



Certificate I
COURSE 1, DISPLAY

CERTIFICATE I
DISPLAY



DIGITAL FOUNDATIONS

MODULE 1

WHAT IS DISPLAY?

STUDY GUIDE

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In this Display workshop, we'll be covering the basic principles and key terms in order to de-mystify the language and help you speak like a digital media native from the get-go.

This Display Course will cover:

- What is Display and a broad Market overview
- Planning and trading process, a top line view of Ad Ops, plus a little extra ...

There are some commonalities across all the courses, which you can skip, if you have heard it before.

They are repeated for those that only participate within ONE subject course, e.g., only SEM.

Now let's start ...you'll need about 90 minutes to complete this course. The information, that we are covering is what you will need to know for the exam. However, there is more information and context within the Study Guides. We recommend that you review and study before the exams.

This is Display, the first of four courses for Certificate I, and Certificate II is another four courses.

This Display course has 10 modules, each runs for 5-10 minutes, with a quiz or interactive exercise at the end of each.

The 10 modules are

1. What is Display
2. Key terms
3. Market Overview
4. Objectives
5. Audiences
6. Targeting
7. Formats
8. Buying Models
9. More on Buying Models

WHY WORK IN DIGITAL



Rapidly changing



Amazing data and targeting capabilities



Creative opportunities, effective and efficient



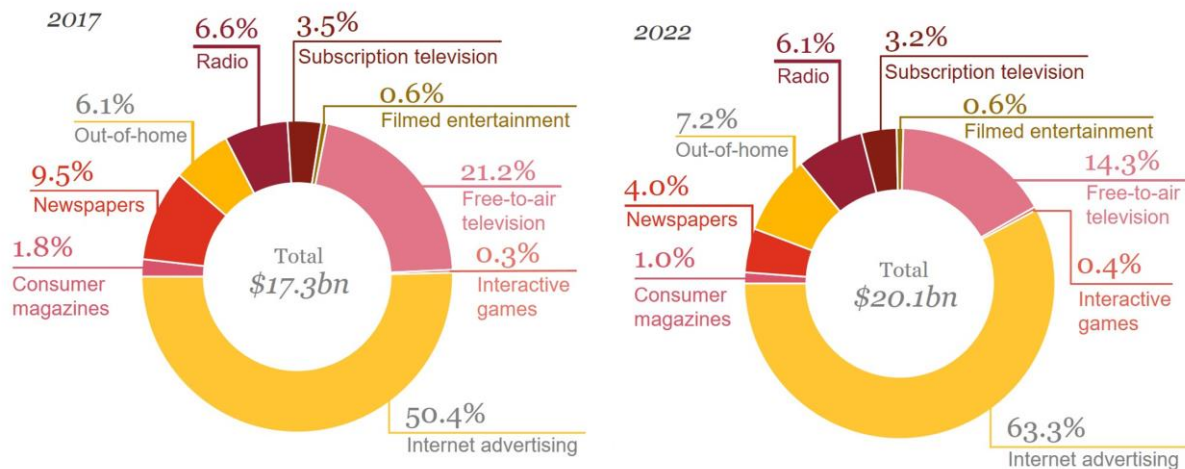
Let's introduce Digital and why working in digital is such an important role today

- It's an exciting time to work in the Digital Advertising industry. Digital is dynamic and rapidly changing.
- It's exciting to be part of an industry where you learn something new every day.
- The data and targeting capabilities available now are mind-blowing, and the industry is moving at such a fast pace that it really keeps you on your toes.
- Did you know that you can target people based on the battery life on their phone?
- The way to buy Digital Display is rapidly becoming more effective and efficient, and the creative opportunities are endless.

Additional Points

- Digital is relevant for everyone – even traditional media is now digital (or heading that way).
- It's the perfect mix of art and science.

OUTLOOK | Australian Advertising Market, By Platform



*SOURCE: Outlook | Australian Entertainment & Media 2017-2021

This chart is from the PwC annual outlook report.

The pie charts represent total advertising spend, 2017 on the left-hand side and 2022 on the right.

The segments of the chart represent each media category, e.g., Consumer magazines, newspapers, etc.

The key point on this chart?

Digital has seen continued growth due to better technology and measurement and is now part of most advertisers' plans.

- Internet advertising represented 50.4% in 2017 and is forecast to grow to a 63.3% share in 2022.
- In 2017 total internet advertising market was \$8.7 billion.
- Expect a 46% overall growth by 2022.

Additional points:

- **Share of expenditure will continue to grow** as more traditional categories such as retail FMCG increasingly spend online to reach their audiences, particularly in video and mobile.
- **Rise of Programmatic** means better targeting, data usage and a shift towards always-on campaigns.
- Online advertising products are becoming increasingly sophisticated due to **technological advances and improved data capabilities**. This allows advertisers to reach specific target audiences with very little wastage compared with traditional channels.
- Growth in General Display is fuelled by **better measurement, metrics and analytics**, e.g. Nielsen Campaign Ratings.

UNIQUE ATTRIBUTES OF DIGITAL ADVERTISING



ENGAGING

An opportunity to entertain via rich media, content creation & interaction



CONNECTED

Mass reach to connect & communicate with consumers across multiple screens



PARTICIPATORY

Truly interactive digital allows consumers to share and interact with brands



TARGETED

In-depth knowledge of consumers and user behaviour allows granular targeting



ACCOUNTABLE

Cost effective & inherently measurable, data is key to digital success



LIVE

Always-on environment allows fast feedback and campaign optimisation

There are some unique attributes to digital advertising.

Digital is highly targeted with low wastage and provides immediate accountability and optimisation. Plus, it engages, connects and lets consumers participate!

There are so many different ways to use Digital Media, across multiple different touchpoints. From rich media and expanding banners on a homepage, to a shareable video or a targeted email in your inbox.

On this chart there are six unique attributes. Engaging, Connected, Participatory, Targeted, Accountable and Live.

