

# IAB Data 360

IAB's Data 360 course addresses systems and techniques for the collection, processing, activation and management of data for the purposes of audience targeting, campaign measurement, advertiser insights and publisher monetization; and includes education on the legal policies and business considerations for the use of consumer data in advertising.



## Classroom Agenda and Course Content

### 9:00 AM - Course Introduction & Introduction to Data Collection

Topics include: Why data matters; A brief history of data in advertising; Key trends; Dimensions of audience data; Common use cases; How the digital data economy works; Understanding the Data lifecycle; Business cases; Data as investment vs cost

### 10:30 AM - 15 minute break

### 10:45 AM - Data Collection Continued: How companies aggregate data points from all relevant channels

Topics include: The importance of quality over quantity; Driving revenue; Executing a data strategy; Evaluating data partnerships; Technical overview of data collection; Common systems and techniques

### 11:45 AM - Introduction to Data Processing: Normalizing and storing data for multi-purpose use

Topics include: Business cases; Data in action;

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

### 1:00 PM - Data Processing Continued: Onboarding and matching, modeling and segment creation

Topics include: Technical overview of data processing; Modeling; Data freshness; ID mechanism; Onboarding and matching; Data validation

### 1:45 PM - Data Activation: Normalizing and storing data for multi-purpose use

Topics include: Business case; Common activation use cases; Data contracts; Taxonomies; Managing data QA

### 2:30 PM - Break

### 2:45 PM - Data Control: Data rights usage, legal policies, regulatory and operational considerations

Topics include: Legal counsel; Consent to data use; Privacy policies and standards; Governance and stewardship; Legal and regulatory frameworks; Data sensitivity; Risk assessment

### 4:00 - 4:30 PM - Organizational Readiness: People, process and skills needed for success in market