



## See Schedule & Cities

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## Syllabus

- Programmatic 101 Recap
- Sales Organizations – Today and Tomorrow
- Buyer Landscape – Today and Tomorrow
- Understanding Your Tech Stack
- SSP Vendor Demonstration
- DSP Vendor Demonstration
- 5 Stages of Buying
- 5 Stages of Selling
- Rise of Programmatic Guaranteed
- Channels: Mobile, Video, Social, Email, Native
- Guest Interview: Programmatic Buyer

## Topics Covered

Deal ID	Exchanges	Unreserved Fixed Rate	Mobile Targeting
Programmatic IPOs/M&A activity	Cross-Device Targeting	Emerging Technology	Invitation Only Auction
Data Management Platforms (DMP)	Campaign Optimization	Social vendors	Viewability Standards
Cookie Usage	Yield Management	Open Auction	Automated Native
Price Transparency	Ad Serving	Real Time Bidding (RTB)	Trading Desks
Audience Buying	Audience Discovery	Linear TV	Supply Side Platforms (SSP)
Campaign Optimization	Open Marketplace	New Ad Networks	Radio
Buying process	Audience Extensions	Demand Side Platforms (DSP)	Managed Services
Private Marketplace	Programmatic vendors	Multi-channel programmatic	Tech Stack