Digital is unique because there are advertising opportunities that you cannot necessarily do on other traditional media channels.

Let's explain each of the attributes.

Engaging - entertain and engage via rich media, in-banner video, sharing, games and interaction; show people more without them having to leave the site or content. For example, on a website there is an advertiser's banner. Within the banner there is a movie trailer playing.

Connected - Allows you to drive your audience to your website with one simple click. For example, the Instagram shopping unit, you might be scrolling through your feed, see an app you like, and download immediately.

Participatory - allows consumers to share, interact and become actively involved with your brand, rather than passively watching an ad on TV. *May include interactive video banners where you can click through and look through banner frames.*

Targeted - you can either buy mass audiences with immediate reach or create a one-to-one conversation at an individual level.

Additional Points

- Display enables granular targeting capabilities with the ability to reach people
 - Of a certain age,
 - Living in a particular postcode,
 - Using a certain type of device, or
 - Interested in particular topics
- Targeted advertising means lower 'wastage' - you're not spending money to reach people who aren't interested in your product



Accountable - Display is very measurable

- Buyers can quickly see what is and isn't working and get insight into audience segments, creative and messaging
- Digital targeting is cost efficient and allows you to see return on investment

LIVE/Real-Time - The 'Always-On' environment

- Allows fast feedback and campaign optimisation
- Buyers can immediately respond to intent triggers and performance signals

Key point:

Digital is highly targeted with low wastage, provides immediate accountability and optimisation.

TYPES OF DISPLAY



There are numerous types of Display

Opportunities are endless! Display Advertising is a graphical ad message that is ad served at the top, bottom or side of page content. It's sometimes enhanced with simple animation or rich media interactivity.

- Display comes in many formats – standard, mobile, eDMs, high impact and formats and rich media.
- More detail will be covered within the formats section of this course.

IN THIS SECTION WE HAVE COVERED...

1	An introduction of why you would work in Digital
2	How and why Digital is growing
3	Digital's six unique attributes
4	Overview of types of Display ad formats

The next section will continue with What is Display, by covering some key terms.

What you learnt in this bite size section was:

1. An introduction of why you would work in digital
2. How and why digital is growing
3. Digital's six unique attributes
4. And an overview of types of Display ad formats

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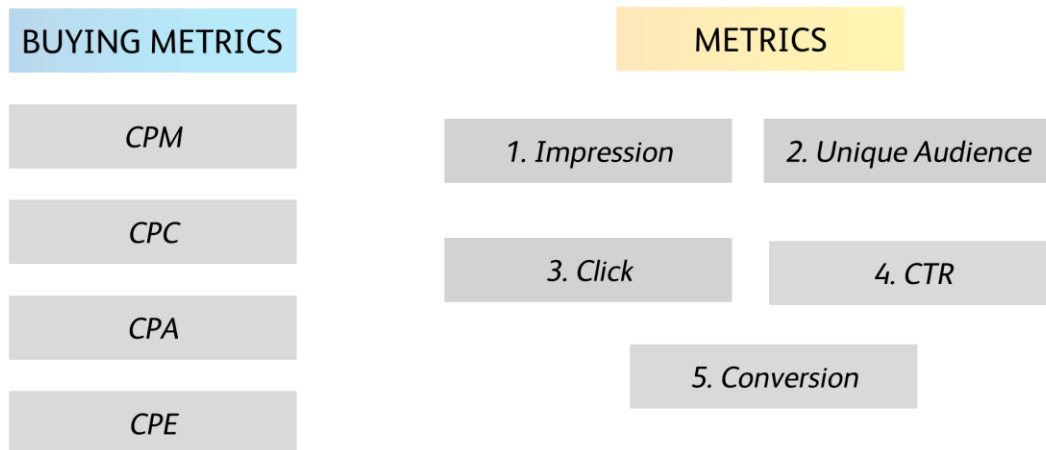


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MODULE 2 KEY TERMS

STUDY GUIDE

LET'S START WITH SOME KEY TERMS



We will be discussing a lot of terms throughout the sessions.

- Many of the same terms apply across Display and Video etc, so there will be repetition.
- We will be discussing the main ones in this section, but it will be up to you to study and review all.
- You will find definitions within the MFA Study Guide and the Glossary (found on the MFA website).

It's important that you feel comfortable defining and using key industry acronyms to communicate with digital, agency and sales people, clients and colleagues.

Note - Buying Metrics will be discussed within the Buying section of this course.

Let's now review FIVE key terms. Impression, Clicks, CTR, Unique Audience and Conversion.

1. **Impression.** An instance of an ad being served on a particular web page and the presentation is tracked. Impressions are used to demonstrate to a client how many opportunities to see there were.
2. **Unique Audience (UA).** The total number of unique people (de-duplicated) that visited a site at least once during the specified time period.

So, this means if someone visits the Sydney Morning Herald homepage three times in a day, they would only be counted as one unique audience.

3. **Click.** The number of times an ad is clicked.

A click refers to the opportunity for a user to learn more about your product, e.g., they could download a file by clicking on an advertisement, as recorded by the server.

A click is also the result of a measurable interaction with an advertisement or key word that links to the advertiser's intended website or another page / frame within the website.

4. **CTR (Click through Rate)** – The total volume of clicks for that placement divided by total volume of impressions x 100.

It's an indication of how effective a placement is at generating responses and engagement.

5. **Conversion** – This is a completed activity that is defined by your KPIs as important to your client's campaign. It could include a land on a web page, starting a quote or watching a video, or even completing a sale on a website.

WHO TO REACH AND HOW MANY TIMES?



REACH indicates the size of the unduplicated audience.

FREQUENCY is how many times an individual is exposed to your ad.

FREQUENCY CAP To maximise reach it is beneficial to cap your frequency.

The following aren't unique to digital, but also commonly used metrics.

The terms are Reach, Frequency and Frequency Capping.

