



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 Johan.

Just like his international background, he has worked across a wide range of clients and industry verticals, and loves to share his knowledge.

Typical Training Content

Learn how to plan, build and buy programmatic media, including display, video, native and audio. Develop a toolkit for audience targeting, automation and analysis for improving performance.

- ▲ Bid Manager 101
 - ▲ The evolution of the programmatic landscape.
 - ▲ Contextualising business objectives within the platform architecture.
 - ▲ Using a full funnel approach to understand targeting tactics, inventory buying and creative opportunity.
- ▲ Planning and Building
 - ▲ Preparing for a programmatic campaign and building a media plan.
 - ▲ Considering structural and creative ambition whilst leveraging audiences.
 - ▲ Constructing a programmatic campaign within the interface, using bulk editing features efficiently.
- ▲ Optimising
 - ▲ Troubleshooting and interface-level optimisation.
 - ▲ Leveraging reports and interpreting data for insight.
 - ▲ Activating tests to drive ongoing performance improvement.

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.

The CPD Standards Office

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www.cpdstandards.com

