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Introduction To

Introduction To Programmatic Advertising

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in Under 4 Minutes*

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Intro to Programmatic Advertising - Part 2
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~~Explained - Intermediate~~

~~Digital Marketing Skillset~~

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Media Buying - Education

Programmatic Advertising

Explained (2020 Update) |

What is Programmatic

Advertising 101 #1

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Basic concept \u0026 Rise of
programmatic advertising |
(in Hindi)

How the programmatic auction
works ~~What is a cookie?~~

AdTech 101: Demand Side

Platforms (DSPs) Ad Network

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~~vs. Ad Exchange (Explained)~~

~~Best Practices: In App~~

~~Mobile Programmatic Buying~~

What is Programmatic

Advertising? | Seattle

Agency How an Ad is Served

with Real Time Bidding (RTB)

- IAB Digital Simplified

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Ecosystem - DSP, SSP,
Exchanges, Trading Desks,
and more **Trading desks,**
demand side platforms and
programmatic buying
explained Introduction to
Mobile Programmatic

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Why You Need Programmatic

Advertising **An introduction
to programmatic media buying**

*What is programmatic
advertising? What is*

Programmatic Advertising?

[Explained] What is

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~~Advertising~~

Chapter one outlines the

basic technologies enabling

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Programmatic Advertising –
such as cookies, pixels,
banner ads, or ad exchanges.
Chapter two introduces the
programmatic ecosystem and
its various players,
including publishers,
advertisers, SSPs, DSPs,

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DMPs, agency trading desks,
and the most important
industry bodies.

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Advertising: Kosorin,
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Marketing Requirements.

Description. UPDATE:

Einführung in Programmatic

Advertising gibt es jetzt

auch auf Deutsch! Schalten

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Level, what is programmatic advertising and what are the advantages? ...

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Programmatic advertising is an automated method of

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Programmatic Advertising
purchasing and selling ads
used in digital marketing
campaigns. Programmatic ads
are sold using an automated
bidding system in real-time.
In the process, companies
can instantly buy ads to
display on apps, websites,

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Programmatic advertising is
comprised of targeted
digital ads (such as display
ads, social ads, in-app ads,

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pre-roll video, connected TV and radio) on a variety of channels. As compared to traditional methods that blanket a wide audience (where many consumers may not be “in-market”), programmatic marketing

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Programmatic Advertising offers the ability to show a specific ad to a specific consumer in a specific context.

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content. Preview 05:20 What
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What Are The Benefits For
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Programmatic advertising is

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becoming an increasingly important part of the digital advertising ecosystem and, as a marketer or an advertiser, it is imperative that you fully understand how it works. It's an in-demand skill that

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will help you take your
career to the next level and
this course will help you
accomplish that!

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In a nutshell, programmatic

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advertising automates the decision-making process of where ads are placed, using artificial intelligence (AI) and real-time bidding (RTB) for online display, mobile and...

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~~Programmatic Advertising~~

Probably a counter-intuitive name for the advertising concept, programmatic advertising is about letting an AI decide how, where and when are your ads to be

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displayed. The aim is to draw in converting viewers by automatically buying appropriate ad spaces for your campaigns.

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Programmatic display advertising involves automated bidding on display advertising inventory in real-time, for the opportunity to show an ad to a specific customer type, in

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a specific context. It doesn't include paid search bidding. Often it involves header bidding to facilitate the real-time bidding process.

~~What is Programmatic~~

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Wiethuchter, one of
AUDIENCEx's programmatic
experts, as she guides you

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through the complex world of
programmatic advertising.
She will cover what
programmatic advertising is,
how it has evolved over
time, and some targeting
tactics and strategies you
can use for successful

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such as cookies, pixels, banner ads, or ad exchanges. Chapter two introduces the programmatic ecosystem and its various players, including publishers, advertisers, SSPs, DSPs, DMPs, agency trading desks,

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and the most important
industry bodies.

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Programmatic advertising
does not randomly place ads.

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Instead, it uses contextual reasoning to place ads in the most rational ad space. Native advertising is a perfect example of this type of marketing. Native advertising is about putting ads within the content to

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appear as though the publisher intended to place it there.

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basic technologies enabling programmatic advertising – such as cookies, pixels, banner ads, or ad exchanges. Chapter two introduces the programmatic ecosystem and its various players, including publishers,

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Advertisers, SSPs, DSPs,
DMPs, agency trading desks,
and the most important
industry bodies.

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Programmatic advertising is the most exciting thing that happened in marketing in a long time – perhaps since the advent of mass advertising itself. This book offers the first comprehensive introduction

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to the world of programmatic advertising. If you are new to this revolutionary technology, it will help you get quickly up to speed.

~~Introduction to Programmatic Advertising by Dominik~~

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~~Kosorin~~ Programmatic Advertising

This is an absolutely fantastic introduction to the insanely confusing world of programmatic and real time bidding. I think you get more out of this book if you read it along with

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"Targeted: How Technology Is Revolutionizing Advertising and the Way Companies Reach Consumer" by Mike Smith.

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NYSBA Digital Leadership

Academy Programmatic

advertising has become the

“go to” approach for

advertising. This session

will teach you the basics.

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...

Details included are company description, major business, company total revenue and the sales, revenue generated in Programmatic Advertising

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to enter into the
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Platform market,
Programmatic Advertising
Platform product
introduction, recent
developments, etc.

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