These terms determine who to reach and how many times (frequency and frequency capping).

They terms are used to determine:

- The effective reach and frequency for a given campaign.
 - Reach indicates the size of the unduplicated audience and this gives you an indication of the amount of people that were exposed to your campaign.
 - Frequency is the number of times a user is estimated to be exposed to an ad.
 - Frequency Capping is restricting (capping) the number of times (frequency) a specific visitor to a website is shown a particular advertisement. If you only want the audience to see it once, you would set the frequency cap at one.
- If your goal is awareness, then it is important to ensure frequency is limited while reach is maximised. This is why you would use frequency capping, as it relies on data to allow you to understand how many times people have seen your ad, to which you can adjust your technology platform.



IN THIS SECTION WE HAVE COVERED...



Key Terms:

- Impressions
- Unique Audience
- Click
- CTR
- Conversion
- Reach
- Frequency
- Frequency Capping

That concludes the What is Display section.

In this section we have covered:

- Key terms
 1. Impressions
 2. Unique Audience
 3. Click
 4. CTR
 5. Conversion
 6. Reach
 7. Frequency
 8. Frequency Capping

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DIGITAL FOUNDATIONS

MODULE 3

MARKET OVERVIEW

STUDY GUIDE

The Evolution of Online Display Advertising

Click to play

Module 3

Slide – Market Overview

<https://www.youtube.com/watch?v=efHVOWcNJZo>

The following video is from the IAB in the UK and was made in 2017.

It demonstrates how the digital advertising ecosystem has evolved over the years; this evolution is important to understand.



<https://www.mediascope.com.au/mediascapes>

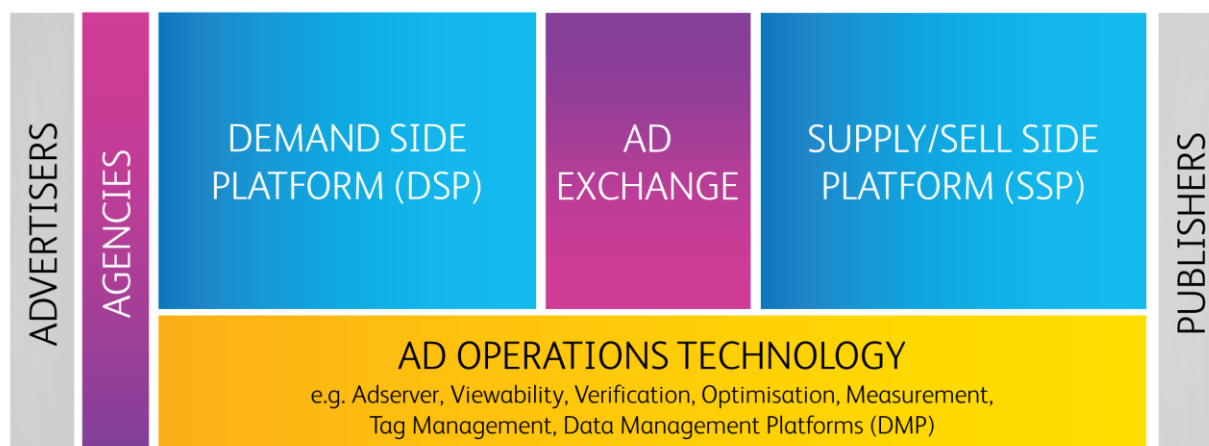
The digital landscape is complex and constantly evolving.

This mediascape is of the digital trading landscape in Australia.

Our role as digital experts is to help our clients navigate these dynamics.

- This complex web of content, technology, measurement and enabling providers demonstrates the fragmentation within the digital media marketplace.
- It is constantly evolving as the market develops. It changes so fast, in fact, that this picture is out of date before it's even published!
- Our role is to help clients navigate these dynamics and to deliver on their objectives as efficiently as possible.

SIMPLIFIED PROGRAMMATIC ECOSYSTEM



You can simplify the programmatic ecosystem into distinct key areas.

- This represents a simplified version for the programmatic trading ecosystem.
- The importance of each of these areas will vary depending on your client or campaign objectives.

DSP = Demand Side Platform, a technology platform that allows buyers of digital advertising inventory (media agencies and advertisers) to manage multiple ad exchanges and data exchange accounts through one interface.

Then you have the publisher's Supply Side Platform or Sell Side Platform (SSP).

SSP = a technology platform that enables web publishers (e.g., News.com) to manage their advertising space inventory, fill it with ads, and receive revenue. For example, Unruly.

Ad Exchange = technology platform that facilitates the buying and selling of media advertising inventory from multiple ad networks in real time. Prices for the inventory are often determined through bidding.

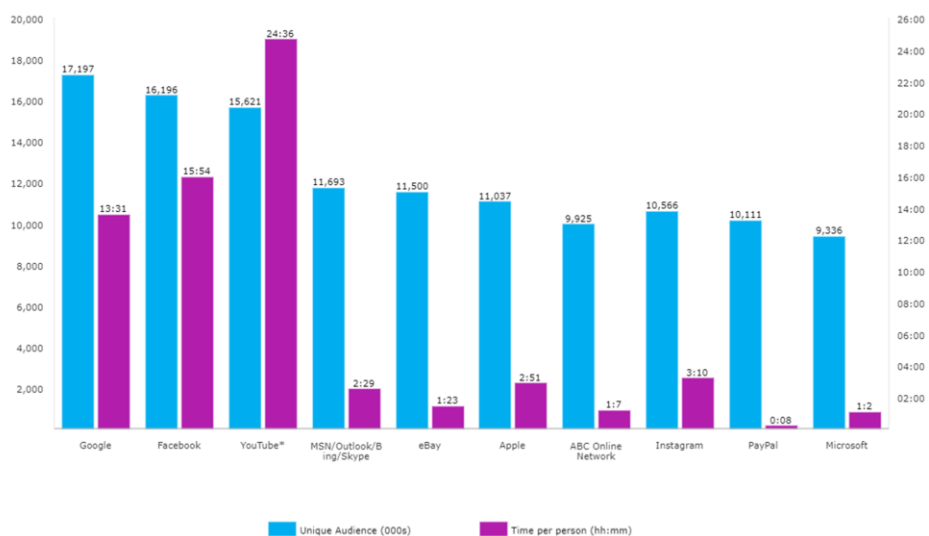
The approach is technology-driven as opposed to the historical approach of negotiating price on media inventory.

