



## Trained by the people that are winning the awards!

Our trainers are running accounts... and they're running them very well!

They're in the platforms daily and have relevant experiences and up-to-date knowledge to share.



### This is Khaled.

A huge advocate for bulk edits and automation, he loves programmatic because of the endless opportunities it offers.

## Typical Training Content

Explore how to incorporate AppNexus into your Programmatic toolkit. Learn how to plan, build and buy programmatically across AppNexus using our best practice guidelines. Develop a toolkit for targeting, automation and analysis for improving performance.

### AppNexus 101

- Understanding the basics of the DSP landscape and where AppNexus fits
- Comparing AppNexus to other DSPs in the marketplace, and discussing its USPs
- Effective AppNexus Targeting
  - Taking a deep dive into the targeting tools within AppNexus
  - Applying best practice for effective and highly-targeted AppNexus campaigns
  - Learn about the different buying methods in AppNexus
  - Understand how to use the various targeting tools and buying methods to plan effective campaigns
- Creative & Reporting Considerations
  - Understanding what is needed when developing AppNexus creatives
  - Learning about the different reporting and tracking tools within AppNexus and how to leverage campaign insights

Our office is 10-minute walk from **London Bridge and Tower Hill**. All training rooms are very well equipped and comfortable.

We will structure the day around you and your team. Most sessions are a full day from **10am and 4pm** with lots of breaks along the way.

Feel at home in our client kitchen area with as much coffee, tea or squash as you fancy. For all-day sessions, **lunch will be provided** along with ample fruit and biscuit snacks.

