



## Trained by the people that are winning the awards!

Our trainers are running accounts... and they're running them very well!

They're in the platforms daily and have relevant experiences and up-to-date knowledge to share.



### This is Teni.

She enjoys discussion-based training sessions because it helps get to the heart of how each brand should be approaching their programmatic video activity.

## Typical Training Content

A top-level overview of programmatic as an effective media strategy to reach users throughout the entire funnel.

Appropriate for beginners, this session breaks down misconceptions and explains one of the fastest growing areas within digital.

- ▲ Programmatic Evolution
  - ▲ An introduction into the evolution of the programmatic landscape and how advertisers can reach the right customer at the right time, with the right message.
- ▲ Auction Mechanics
  - ▲ A deep-dive into the auction mechanics of programmatic buying, and the process that takes place in real time.
- ▲ Inventory Buying
  - ▲ Identify the different buy methods within the publisher waterfall, understand the key benefits and how they can be used when executing campaigns with desired KPIs.
- ▲ Creative Opportunity
  - ▲ Appreciate the impact that different creative formats can have on performance when being served programmatically.

Our office is 10-minute walk from **London Bridge and Tower Hill**. All training rooms are very well equipped and comfortable.

We will structure the day around you and your team. Most sessions are a full day from **10am and 4pm** with lots of breaks along the way.

Feel at home in our client kitchen area with as much coffee, tea or squash as you fancy. For all-day sessions, **lunch will be provided** along with ample fruit and biscuit snacks.

