

Programmatic Advanced

Modules and Topics

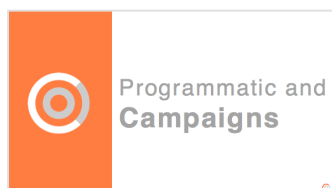


Estimated time: 3-4 hours

This module explores programmatic buying and its place in the digital advertising landscape. It introduces the basics of programmatic, the different technologies and their functions in the programmatic ecosystem, real-time bidding, programmatic marketplaces, and privacy considerations.

In this module, participants learn about:

- *Programmatic basics*
- *Programmatic buying and selling systems*
- *How real-time bidding (RTB) works*
- *The different programmatic marketplaces*
- *Privacy considerations*
- *How programmatic is used to impact marketing campaigns*



Estimated time: 2 hours

This module introduces how programmatic complements other media to achieve campaign goals. It explores strategies and tactics for campaign planning, and setting KPIs. Group activities are included in this module to conceptualize different parts of the planning phase.

In this module, participants learn about:

- *The different ways programmatic enhances campaigns*
- *Techniques such as retargeting and their positive effect on conversions*
- *Key performance indicators (KPIs) and the different data used to set them*

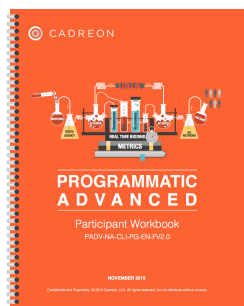


Estimated time: 1 hour

This module introduces different considerations to make before executing a programmatic campaign, such as tagging, attribution modeling, and audience insights.

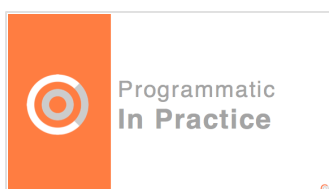
In this module, participants learn about:

- *Working with various types of data*
- *Campaign tagging*
- *Data Management Platform (DMP)*
- *How audience insights help marketers learn more about their target audiences*



Programmatic Advanced

Modules and Topics *Continued*

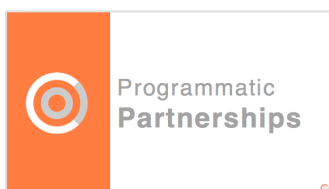


Estimated time: 3 hours

This module examines how programmatic campaigns are executed. It uses examples to illustrate the complexity of programmatic transactions during the setup and media buying process, and explores other topics related to campaign management.

In this module, participants learn about:

- *Campaign setup and workflow*
- *Budget management*
- *Five brand safety considerations*
- *Measuring viewability and its challenges*
- *The optimization process*
- *Attribution and data reporting*
- *DSP console demonstration*

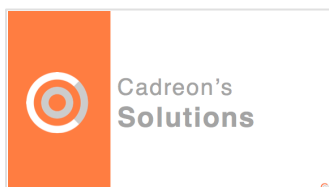


Estimated time: 1 hour

This module compares the differences between insourcing and outsourcing programmatic solutions.

In this module, participants learn about:

- *A comparison of taking programmatic in-house or outsourcing it*
- *Example programmatic partners*
- *Cadreon's consulting services*



Estimated time: 1 hour

What are Cadreon's capabilities? This module introduces Cadreon and its industry-leading solutions and services.

In this module, participants learn about:

- *Cadreon's background*
- *Cadreon's solutions and products*
- *Customizing solutions with Cadreon features*
- *Cadreon's partners*