

Ad Tech Explained (refresh)



2 Lessons

Lesson 1 30 min

Lesson 2 36 min



Learn about

With an increasingly digital landscape, businesses who intend to advertise successfully to their audience must be prepared to campaign on a variety of platforms, which all require progressively sophisticated techniques and technologies. These lessons will explore the digital advertising landscape and the types of technology being used. They will also attempt to build your understanding of how digital advertising works, who's involved in the process and the opportunities and issues that you need to be aware of.

By the end of these two lessons you will understand:

- ✓ **The different channels available for digital advertising and their individual characteristics**
- ✓ **The roles of a media planner and buyer, and their importance in choosing the best suited combination of channels for your business**
- ✓ **The technologies that make up the 'ad stack' and how they contribute to the trading, personalisation and verification of ads**



Lesson Overview

Lesson 1: Digital Advertising Campaigns

Learn about the technologies that power the digital advertising 'ecosystem' and the strategy and planning that goes into creating these advertising campaigns.

In this lesson you will learn:

- ✓ **About the different channels available for digital advertising and their individual characteristics**
- ✓ **About the roles of a media planner and buyer, and their importance in choosing the best suited combination of channels for your business**
- ✓ **About the different tools that can be used to measure and monitor your ad performance**

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Lesson 2: Technology and Trading

Learn about various types of advertising technology - or 'ad tech' - currently in use, and how these technologies and services can work together to create a successful campaign.

In this lesson you will learn:

- ✓ About the 'ad stack' and the way it assists the various players in the advertising marketplace
- ✓ About the different tools and methods used for trading ad inventory
- ✓ About the techniques that allow for ad personalisation and how it can benefit a campaign
- ✓ How ads are verified and what can be done to hit back against ad fraud