

IAB Digital Fundamentals Classroom Training



IAB Digital Fundamentals in-person training is a comprehensive one-day crash course intended to provide an overview of the digital advertising ecosystem, and an introduction to how digital media is bought, sold, consumed and measured.

Classroom Agenda and Course Content

This interactive session is designed to foster group discussion. Class exercises and quiz questions are included throughout each training section listed below, to help learners apply and test their knowledge.

9:00 AM - 10:15 AM

Introduction to Digital Media

Historic Milestones | Digital Devices, Platforms and Consumer Behavior

The Business of Digital Advertising

Content Categories and Marketing Models; Digital Media Buyers and Sellers

10:15 AM - 10:30 AM - Break

10:30 AM - 12:15 PM

Digital Ad Formats & Creative Capabilities

Search | Display | Native | Video | Audio

Ad Serving, Targeting and Tracking Technology

How Ad Serving Works, Digital Campaign Measurement, Tracking Tags, Conversion Tracking & Attribution Models, Campaign Targeting, Audience Targeting and DMPs

12:15 PM - 1:00 PM - Lunch

1:00 PM - 2:45 PM

The Impact of Programmatic

Evolution of the Programmatic Ecosystem: SSPs, DSPs, Ad Exchanges, Ad Networks and Trading Desks
Understanding how Ads are Delivered Using Real-Time-Bidding

Campaign Pricing, Measurement & Verification

Cost Models, Campaign Metrics, Viewability, Ad Fraud, Ad Verification & Audience Measurement

2:45 PM - 3:00 PM - Break

3:00 PM - 4:00 PM

Consumers & Digital Advertising

Ad Blocking, Understanding Industry Regulation

Review - Group Exercise + Q&A