

LEARN PROGRAMMATIC ADVERTISING

Master Enterprise Media Buying
in **Just 2 Months**



TOOLS YOU'LL MASTER



DISPLAY & VIDEO
360 (DV360)



CAMPAIGN MANAGER
360 (CM360)



THE TRADE
DESK

WHY LEARN PROGRAMMATIC ?

- ✓ AI-Powered Media Buying
- ✓ Used by Global Brands
- ✓ High Demand Skill
- ✓ Premium Salary Roles
- ✓ Enterprise Level Advertising
- ✓ Future of Digital Advertising

WHO SHOULD JOIN ?

- ✓ Performance Marketers & Media Buyers
- ✓ Digital Marketing Professionals
- ✓ Agency Professionals
- ✓ Marketing Students
- ✓ Brand Managers
- ✓ Entrepreneurs & Alumni looking to upskill

COURSE FEE

₹55,000

ALUMNI SCHOLARSHIP

₹10,000 OFF



EXPERT
TRAINERS



PLACEMENT
ASSURANCE



LIVE
PROJECTS

2 MONTHS

WEEKEND PROGRAM

SAT & SUN 4HRS/DAY

TIME :
10:00 AM - 2:00 PM

MODE :
OFFLINE

INTRODUCTION TO PROGRAMMATIC ADVERTISING

- Digital Advertising Ecosystem
- RTB, DSP, SSP, Ad Exchange, DMP
- How Programmatic Works
- Publisher vs Advertiser

GOOGLE DISPLAY & VIDEO 360 (DV360)

- Platform Overview & Interface
- Campaign Structure & Line Items
- Audiences, Targeting & Creatives
- Bidding, Optimization & Reporting
- Inventory, Frequency & Brand Safety

CAMPAIGN MANAGER 360 (CM360)

- Ad Serving & Tag Management
- Floodlight Tracking & Conversion Setup
- Click Tags, Pixels & Tracking
- Creative Management & Trafficking
- Reporting, Attribution & Insights

THE TRADE DESK

- TTD platform overview
- Kokai — TTD's AI layer
- Campaign setup in TTD
- Targeting in TTD
- Targeting and Ad Serving
- Audiences & data marketplace
- Inventory & marketplace
- Reporting & metrics in TTD
- Optimization in TTD

CERTIFICATIONS YOU'LL PREPARE FOR

GOOGLE MARKETING PLATFORM



Display & Video 360 (DV360)
Certification



Campaign Manager 360 (CM360)
Certification



Digital Nest Certified
Programmatic Advertising Professional

CAREER ROADMAP

Learn Fundamentals → DV360 CM360

Live Campaign → Certification

INTEGRAL AD SCIENCE

- IAS platform overview
- The verification partner landscape
- Brand safety & suitability
- View-ability measurement
- Invalid traffic & ad fraud

AUDIENCE STRATEGY

- First Party vs Third Party Data •
- Custom Audiences & Segments
- Contextual & Behavioral Targeting
- Lookalike Audiences
- Retargeting Best Practices

OPTIMIZATION

- KPI Planning & Goal Setting
- Budget Allocation & Pacing
- Bid Optimization Strategies
- Viewability & Brand Safety
- Fraud Prevention & Ad Quality

REPORTING & ANALYTICS

- Campaign Performance Reports
- Attribution Models
- Conversions, Reach & Frequency
- ROI Measurement & Insights
- Data Visualization

LIVE CAPSTONE PROJECT

- Plan, Set up and Launch a Real
- Programmatic Campaign
- Optimize in Real Time
- Measure Performance & Present Results

INDUSTRY ROLES

- Programmatic Trader
- Programmatic Media Buyer
- Campaign Manager
- Ad Operations Specialist
- AdTech Specialist
- BH Media Planner
- Digital Marketing Consultant
- Programmatic Analyst
- Performance Marketing Specialist

TOP COMPANIES HIRING



ADDITIONAL SKILLS YOU WILL MASTER

- Programmatic Media Buying
- Display/Banner Advertising
- Connected TV (CTV)
- Digital Out-of-Home (DOOH)
- Native & Audio Advertising
- Viewability Standards
- Retail Media
- OpenRTB Ecosystem
- Private Marketplace (PMP)
- Identity Solutions
- Brand Safety
- Real-Time Bidding
- First-Party Data Activation
- Attribution & Measurement
- Performance Optimization
- Cross-Channel Reporting
- Programmatic Guaranteed
- Audience Strategy
- Fraud Detection

WHAT YOU'LL LEARN



Programmatic Fundamentals

Build a strong foundation in the programmatic advertising ecosystem and workflow.



DV360 Tool Access

Work inside Display & Video 360 with practical view



CM360 Tool Access

Hands-on training on CM-360 platform



Reporting & Analytics

Measure performance, interpret reports and convert data into actionable insights.



Programmatic Media Plan

Create structured media plans covering audience, inventory, budget and KPIs.

BECOME A PROGRAMMATIC ADVERTISING SPECIALIST

Master leading platforms with expert-led practical training.

