GREENJAM – BASIC PROGRAMMATIC COURSE

Online 23rd May 2023, 9.30am – 11.00am

YOUR TRAINERS:

Alex Khotsiphom
Account Manager, Team Lead | StackAdapt

Jackson Marsh
Account Manager, Team Lead | StackAdapt

CONTENT OUTLINE:

Module 1: The State of Programmatic • Programmatic Overview • The Programmatic Ecosystem • Types of Programmatic Ads • Advantages of Programmatic	**Module 2: Exploring Programmatic** • Industry Terms • Measurement Terms • Regulatory Terms • Brand Safety and Ad Fraud • The Programmatic Process
Module 3: Basic Media Strategy • Understanding the Funnel • A Case for Programmatic • Programmatic Checklist	**Module 4: The Future of Programmatic** • Supply Path Optimisation • Demand Path Optimisation • Contextual Advertising •