

adtechademy



Beginner Certificate in Programmatic Advertising Technology

4 weeks Core + 4 Weeks Internship Online

CHOOSE FROM

Core Only

Core + Internship

Core + Internship + Placement



The Indian marketing ecosystem has seen an exponential rise in its approach towards technology– We are seeing technological revolutions in the space of data harvesting, media buying and insight generation. We are even on the forefront of AI based creative ideation today. This puts us at an exciting juncture in the business, economic and technological history of Indian marketing. We need more people to be well-versed across the various functionalities that is housed in the world of Programmatic Advertising in order to keep up with the rest of the world.

To become a successful digital marketer in today's world, you need to have an in-depth understanding of what marketing means in the programmatic era, how to build strategy that utilized the various technologies and platforms and how to best plan for your career.

Adtechademy promises to equip you with the perfect mix of strategy acumen and technical capabilities, to become future-ready, well-rounded programmatic marketers.

Marshall David

**Founder and
Managing Director
Adtechademy**

MENTORS INDUSTRY EXPERTS



MARSHALL DAVID
Founder
Adtechademy



MURALI DHARAN
Ex-Head – Programmatic
Advertising
Shopee, Singapore



Mark Zala
Ex-Programmatic Group
Director
Matterkind, Australia



Janani P
Programmatic Manager
Target, USA



Kavita Yadav
Senior Programmatic Specialist
Havas Media, Canada



Sri Bhaskar Bonam
Director - Programmatic
GroupM



WHY ADTECHADEMY?

Adtechademy is unique when compared to most online training platforms because it is not a stand-alone online academy. Adtechademy is part of a group of companies under the management of Madsapiens Technologies. Apart from the online education solution, Madsapiens also has a Programmatic Agency, MadTech Media, which runs campaigns for brands such as Under Armor and manages brands for international agencies such as Matterkind, Australia. Madsapiens also has a recruitment outfit, SnapHyre, which specializes solely in Programmatic Advertising recruitment.

As a result, Adtechademy has a holistic student journey that starts with core theory, progresses into work experience (MadTech Media) and ends at recruitment solutions (SnapHyre)

PROGRAM HIGHLIGHTS

Experienced Trainers, Detailed Videos, Discussion Section + Platform Access

- Network with professionals from India, Singapore and Australia
- Follow the hyper-detailed and in-depth videos which are non-scripted (making them very close to a live lecture)
- Speak with fellow learners by posting questions and answers on your Discussion Panel
- Only course in India that provides DV360 platform access to learn multiple action points

Eligibility for Exclusive Internship

Core Track: Gain access to videos, Q&A sessions and industry leader networking

Core + Internship Track: Everything from the Core Track plus gain direct eligibility to the Internship Program

Core + Internship + Recruitment: Everything in the Core + Internship Track with the added benefit of being First Priority on our recruitment platform with premium 24/7 service from our recruiters

PROGRAMMATIC ADVERTISING TOOL BOX

This program will give you hands-on experience on multiple tools.

Hands-on Tools



Display &
Video 360



Google Tag Manager

You will also have access to our Tool Kit walkthrough videos. Some of them are listed below.

Video Tool Kit



Google Tag Manager



Display &
Video 360



DoubleClick
Campaign Manager

ESKIMI

WHO IS THIS PROGRAM FOR?

1. FRESHERS
2. TRADITIONAL MARKETERS
3. BRAND AND COMMUNICATION MANAGERS
4. ENTREPRENEURS
5. SALES PROFESSIONALS

PROGRAM CURRICULUM

CORE TRACK

Brief Introduction to Digital Advertising

- Get introduced to the basics of Marketing.
- Understand different digital marketing channels.

Welcome & Introduction To The Platform

- Get introduced to the course, the team and the platform
- Learn how to gain the best outcome from your course and learning journey

Journey to Programmatic Advertising

- Understanding the shift in digital advertising, stages of the customer journey and where paid media fits.
- Get introduced to the history of display advertising and how programmatic came to be.

Introduction to the technologies

- Understand the series of events that take place behind serving an Ad on a webpage.
- Unboxing the Technology Stacks (Tech Stacks) involved in this digital landscape.

The Demand Side Platform

- Understanding the different components that work behind the scenes, each playing a key role in the management, delivery and optimization of ad campaigns.