- Think of a model like eBay, where you have buyers and sellers. In this instance the SSP are the sellers selling an item, for example, Jeans and the buyer would be the DSP searching for a pair of Jeans.
- eBay is the Ad Exchange, it facilitates the buying and selling of these products in real time where the price is determined by bidding.

This is all underpinned Ad Operations Technology, used to fulfil, optimise, measure, verify and report an ad campaign e.g., Adserver, Viewability, Verification, Optimisation, Measurement, Tag Management, Data Management Platforms (DMP).

AUSTRALIAN DIGITAL LANDSCAPE

UNIQUE AUDIENCE VS DURATION



Source: Digital Consent Ratings, Text, September 2018, People 2+, Monthly Total. *YouTube duration reporting is sourced from DCR Monthly Total
Copyright © 2018 The Nielsen Company

This chart is from Nielsen and represents Australia's digital landscape broken down by unique audience and time spent.

It is no surprise that it is dominated by Facebook, Google and YouTube.

The major portals and publishers can deliver great scale and solid targeting opportunities.

But it's important to remember that there are a lot of other sites and opportunities out there worth considering too.

- For example, if you want to reach people who really love dogs, whilst YouTube might be a great way to get that reach, a site such as ilovedogs.com would allow you to reach people who are very relevant for your campaign.

Now, through Programmatic (as explained on the video) we can buy audiences across thousands of sites.

Instead of using single publisher content as a proxy, individual site reach becomes a less useful metric.



IN THIS SECTION WE HAVE COVERED...

1	The evolution of Online Display Advertising
2	A simplified Programmatic Ecosystem
3	That there are many site advertising opportunities, which is enhanced via programmatic trading

That concludes The Market Overview section.

What you learnt was:

1. The evolution of Online Display Advertising
2. A simplified Programmatic Ecosystem
3. And remember That there are many site advertising opportunities, which has opened up because of programmatic trading.

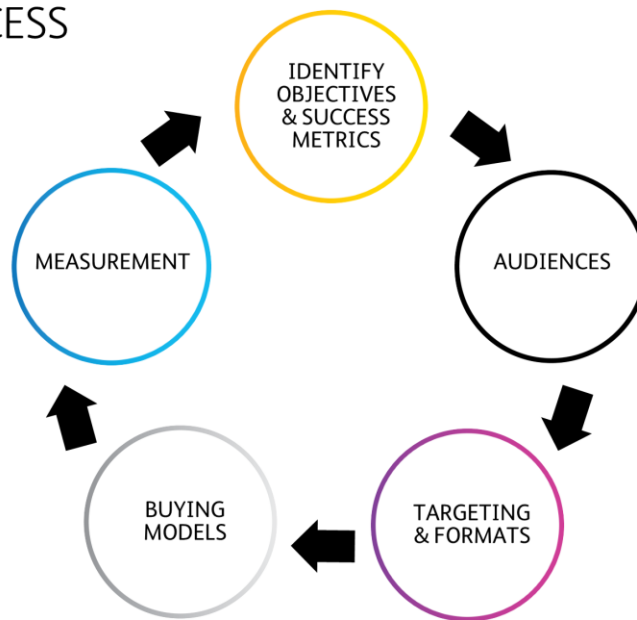
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MODULE 4 IDENTIFY OBJECTIVES AND SUCCESS METRICS STUDY GUIDE

DISPLAY PROCESS



This is a generic Display Process

Every company/agency will have its own bespoke planning process to help you understand who your client's existing and potential customers are, and how best to connect with them through paid, owned and earned channels.

There are several factors you need to consider. The main ones are:

1. Identify Objectives and Success Metrics
What is the response we're looking for in our audience, and how best to drive it?
2. Audiences
Who are we trying to reach, what channels do they use; and how, where and when do we need to connect with them?
3. Formats & Targeting
What is the best creative potential and message impact; how do we limit wastage and talk exclusively to our target audience?
4. Buying Models
What is the best buying model by format?
5. Measurement
How will we measure and validate?

Remember each company/agency has its own bespoke planning process.
This generic display process demonstrates the various stages that need to be considered.

IDENTIFY YOUR OBJECTIVES



In order to choose the right metric to define the success of a campaign, you need to know the campaign's objective.

What will define success?

There is a lot to measure in Display, and it's tempting to measure it all.

But don't just measure for the sake of it. What is important is to understand your KPI – Key Performance Indicator, which will help you define success in your campaign.

Success is defined by the client's objective, for example:

- ASOS to sell clothes,
- Mercedes to test drive cars,
- Movies to get video views of their trailers.

It's important to be single-minded in the metrics you use to determine campaign success.

These should be based solely on the campaign's objective.

IDENTIFY YOUR OBJECTIVES



It is difficult to deliver against the different objectives, for example, awareness (e.g. impressions, reach), CTR (e.g. clicks), viewability, sales and brand affinity.

As they're all different objectives.

IDENTIFY YOUR OBJECTIVES



Know your
CAMPAIGN
OBJECTIVE

Know your campaign objective, in order to determine the right metric to define its success.

- For example, if the objective is to gain qualified leads for a car insurer, then you need to drive people to your site and request a quote.

All stages of the process and the metrics you choose should then be geared towards this end goal, i.e., the objective.

- For example, if your objective is to reveal new detergent packaging, you may show a video to your target audience, with no need for them to go to your site or download for more information.
- In this case, there is no need to measure clicks or click-through rates.
- The goal is how many people watched the video.

