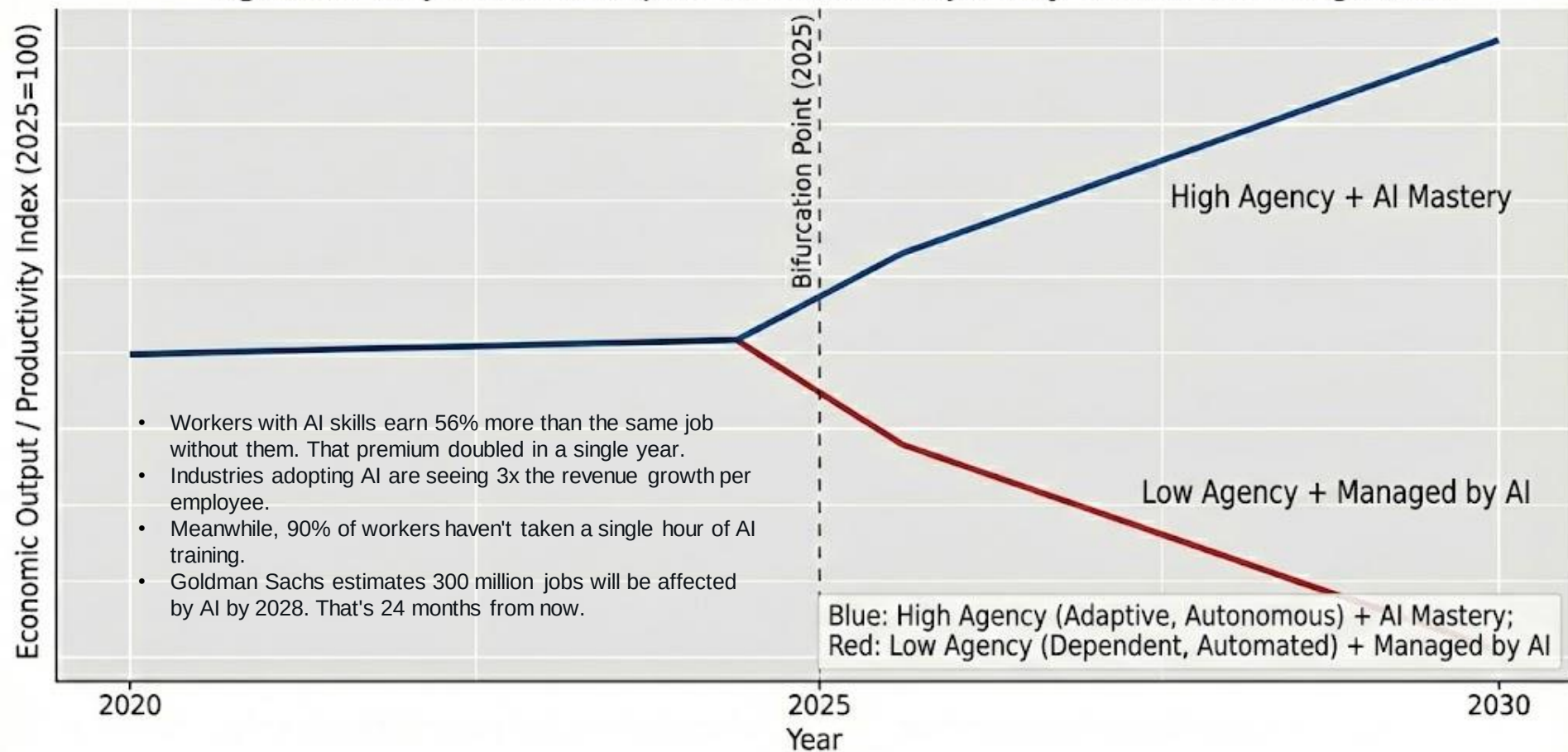


INVASION
HAS BEGUN

WE'RE
FUCKED

Rusty Red
JOBS

Figure 1: Projected K-Shaped Economic Trajectory Post-2025 Integration



High agency means believing you have the power to change your situation and acting on that belief

via: <https://x.com/milesdeutscher>

„Alles Automatisierbare
wird auch automatisiert!“



Dürrenmatt
*Die
Physiker*
Komödie

Diogenes

frei nach Friedrich Dürrenmatts Satz "Alles Denkbare wird auch gedacht!" aus *Die Physiker*.

THIS AGENT DOES EVERYTHING



NO CODE

24:14

THESE MADE ME

\$23K

14:18



OpenClaw

THE AI THAT ACTUALLY DOES THINGS.

Clears your inbox, sends emails, manages your calendar, checks you in for flights.

All from WhatsApp, Telegram, or any chat app you already use.

NEW

OpenClaw Partners with VirusTotal for Skill Security →

> **What People Say**

View all →



Sam Altman  

@sama



Peter Steinberger is joining OpenAI to drive the next generation of personal agents. He is a genius with a lot of amazing ideas about the future of very smart agents interacting with each other to do very useful things for people. We expect this will quickly become core to our product offerings.

OpenClaw will live in a foundation as an open source project that OpenAI will continue to support. The future is going to be extremely multi-agent and it's important to us to support open source as part of that.