DV360 Walkthrough - Part 1

We have broken DV360, the marketing leading Demand Side Platform, into two live, 2-hour long sessions. In this session, our platform Trainer would be taking you through the Campaign Setup Process from the basics of a 4 layered set-up to the intricacies of the Audience Combinations, Bidding Methodologies and Best-Practices

DV360 Walkthrough - Part 2

In the Part 2 of the DV360 Platform Training, we would be taking you through the Auxiliary features such as creating Audience Segments, Generating Floodlights, Performing Negotiations and Pulling Vital Reports. The DV360 Live Platform Training will conclude in this session.

DV360 on-platform Ongoing training (Platform Exposure)

- Get started on the basics on handling a campaign – The Pacing Sheet
- Use the pacing sheet to provide valuable insights and optimization suggestions

Programmatic Buy Types

- Understand how programmatic has evolved over the over the last few years and it is important to distinguish between the ever-growing list of acronyms and ways in which you can buy or sell digital advertising.

Measurement & Attribution

- Understand the basics of Measurement & Attribution, and through case Studies, understand how Custom Measurement and Attribution can help place your strategies above the rest.
- Get introduced to the Ad-Server, the technology that empowers Attribution Modelling

DV360 Platform Training - Reporting - Ongoing

- Add reporting best practices to your already ongoing live campaign training
- Produce actual reports and insights that will be vetted by our team and shared with our clients

Data and the DMP

- Learn how to understand Data as it stands in the Advertising Technology spectrum. What is it, how is it handled and how do we effectively use them to make optimal marketing strategies.



Your
Internship.
Weeks 5 to 10



INDIA'S ONLY PROGRAMMATIC ADVERTISING COURSE WITH GUARANTEED INTERNSHIP FOR 90% OF YOU



Score above 75% in our final assignment to be eligible for our exclusive internship program.
90% of the students in our batches gain access to this program!



APPLICATION IMPACT

CORE + INTERNSHIP

1. PHASE ONE – MID CORE COURSE

While learning, the students get view access to MadTech Media's advertiser account.

Process involved:

- Pacing Sheet – Update and apply every day
- Call out issues to the Programmatic Trader in-charge based on Pacing Sheet
- Data entry into weekly reporting

2. PHASE TWO – WEEK 5 TO WEEK 6 (*POST CORE COURSE*)

Process involved:

- **Information gathering simulation:** This would be an interesting simulation where the “client” (a member of Adtechademy) would be your Client POC. Your job would be to use our brief template and extract information required for the campaign from your POC and coordinate with your Programmatic Trader to get the campaign live
- **Setting up campaigns:** You would be broken into groups of 4 to 5 members each and would receive 3 different Media Plans to set up as campaigns on your DV360 interface. You will have an Account Manager assigned who will help you with questions with regards to this process

3. PHASE THREE – WEEK 7 TO WEEK 8

Process involved (in addition to activities started on week 5):

- **Live campaign Pacing Sheets:** Generate and identify campaign issues using your own pacing sheet for live campaigns
- **Optimization Insights:** Use the concepts taught to you throughout the course and your pacing sheet to produce optimization insights on your live campaigns. Provide the insights once every 3 days for effective campaign pacing and performance
- **Reporting:** Weekly reports together with your own insights for the Programmatic Trader in-charge to use for our clients
- **Continue Phase 2 activities:** You will continue to have campaign set up requirements every day. About 40% of your real work experience would be setting up campaigns at the start and hence this is an important aspect of your internship

Adtechademy

LEARNING EXPERIENCE



STUDENT SUPPORT TEAM

- Student Support is available 7 days a week, 24*7
- You can write to us via studentsupport@adtechademy.com or for urgent queries, or directly reach out to your Account Managers anytime.



INDUSTRY MENTORS

- Receive unparalleled guidance from industry mentors, teaching assistants and graders.
- Receive one-on-one feedback on submissions and personalised feedbacks on improvement.



Q&A FORUM

- Timely doubt resolution by Industry experts and peers.
- 100% Expert-verified responses to ensure quality learning.



EXPERT FEEDBACK

- Personalised expert feedback on assignments and projects.
- Regular live sessions by experts to clarify concept related doubts.

