

Speaker

Adobe 2008

DR. ROBERT MAYER-UELLNER
Head of Business Development
iCrossing GmbH (3GNet)



TOPICS

Internet Brand Management

Successful Brand Development and - Management
Online:

Paid Search

Natural Search

Online Media

Social Media Marketing

Success Factors in Online Performance Marketing

EXPERT PROFILE

Name	Dr. Robert Mayer-Uellner
Degree	Dr.rer.pol. Communication Studies, Business Studies, Market- and Advertising Psychology, Ludwig-Maximilians-University Munich
Languages	German, English
Sectors	Internet, Online Performance Marketing, Paid Search, Natural Search Optimisation, E-Commerce, E-Business, Travel, Trade, Finance, Automotive, Intersectoral
Position	<ul style="list-style-type: none">» Head of Business Development, Consulting, Research and Internal Process Optimisation, iCrossing GmbH - 3GNet GmbH, since 2007» R. Krautwald Maschinenfabrik GmbH, CEO, 2005 - 06» Executive Consultant in Innovation and Service Management, k.newvision service & innovationspartner GmbH, 2003 - 05
Publications	<p>Expeditious success through differentiated booking strategies. iCrossing GmbH, 2008</p> <p>Silence of the lurkers. Political participation and social control in online discussion fora. Diss., Verlag Reinhard Fischer, München 2003</p>
Memberships	BVDW, SEMPO
Certifications iCrossing GmbH	BVDW SEM / SEO, Google Adwords, Yahoo, MIVA, SEMPO
Online Information	xing
Subject Area	Online Marketing Services <ul style="list-style-type: none">» Performance Marketing

- » NSO/ Paid Search
- » Analysis, Strategy and Optimisation of Websites
- » Affiliate Marketing

Practice Cases

Marketing channels within the online marketing mix
NSO, Paid Search, Online Media-, Affiliate Marketing

Sectors

- » Travel
- » E-Commerce/Shopping
- » Finance

Interview

About the future of Adwords, ecommerce conference 04/08

Speeches, Seminars, Workshops 2007/08

Success factors and conditions for successful Performance Marketing, Online Marketing Trends, three cities, 04/08

Performance-based online marketing of e-shops, introduction to online Performance Marketing. Objectives, Measures and success factors, eCommerce Conference, four cities, 04/08

Emotional Keywording – qualified targeting with web based concept worlds, Online Marketing Trends, four cities, 10/07

Performance Marketing Measures to increase ROI in e-commerce, eCommerce Conference, four cities, 10/07

Success factors and instruments of online Performance Marketing, Münchner Unternehmens-Forum, FH München, 05/07

In-house: numerous customer presentations and workshops, i.a. BMW

ABSTRACT

Dr. Robert Mayer-Uellner, graduate in communication and business studies, joined iCrossing GmbH (former 3GNet) in 2007. As Head of Business Development, he is responsible for consulting, research and internal process optimisation. Before, he worked as innovation- and service management consultant for k.newvision and as managing director of a machine factory.

As an experienced speaker, adjacent to workshops and in-house presentations, he often lectures about current online marketing topics such as "Emotional Keywording" or Strategies and Best Practices in online Performance Marketing.

ABOUT iCrossing GmbH

Founded 1999 iCrossing Germany, formerly known as 3GNet, is a digital marketing company that combines talent and technology to help world-class brands find and connect with their customers. The company employs a diverse, multilingual team of seventy-five in Munich and Berlin to offer best-in-class digital marketing services - including paid and natural search marketing, affiliate management, Web development, social media marketing, research and analytics. iCrossing's client base includes such recognized brands as easyCredit, eBay, Epson Germany, ESPRIT, Nokia and O2 Germany as well as 40 Fortune 500 companies, including Coca-Cola, Lego, Mazda, Office Depot, Toyota und Travelocity.