

Essentials of Digital Media – AABP Course

Course Description

Now that publishers are relying on digital assets to represent 50% or more of their revenues, their sales teams need to be prepared and have the competency to sell digital and integrated programs. Media sales organizations must be able to demonstrate their knowledge and present their programs with confidence. Sellers must use their understandings to respond to buyers when they don't understand the value of your content and the audiences it attracts, or when buyers have unrealistic measurement expectations.

This course is an absolute requirement to gain a competitive advantage in digital ad sales. You will learn how to sell digital campaigns, best practices for aligning media with client objectives, and understand how to set expectations and discuss measurement and metrics.

Course Outline

Introduction

- How to Get the Most Out of Your Training
- How Advertising Works in the Digital World
- Digital Media Ecosystem Overview

Ad Units and Formats

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- New IAB Ad Portfolio

Ad Delivery and Programmatic Media

- Ad Serving, 1st and 3rd Party Ad Servers
- Ad Delivery Process
- Programmatic Media Ecosystem
- Ad Verification

Ad Placement, Viewability and Ad Fraud

- Viewable Ad Impressions
- Transacting on Viewable Impressions
- Ad Fraud, Causes and Impact
- Ad Fraud Definitions

Data and Audience Targeting

- Data Being Collected
- IAB's Data Lexicon
- Audience Targeting Options
- Quality of 1st and 3rd Party Data
- Ad Choices

Measurement Terminology and Ad Metrics

- Clicks, Click-throughs, CTRs, Interaction Rates
- Video Completion
- View-Throughs, View-Through Considerations
- Attribution, Models and Scenarios
- Performance Metrics
- Bounce Rates
- Cross-Device Measurement

Applying Metrics to Campaign Performance

- What Impacts Performance
- Purchase Decision Funnel
- Campaign Performance – Objectives and Measurement
- Perspectives on Clicks and CTRs

Selling Digital Campaigns

- Discussing the “Trade-Offs”
- Context vs. Audience
- Aligning Assets to Sell Integrated Campaigns

Review & Wrap-Up

- Transformation of the Web and Digital Marketing
- Staying Informed
- Academy of Digital Media Resources