

DIGISNARE TECHNOLOGIES

PROGRAMMATIC ADVERTISING Training



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PROGRAMMATIC ADVERTISING COURSE SYLLABUS

Journey Towards Programmatic Advertising

- The On-Set of Digital Marketing
- The Fundamentals of Auction-Based Buying (Real Time Bidding, Frequencies etc.)
- Programmatic Advertising vs Standard Display (GDN)

Your Workstation

- Organisation Set Up, Roles & Responsibilities
- Interaction Processes with Agencies & Brands
- Best Practices in terms of team Set-Up

Introducing the Technologies

- DSPs, SSPs, Ad Servers
- DMPs & Tag Management Solutions
- How these Technologies Interact & Best Practices

Introducing the DSP

- DSP: The What's and Why's
- The far-reaching benefits of this Technology
- Real-Time Bidding - Cookie Syncing & Match Tables

Programmatic Buy Types

- Open Auction, Private Auctions, Preferred Deals and Programmatic Guaranteed Deals
- Which buy type to use & When to use them (An Automobile Case Study)
- Waterfall bidding & Header Bidding

Brand Safety, AD Frauds & Viewability

- Brand Safety - Definition, Technology and Rules of Thumb
- Viewability - Definition, Industry Benchmarks and Technologies
- Industry best practices for Air-Tight verification

Measurement & Attribution

- Standard Measurement Methodologies - CTRs to CPAs
- How to strategize custom Measurement Protocols for your Brands
- Attribution - Definition of the current Attribution Model and the need for other models

AD Servers

- The Serving Functionality - How Ad Servers enable effective creative management
- The Tracking Functionality - The One-Source-Of-Truth for reporting
- The Attribution Functionality - Path-To-Conversion reports, Multi-Touch Attribution Models & More

Data & the DMP

- 1st Party, 2nd Party and 3rd Party Data Definitions & Sources
- Introduction to the Data Management Platform (DMP)
- Using a DMP to effectively become Brand Digital Strategists & Consultants

Programmatic Success Stories

- Success Story 1 - Drive Prospecting through effective use of 1st and 3rd Party data signals
- Success Story 2 - Driving Brand Lift through intelligent Audience Segmentation
- Success Story 3 - Deliver Performance through Advanced Insighting and Data Analytics
- Revision Crash Course and Summary



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