Remember, understand your campaign objective in order to determine the right metric to define success

METRICS TO MATCH THE OBJECTIVE


OBJECTIVE	e.g. PRIMARY METRIC	e.g. SECONDARY METRIC
Awareness	Reach and frequency Viewability rates	CTR, Cost per unique
Understanding	Volume of interactions Video views	CPC, Cost per completed view
Consideration	Search engine uplift (engagement mapping) Brand uplift/research	Cost per engagement (social)
Purchase	CPA, ROAS/ROI	CPL

So, you may have seen a purchase funnels in the past.

Here we have broken up the objectives within the funnel and put alongside the primary and secondary metrics that you would use to measure the success of your campaign.

Here are some of the more traditional performance elements that might be used. Such as a sale (purchase), as well as more brand metrics such as awareness.

- Awareness - Primary metric may include:
 - Reach and frequency objectives for a specific target audience.
 - Viewability may be a specific goal, and metrics such as cost per unique or cost per completed video view may be used as the media transaction, or as the optimisation metric. It describes how many times your ad had the chance to be seen.
- Some secondary metrics:
 - Click through rate (CTR) or cost per unique audience.
- Understanding - measuring how many people have understood the message of your ad.
 - Primary - Measuring interaction which could be a LIKE on social or a click on a rich media banner.
 - Your secondary metrics could be cost related such as cost per click or cost per completed view.



- Consideration

- Primary - Search engine uplift could be where a TV ad is aired on broadcast TV and you monitor how many searches came up for your brand term that evening and the following day.
- You could also use brand uplift or research studies to see brand favourability or consideration of intent to purchase. A secondary metric would be cost per engagement (CPE) through social media channels.
 - Some advertisers are also interested in measuring Return on Advertising Spend, which directly compares revenue generated to (online) advertising spend.
 - This is more relevant to advertisers who sell their services or products online and should be measured while considering the attribution of channels that lead to that conversion i.e. Last click may not necessarily have been the main driver of that sale.

- Purchase

- Primary - for example: cost per acquisition (CPA) or cost per lead (CPL), extending to value of orders or projected lifetime customer value.
- It may include a call to a call centre or be tracked to in-store uplift.
- Some advertisers are also interested in measuring Return on Advertising Spend, (ROAS) which directly compares revenue generated to (online) advertising spend.
- This is more relevant to advertisers who sell their services or products online and should be measured while considering the attribution of channels that lead to that conversion i.e. Last click may not necessarily have been the main driver of that sale.



IN THIS SECTION WE HAVE COVERED...

1

Display Planning Process

2

Identify Objectives + Success Metrics

That concludes the Identify Objectives and Success Metrics section.

In this section we have covered:

- An overview of the Display Planning Process
- And the first step of identifying objectives and the success metrics

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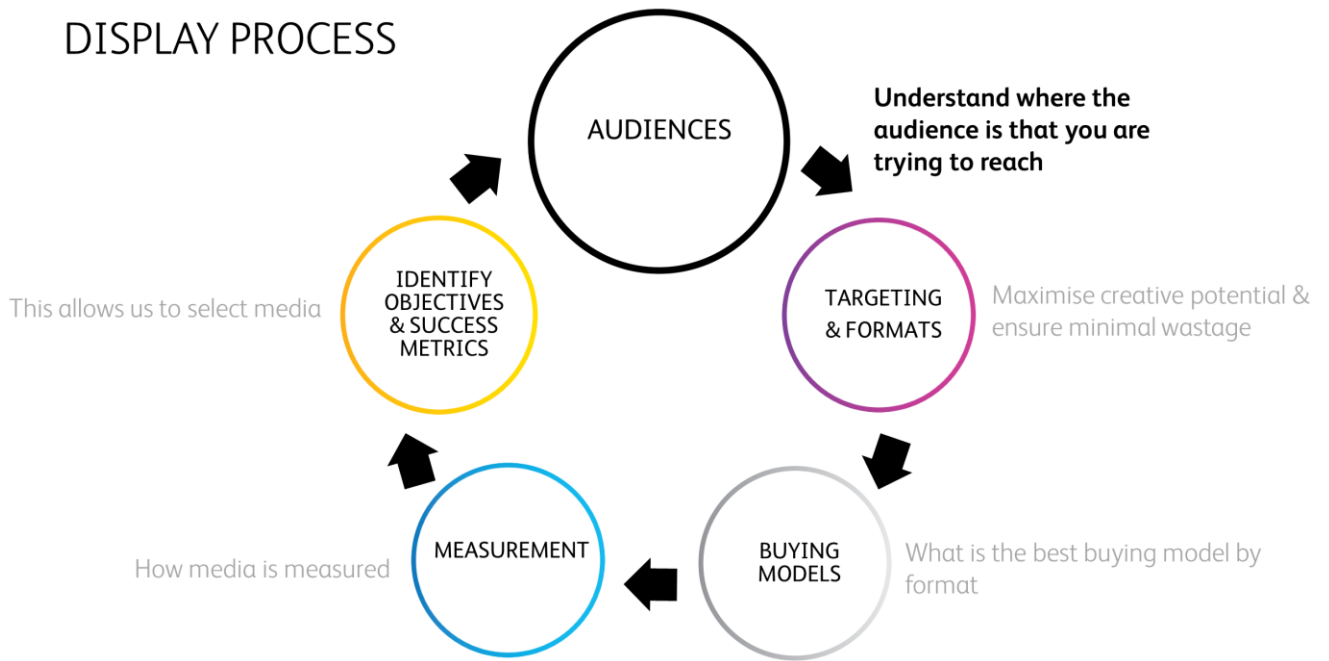


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MODULE 5 AUDIENCES










STUDY GUIDE

DISPLAY PROCESS



Once you've determined what you are trying to achieve and how you will measure it, the next step is to understand where the audience is that you're trying to reach.

