

PROGRAMMATIC EXPLAINED

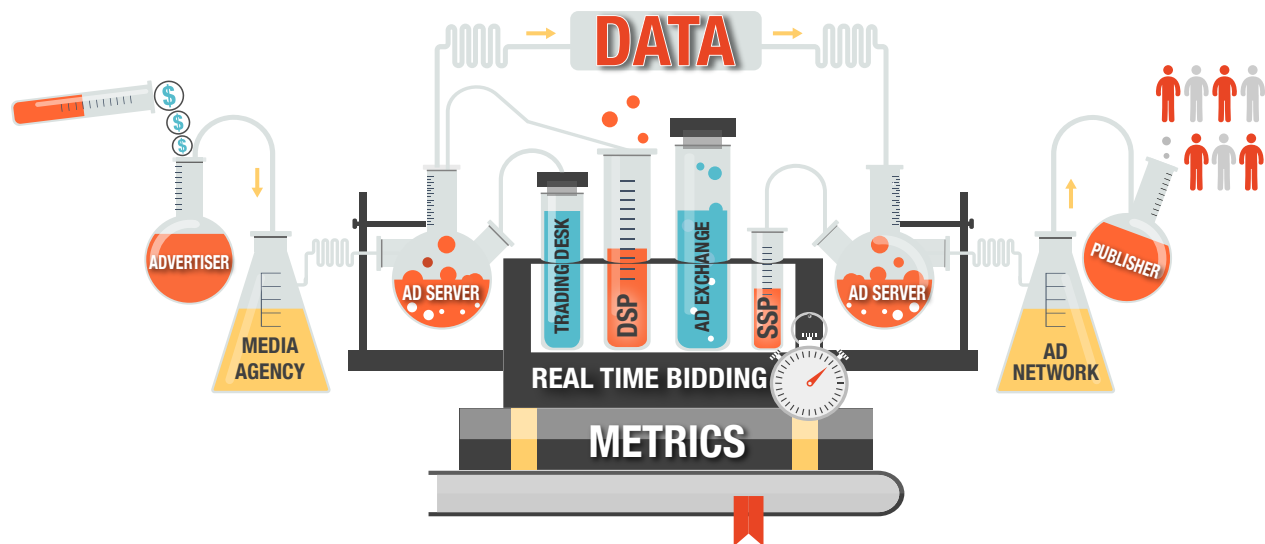
Introductory programmatic training
to meet today's marketing needs

Topics

- Introduction to Programmatic
- 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
- Determine how to source programmatic advertising using programmatic resources and partner evaluations

Programmatic buying is growing rapidly and is now a major part of the digital advertising economy around the globe. This one-day course teaches the fundamentals of programmatic buying and its components.