[Post übersetzen](#)

10:39 nachm. · 15. Feb. 2026 · **3 Mio.** Mal angezeigt

 2.472

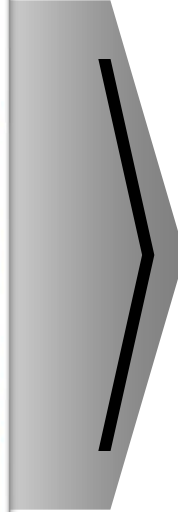
 3.942

 17.491

 2.581



Von Werkbank zu Think Tank





STOP

HAMMER TIME



**GUARDIANS
OF
THE GALAXY**

Rocket Raccoon's Workshop (Fix the Engine First)

We can't install a hyperdrive if the main engine is only running on 3 cylinders! Get the basics right first!

Checkout Process

Tracking Pixel

Google CSS

AI-controlled
Hyperdrive Button

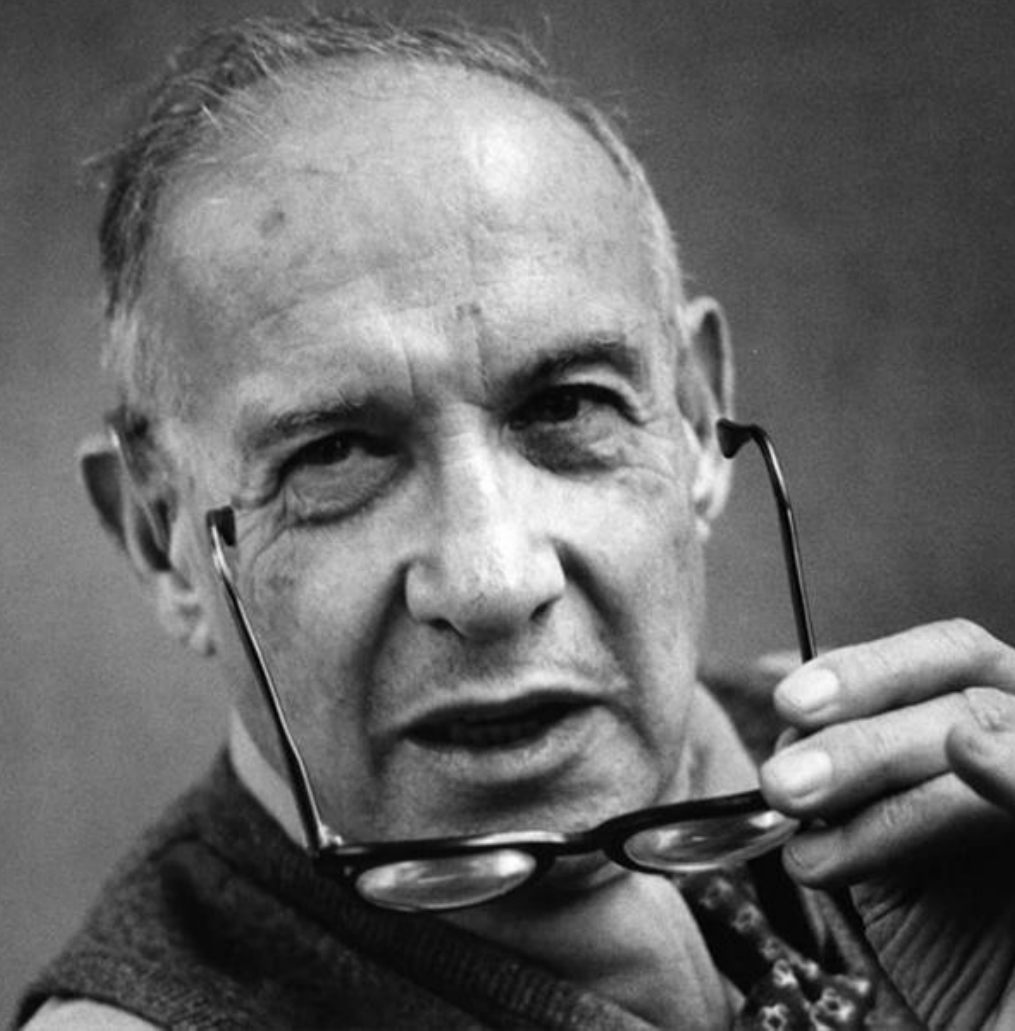


One more thing...



“
Culture eats
strategy for
breakfast”

Peter Drucker



TRANSFORMATION DES BESTEHENDEN

 Prozesse & Systeme

 Mitarbeiter & Skills

 Serviceangebote

 Ways of Working



Parallel!



INNOVATION & WACHSTUM

◆ Neue Prozesse & Tools

◆ KI & Neue Services

◆ Neue Skills

◆ Neue Marktbearbeitung



Kraft, Zeit & Energie

Neues & Wachstum

Transformieren UND Innovieren

**Be the Ewoks,
not the Walker!**





"If everything seems under control, you are just not going fast enough."
Mario Andretti

BRITNEY
SURVIVED
2007
YOU CAN
HANDLE
TODAY.



Vielen Dank!

Jan Honsel
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Berlin, 17.2.2026, Stand J15, Hub 27



Jan Honsel

Chief Division Officer bei Smarketer Group |
Wachstum, Optimierung, Transformation



Jan Honsel

Chief Division Officer bei Smarketer Group |
Wachstum, Optimierung, Transformation

