

IAB Programmatic 360: Automation Decoded

Automation is reinventing digital advertising. IAB Programmatic 360: Automation Decoded is a one-day, in-person training developed to ensure media professionals can navigate the dynamic digital ecosystem. This highly interactive, comprehensive learning experience is designed to help both media buyers and media sellers develop fluency and expertise in programmatic technologies and excel in their careers.



This class will help you:

- Develop advanced fluency in programmatic technologies and tools
- Learn how native ads can be transacted programmatically and how to make native campaigns easy, scalable and effective
- Immediately 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, Open Auction, 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 - 11:30 AM - Break

11:30 AM - 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, Optimization Best Practices, Reporting on user behavior cross-platform and attribution strategy

2:45 PM - 3:00 PM - Break

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

3:45 PM - 4:30 PM - The Future is Automated: Changes In Digital Media Buying

Topics include: Programmatic Disruption of Agency Workflows, Impact of Decentralized Data Flow on Campaign Planning & Optimization, Cross-Channel Measurement + Attribution, Addressing Marketer Needs for Transparency + Brand Safety