

# IAB Programmatic 360: Automation Decoded



Programmatic 360: Automation Decoded is a comprehensive one-day in-person classroom training for buyers and sellers that provides in-depth knowledge of programmatic technologies. This highly interactive, in-depth learning experience includes live discussions and demos from industry experts, providing technical know-how and best practices for buyers and sellers.

This class will help you:

- Develop fluency in programmatic technologies and tools
- Strategically assess investments in programmatic solutions
- Apply best practices to day-to-day management of campaigns and inventory

## Classroom Agenda and Course Content

### **9:00 AM - 9:30 AM - Introduction: Evolution of Programmatic Advertising**

Topics include: History of Programmatic, Ad Servers, Ad Networks, Paid Search, SSPs, DSPs, Exchanges, Trading Desks, DMPs, Benefits for Buyers and Sellers, Programmatic as Cross-Channel Solution

### **9:30 AM - 11:15 AM - Technologies and Transaction Types**

Topics include: Anatomy of an RTB Ad Call, Intro to IAB OpenRTB and OpenDirect API Specifications, First Price / Second Price, Private Marketplaces, Preferred Deals and Deal ID, Programmatic Direct, Understanding the Publisher Waterfall, Price Floors, Header Bidding, Audience Extension

### **11:15 AM - 15 minute break**

### **11:30 - 12:15 PM - SSP Demonstration**

### **12:15 PM - 1:00 PM - Lunch**

### **1:00 PM - 2:45 PM - Automation, Campaign Process and Measurement Strategy**

Topics include: Programmatic as Automation Software, Data Exchange, 1st, 2nd, and 3rd party data sources; Probabilistic & Deterministic Data Methods, Look-a-like Modeling, Planning & Forecasting Techniques, Deal Discovery, Dynamic Creative Personalization, Decentralized Data Flow, Optimization Best Practices, Reporting on user behavior cross-platform and attribution strategy

### **2:45 - 3:00 PM - Break**

### **3:00 - 3:45 PM - DSP Demonstration**

### **3:45 - 4:30 PM - The Future is Automated**

Topics include: Evolving standards for programmatic transactions, implications of header bidding on core buying and selling processes, IAB perspective on how programmatic will be redefined in 2017