AUDIENCE MEASUREMENT TOOLS

1. AUDIENCE INSIGHTS	2. RATINGS & TRAFFIC	3. COMPETITIVE	
 	  	   	
<p>Cross platform audience insight surveys</p>	<p>Panel data measuring key traffic and demographic metrics</p>	<p>Site analytics to understand and define audiences</p>	<p>Tool for monitoring digital advertising across all devices</p>

We'll cover a few of the standard industry measurement tools/systems as well as some useful sources to help you determine how your screen strategy can best connect with a clients' existing and potential new customers.

We can bucket the measurement tools into three sections:

1. Audience Insights,
2. Ratings and Traffic, and
3. Competitive.

Screen measurement isn't perfect and it is evolving. With Nielsen operating the major digital measurement contract for Australia and OzTAM operating the major TV measurement, there are gaps in consistency and ability to measure.

- For example, whether a supermarket shopper saw your Window Cleaner Ad on 7 News last night and then saw it again before a movie trailer on YouTube.

Your organisation will have access to proprietary tools, as well as bespoke processes for modelling cross-screen behaviours and tactics to connect most efficiently.

AUDIENCE MEASUREMENT TOOLS

1. AUDIENCE INSIGHTS



Cross platform audience
insight surveys



Audience Insights – How do you determine cross-platform audience insight surveys?

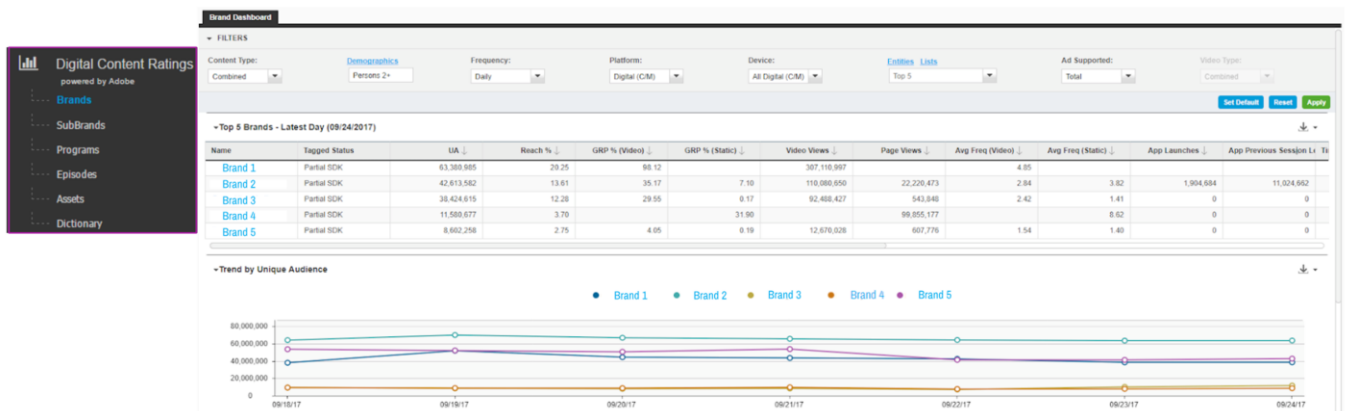
You may want to know ...

- How big is the combined streaming audience across desktop, mobile & tablet?
- How does our digital reach compare to that of channel 7 TV?

The resources include Roy Morgan, Nielsen or EMMA which most agencies will have.

These are huge databases of research to ascertain audience insights.

NIELSEN MEDIAVIEW



You can note that YouTube and Google are ranked highly for time spent.

Nielsen Media View is a dashboard within the Nielsen suite of measurement tools that enables media planners to gain understanding of Australia's digital media landscape. You can:

- Create reports that rank the top websites by unique audience, time spent and sessions etc.
- You can build your own reports that show websites visited by a particular demographic as well as ones that show a websites traffic across daily, weekly and monthly time periods.

An example of this, is if you have a client that is selling aftershave to men aged 18-24, you can download a report against the demographic and see what sites they are on.

Recently, Nielsen has added to its suite of products by developing a view of Australians' mobile and tablet audience behaviours. Up until now, this hasn't been possible, and it provides valuable insight into our target audience's behaviours.

The breadth and depth of the data set provides a comprehensive picture of Australian consumers: from a wide range of demographic and lifestyle data, detailed information on purchasing behaviours and attitudes, through to extensive reporting and comparisons on media habits.

AUDIENCE MEASUREMENT TOOLS

2. RATINGS AND TRAFFIC



Panel data measuring key traffic and demographic metrics

Site analytics to understand and define audiences



Ratings and Traffic.

Resources can be split into two areas:

1. Panel data
2. Site analytics

1. Panel data measures key traffic and demographic metrics.

Some resource examples are:

- Nielsen – Nielsen provides comprehensive reporting on video-streaming by demographics and by site, including session times and video numbers.
 - Multiscreen reporting helps determine where to find your audiences and provides insight into their online video behavior.
 - The Connected Consumers report helps understand device usage relevant for your target audiences.
 - Nielsen Digital Ratings provides campaign data to validate in-target viewing and is often used for video given the relative costs for inventory.
- OzTAM – Useful source to learn about TV ratings and how they work alongside video.

2. Site analytics helps to understand and define audiences, for example:

- Which videos are getting the best results?
- How is your YouTube channel performing?
- Your campaign might be delivering great traffic however that traffic might be of poor quality or have a high bounce back rate.

Some resource examples are:

- Google – Seasonality, trends and activities online to help you understand video content and provide insight into how and when your audience might want to view video content related to your brand.

Consumer Surveys can help quantify video efficacy for control and exposed groups.

- Facebook Insights – specific demographic and targeting information targeted by interest and estimated volume opportunity for video viewing.
- YouTube – main source of video content trends, enabling content planning and analysis.

