

# Digital Ad Formats



**1 Lesson**



## Learn about

Learn about the vast landscape of digital ad formats, including the processes that get your ads on screens and how to choose the right formats to accomplish your goals.

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## Lesson Overview

### In this lesson you will learn:

- ✓ How different ad formats lend themselves to achieving different goals, across platforms and devices
- ✓ Why and how data signals are collected and used in different scenarios
- ✓ The importance and potential of dynamic creative for tailoring ads to the consumer