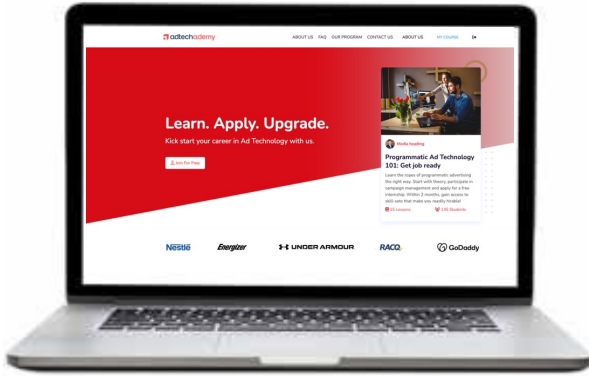


PROGRAM CONTENT ACCESS FOR LIFETIME

- Enjoy continuous access to the recorded content indefinitely with all updates to platform and content provided free of cost to you

A GLIMPSE OF THE ADTECHADEMY LEARNING PLATFORM

*Note: This is just a demo of the platform and might not be an exact reflection of this program



Access anytime on the web at learn.adtechacademy.com (desktop and mobile)

Course Overview

AdtechAcademy Programmatic Ad Technology Certification Program

7 Modules | 31 Sessions | 0 hrs 7 mins | 100% Completed

Continue Learning

- Brief Introduction to Digital Advertising** (0 Sessions, 0/0 Topics) - 100% Completed, 0 hrs 3 mins
- Welcome & Introduction To The Platform** (5 Sessions, 5/5 Topics) - 100% Completed, 0 hrs 3 mins
- Journey to Programmatic Advertising** (3 Sessions, 3/3 Topics) - 100% Completed, 0 hrs 7 mins
- Introduction to the technologies** (5 Sessions, 5/5 Topics) - 100% Completed, 0 hrs 3 mins
- The Demand Side Platform** (6 Sessions, 6/6 Topics) - 100% Completed, 0 hrs 3 mins
- DV360 Walkthrough - Part 1 (Marshall)** (0 Sessions, 0/0 Topics) - 100% Completed, 0 hrs 0 mins
- DV360 Walkthrough - Part 2 (Marshall)** (0 Sessions, 0/0 Topics) - 100% Completed, 0 hrs 0 mins
- DV360 on-platform Ongoing training (Jamani - Ashford & Nexus)** (0 Sessions, 0/0 Topics) - 100% Completed, 0 hrs 0 mins
- Programmatic Buy Types** (3 Sessions, 3/3 Topics) - 100% Completed, 0 hrs 0 mins
- Measurement & Attribution** (4 Sessions, 4/4 Topics) - 100% Completed, 0 hrs 0 mins
- Reporting on Ashford and Nexus (Jamani) - Ongoing** (0 Sessions, 0/0 Topics) - 100% Completed, 0 hrs 0 mins
- Data and the DMP** (5 Sessions, 5/5 Topics) - 100% Completed, 0 hrs 0 mins

Discussion section

AdtechAcademy Programmatic Ad Technology Certification Program

1 Modules | Sessions | 0 hrs 0 mins | 0% Completed

Continue Learning

Discussions (10)

Search For Question [] Ask question

10 discussions | Topic: All Topic | Sort by: Latest

- Saju** (11 days ago) - This is a question - Daily Chating Vs Header Bidding - 0 Answers
- Saju** (11 days ago) - This is a test question on 10th June - Introduction to the Program - 0 Answers
- Saju** (1 month ago) - What exactly is standard measurement best practice? - Standard Measurement - 1 Answers
- Saju** (1 month ago) - What you will learn and from Whom - 0 Answers
- Saju** (1 month ago) - This is question about the CDP - CDP - 0 Answers
- Saju** (1 month ago) - 0 Answers

STUDENT REVIEWS

Just a few of our many happy students



Preshit More

Ethinos, India

This course helped me a lot in understanding the basic of programmatic which involved theory and practical knowledge as well. The instructor is well versed in explaining the details of every topic. Thank you Marshall!



Mangesh Rane

Birla Edutech, Mumbai

It's been a great experience taking up this course with Marshall. It significantly contributed to clear my basics, connect the dots on how different technologies work in marketing to drive results. I feel more confident in all my practical projects as my queries are addressed and resolved by an industry expert with proven case studies



Karan Sodha

Convonix, Mumbai

I was struggling to learn Programmatic with the study material available online through Google Support. There were no good videos available which could help me either. I came across Marshall's course and immediately joined it. He made me understand the concepts so easily that I would recommend everyone to join this course. His knowledge about the domain is unbelievable!



Jeevan A Sirdeshpande

Furniture Friend, Mumbai

A must join course. I had been running GDN campaigns from past few years, but after doing this course I started to feel the potential of display advertising is much more. This course is so well created that it explains end to end process and all the platforms that take part in Programmatic ad buying. Not only that even the Measurement and Attribution is so well explained with convincing examples. I definitely recommend this course to the digital marketers especially those who work in PPC.





COMPANY INFORMATION

Madsapiens Private Limited

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