

Paris, Wednesday 13th July 2016

Press Release

metapeople - part of NetBooster Group - supports the Digital Day conference in Cologne and invites attendees to Performance Night 2016

metapeople, the German subsidiary of **NetBooster Group**, supports the Digital Day conference as a partner and invites all conference attendees to its Performance Night event. Created in 2005 by metapeople, **Performance Night** is a high-level networking event and is established as the warm-up to the biggest digital fair in Europe – dmexco.

Digital Day is a whole day of high-level digital related conferences taking place on September 13th 2016 at the Wolkenburg in Cologne, Germany. Speakers from Google, Facebook, Telekom Germany, Sky, Searchmetrics, Payback and trivago will be participating.

The theme of **Digital Day 2016** is *'Rethink Performace'* and includes topics such as *'Consumer Centric Thinking'*, *'New attribution models for online marketing and dynamic content'*, *'Future of Performance – Digital Marketing 2030'* and *'Virtual Reality'*.

The conference is organised by Dusseldorf's [EUROFORUM](#) and will be held in German only.

Speakers will include Google's Ian Carrington and Petri Kokko, as well as Facebook's Head of Agency Oliver Busch, who will be speaking about the future development of their advertising platforms.

Agencies will also be represented at the event, with the participation of Matthias Dang, CEO of IP Germany, and Andreas R. Heintze, CEO of Ströer Digital Media. The advertising industry will also be involved and represented by Stefan Sommer from Telekom Germany GmbH, Nico Winkelhaus, Payback's Director of Digital Marketing and Thomas Wrobel, trivago's Global Head of Performance Marketing.

The performance marketing agency **metapeople** from Duisburg will be represented by NetBooster's **CEO Tim Ringel**. Joining him will be Kristoffer Ewald, Group Head of Data and Analytics.

Julius Ewig, **metapeople's Managing Director**, commented *"Digital Day and Performance Night are the perfect combination to warm-up to the dmexco with the chance to dive into the trending topics during the day and network at Performance Night in the evening"*.

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Details

All participants at Digital Day are invited to take part in the international Performance Night from 7 pm onwards at the Wolkenburg in Cologne, Germany. The conference fee includes tickets to this event as well - registration possible from August 27th 2016. For further information and registration please visit:

<http://www.euroforum.de/digital-day>

About NetBooster Group | www.netbooster.com

NetBooster is a leading independent European agency in digital performance marketing that makes its comprehensive expertise of digital marketing available to its clients to achieve the best possible performance for their investments. The agency invests in technology and covers the entire chain of online marketing through its European network: search engine optimisation and marketing, data and analytics (DnA), GroundControl Technology, display, affiliation, online media, creation, eCRM and social networks, with a recognised expertise in tomorrow's digital marketing (Social Media, Video, Ad Exchange, etc.). Shares in NetBooster are traded on the NYSE Alternext Paris.

About metapeople GmbH | www.metapeople.com

As an agency for effective performance marketing metapeople GmbH provides premium solutions for Affiliate, Display Media, SEA, SEO, Social Media, Data & Analytics as well as Consulting and Tracking from a single source. metapeople has been operating for more than 17 years and 22 locations worldwide. Since May 2011 metapeople works together with the affiliate- brand metaapes, who were founded 2004, as part of NetBooster Group. Thus they can realise best quality for their customers in all major European markets.

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