

# Ad Tech Explained



▶ 3 Lessons

## 💡 Learn about

Learn about the different technologies and tools that power automated ad trading today, from the perspective of a media owner, an agency or an advertiser. Build your knowledge of DMPs, DSPs, SSPs & trading desks, and how the martech & ad tech stacks differ but complement one another.

**By the end of these 3 lessons you will understand:**

- ✓ How the ad tech ecosystem is made up
- ✓ How trading desks and the new martech tools and services work
- ✓ What the market trends in the ad tech and martech industry are

## 📄 Lesson Overview

### Lesson 1

Learn why ad tech is a key component of any advertising activity today.

**In this lesson you will learn:**

- ✓ What an SSP, a DSP and a DMP is, and how they interact as part of the wider ad buying & selling process
- ✓ About different trading methods including buying on an ad exchange, in a private marketplace (PMP) or via a programmatic direct deal
- ✓ About the importance of tags & tracking in fuelling analytics packages to help you understand conversion paths and attribute value to your advertising activities

### Lesson 2

Learn about some of the tools available to the different players in the media supply chain.

**In this lesson you will learn:**

- ✓ About the differences between agency & publisher trading desks
- ✓ How programmatic trading has enabled publishers to find their audiences beyond their own platforms, then buy & re-sell these extended audiences
- ✓ How data & tech have created new tools & services (& vendors) for marketers to better understand and manage both their customer relationships and their customer facing activities (martech)
- ✓ Learn why DMPs can be used by a business to consolidate their consumer data and drive additional value

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## Lesson 3

Learn about the increasing consolidation of ad tech & martech vendors, and how tech has increased the range of creative opportunities to build more relevant advertising journeys.

### In this lesson you will learn:

- ✓ How the additional players in the ad tech stack have altered the flow of spend in the supply chain
- ✓ How large martech providers' acquisition of ad tech players is challenging the traditional roles of the creative & media agencies
- ✓ How a data-powered world has brought about changes in roles & skills requirements
- ✓ How data and tech are enabling new and exciting creative opportunities