AUDIENCE MEASUREMENT TOOLS

3. COMPETITIVE



Tool for monitoring digital advertising
across all devices

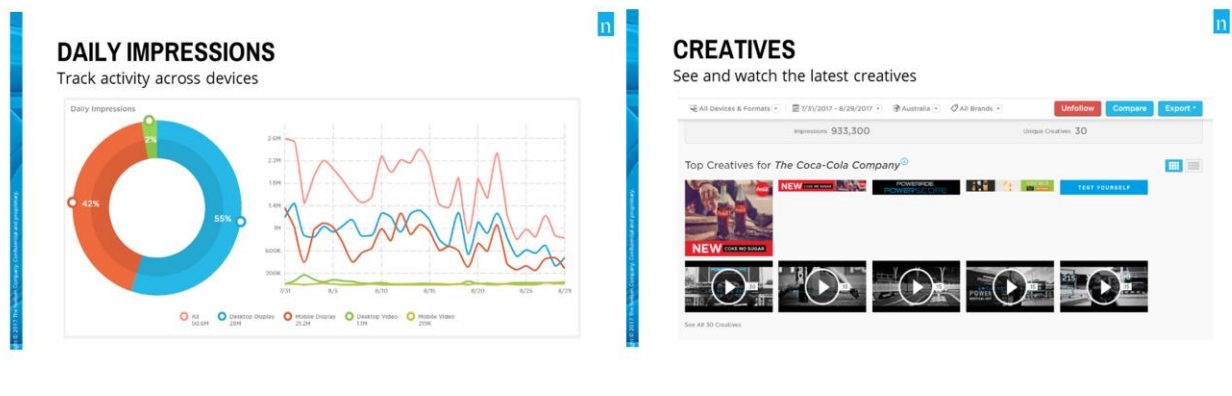


3. Competitive

Pathmatics is a tool for monitoring digital advertising across all devices.

Provides insights to understand competitive brand/product activity.

For example, what does the competitor's digital creative look like?



This is an example of Nielsen Pathmatic's report.

What does it provide?

The Pathmatics tool allows you to run reports to better understand your competitors, for example:

- Creative executions
- Volume of activity
- When they scheduled their activity
- Across the different platforms

An example, if Optus had an offer in the market for a new iPhone that was \$80/month and were expecting a certain amount of signups but the results were poor.

You could jump on Pathmatics and note that Vodafone have the exact same offer for the exact same iPhone however it is \$10 cheaper.


May help to explain why you aren't receiving the sales projection you had expected.



IN THIS SECTION WE HAVE COVERED:

1	Various key industry measurement systems
2	The resources to uncover audience insights, online behaviour and tactics to connect efficiently
3	Remember, your company will have its own proprietary tools

In this section we have covered

- Various key industry measurement systems
 - The resources to uncover audience insights, online behaviour and tactics to connect efficiently
 - Remember, your company will have its own proprietary tools
- 

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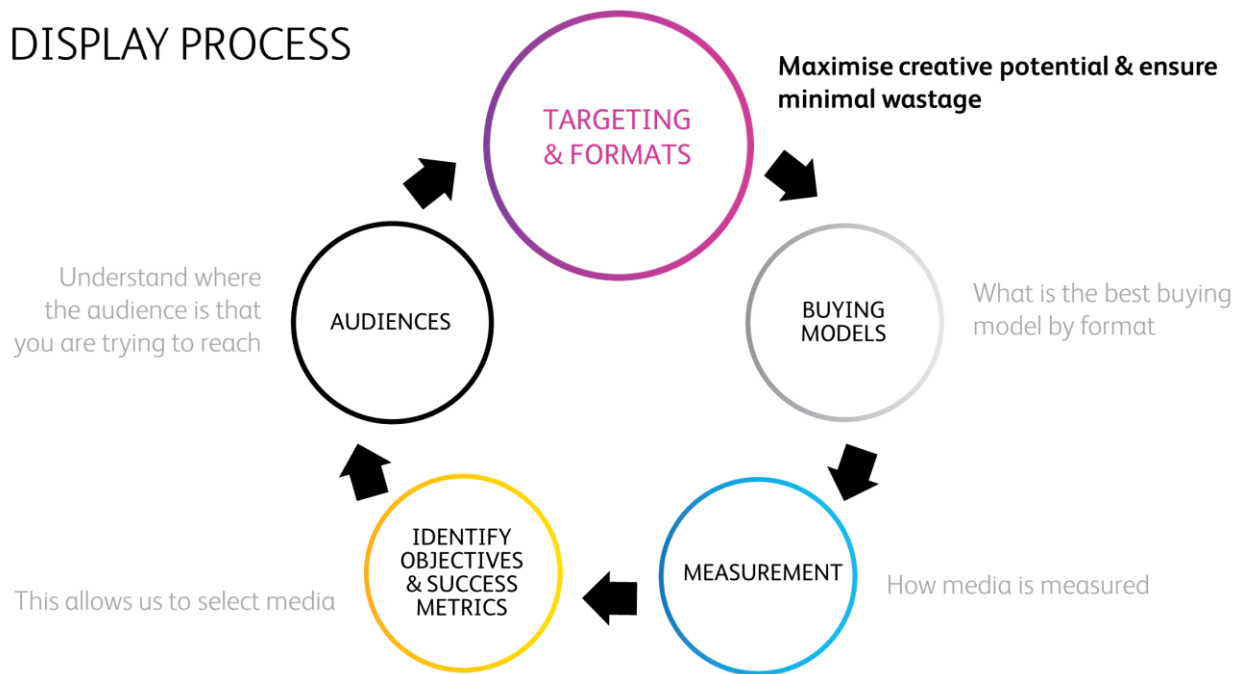


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MODULE 6 TARGETING

STUDY GUIDE

DISPLAY PROCESS



We have identified the objectives and success metrics and determined who the audience is.

