

PROGRAMMATIC ADVANCED



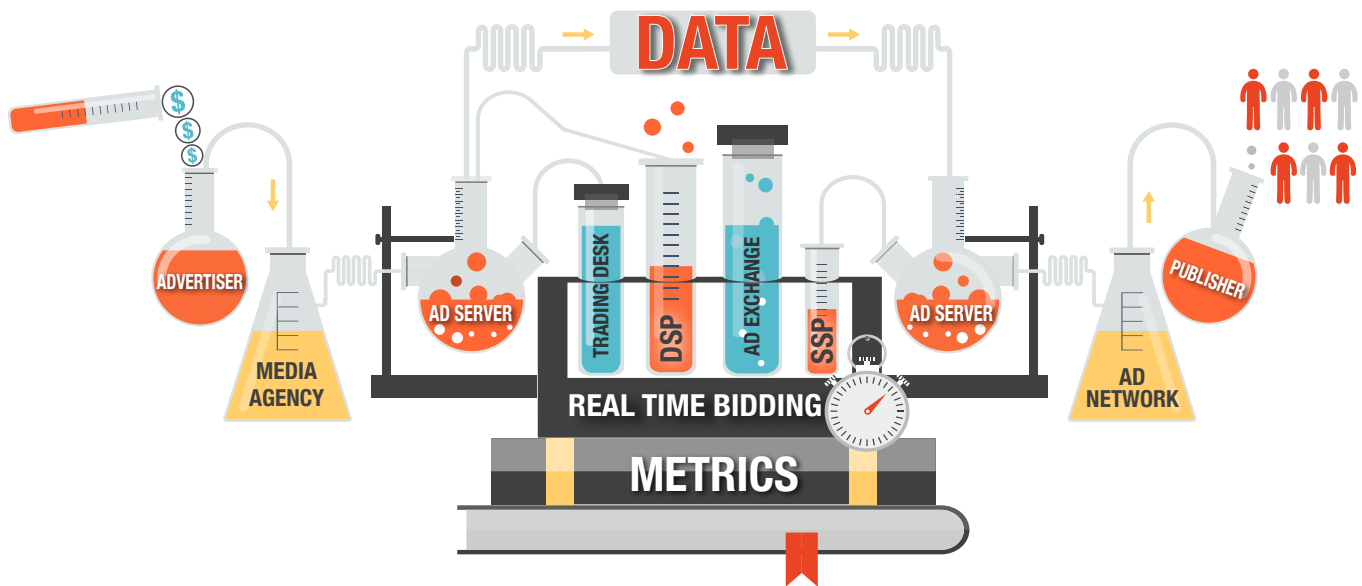
Advanced programmatic training
to meet today's marketing needs

Topics

- Introduction to Programmatic
- Programmatic and Campaigns
- Programmatic Planning
- Programmatic in Practice
- Programmatic Partnerships
- Cadreon's Solutions

LEARN how PROGRAMMATIC TECHNOLOGY

has emerged as the driving force for a **NEW VISION** of **DIGITAL ADVERTISING**



After completing this training workshop, you will be able to:

- Explain the basics of buying and selling programmatic advertising
- Demonstrate an in-depth understanding of programmatic technologies and their functions in the programmatic ecosystem
- Examine the right kinds of data and identify best practices required for planning a successful programmatic campaign
- Demonstrate an understanding of programmatic strategies and tactics for campaign planning and setup
- Determine how to source programmatic advertising using programmatic resources and partner evaluations

This two-day workshop explores programmatic buying and its best practices.

Programmatic experts will discuss how programmatic media buying and selling systems are used to reach target audiences while decreasing costs and increasing effectiveness.