

PROGRAMMATIC TRAINING

Learn more and improve your team's skills

Relevant experts will assist you and your team in the practice of programmatic, also teaching the underlying theory.

Our team has exceptionally extensive experience in programmatic advertising. We work on programmatic not only on the advertisers side but also on the part of the publishers, helping them to sell advertising inventory and therefore have a thorough understanding of the different aspects of the ecosystem.

Training structure

The philosophy of our training is that without hands-on, you will not learn programmatic buying. Therefore, in our training, participants get to practice everything the instructor teaches under the guidance of an instructor. So this is not training worth buying in the hope of a coffee cup and powerpoint show.

Level of knowledge

Your entry level can be anything from scratch to experienced social media or keyword advertising experts. When planning training, we go through teams background and skills level and adapt the training accordingly. In practice, this means that with more experienced team we'll have more time to go through more advanced features like conversion tracking, campaign optimisation, and more advanced reporting in the same amount of time.

What systems we use?

Training can be provided with both of the most popular purchasing tools, the Campaign Manager + Display & Video 360 platform of the Google Marketing Platform or the Adform DSP.

What will you learn?

At the title level, basic programmatic training includes the following:

- What is programmatic buying and its ecosystem, and how does it compare to other digital advertising.
- Basic campaign structure
- Different targeting methods
- Remarketing and conversion tracking
- Reportage

Want to hear more about our training or get an offer tailored to your needs?



Contact me:

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