Our next step in the process is to determine who you are targeting, and the best creative formats to use in order to maximise the creative potential and ensure minimal wastage.

TARGETING TACTICS AND OPTIONS



Once we have defined the target audience for our campaign, we set out our tactics to reach these segments in the most efficient way possible.



We have bucketed them into eight targeting tactics and options.

They are, Contextual, Audience & Behavioural, Data-led, Re-targeting, Location, Date and Time, Look-a-like and Keyword.

1. Contextual Targeting is a basic level of targeting by placing the ad on sites or in relevant sections for the advertiser. This allows your ad to be seen in the 'right place', where a user may expect and want to see it.
 - An example would be if you are advertising dog food you might put your ad on a website e.g. ilovedogs.com in an environment where people are looking at content specific for dogs.
2. Audience and Behavioural Targeting is targeting a specific audience based on their demographics, interests, life stage or, most likely, a combination of these. This can be measured through Roy Morgan. Behavioural Targeting uses browsing history, with cookies tracking interests and past online activities
 - For example, do we only want our Broadband offer to reach people who are moving to a new house?
3. Data-led targeting is the practice of targeting individuals using data from both external, or clients' own data sources.

Client data might include CRM (anonymised email addresses, phone numbers), while external data might include second or third party data.

- For example, if you are an automobile brand, you might have a list of all the email addresses and phone numbers of customers who own your car and may be looking for an upgrade.
- Another example is using data from external factors, such as an Ice Cream Company using temperature data – only advertising when the temperature reaches a certain level.
- An in-market audience example.
If we target people in market to buy a car, we would need more than just contextual targeting on an Automotive site, we would need to add layers of datapoints such as 'how many times have they visited in a month', 'what other sites have they visited in the past month', 'what is their employment status or household income' (could be derived from other online behaviours) – this would then determine in-market versus enthusiast.
- A custom audience example.
Creating target audiences via data from second parties, such as Facebook Custom Audiences, or Quantum Shopper data.

- 
4. Re-Targeting is the process of reaching an audience that has already been exposed to a message, offer or advertiser's website. It's an opportunity to target users who have visited but not converted on what they have previously browsed.
 - For example, going onto the Iconic to look at a dress, deciding you do not need more clothes and then later seeing an ad for the same dress on News.com.au encouraging you to relick and eventually purchase.
 5. Location Targeting provides tailored and relevant messages based on a user's location. The additional benefit is reduction of impression wastage and media costs. Now possible due to the plethora of data available and the importance of the mobile device to our audience.
 - For example, if you are walking past a car dealership, they can ping you with the latest deal in that area.
 6. Date and Time Targeting is an option that restricts advertising to run at the time of day or day of the week. i.e. day – part, when it's most likely to reach and engage the target audience.
 - For example, advertising for a Pizza Company post 5pm when people are looking for dinner and not 8am when people are commuting to work.
 7. Look-a-like Targeting allows you to find people who are similar to your customers or prospects by building a look-a-like audience.
 - For example, you are more likely to purchase if you look similar to existing customers.
 8. Key Word Targeting is the ability to serve ads alongside relevant content based on user search terms.
 - For example, if you were a bank you might have key words such as insurance or current account so if there was an article that mentioned those, your ad would appear alongside.
- 



IN THIS SECTION WE COVERED...



There are eight targeting tactics and options:

- Contextual
- Audience & Behavioural
- Data-led
- Re-targeting
- Location
- Date & Time
- Look-a-like
- Keyword

In this section we have covered ...

- There are eight targeting tactics and options
 - Contextual, Audience and Behavioural, Data-led, Re-targeting, Location, Date & Time, Look-a-like and Keyword.
- 

CERTIFICATE I
DISPLAY

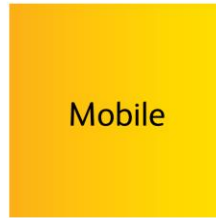
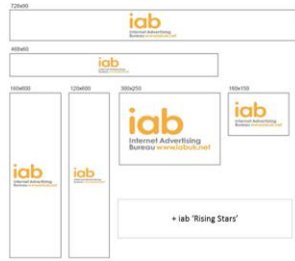


DIGITAL FOUNDATIONS

MODULE 7 FORMATS

STUDY GUIDE

TYPES OF DISPLAY



Now let's look at the formats available.

There are multiple different Display Ad formats.

To optimise efficiency, impact and opportunity, you'll need to choose the right format to suit your campaign objective.

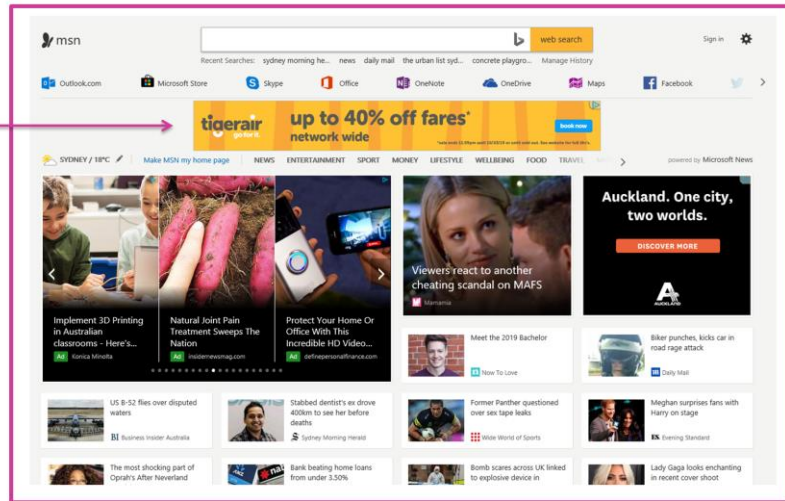
The format choices are:

Standard display, eDM, Mobile, High Impact/Rich Media. We shall share examples next.

This is what is available now, however, as you go through the course, more may have been developed.

STANDARD BANNERS – Desktop Example

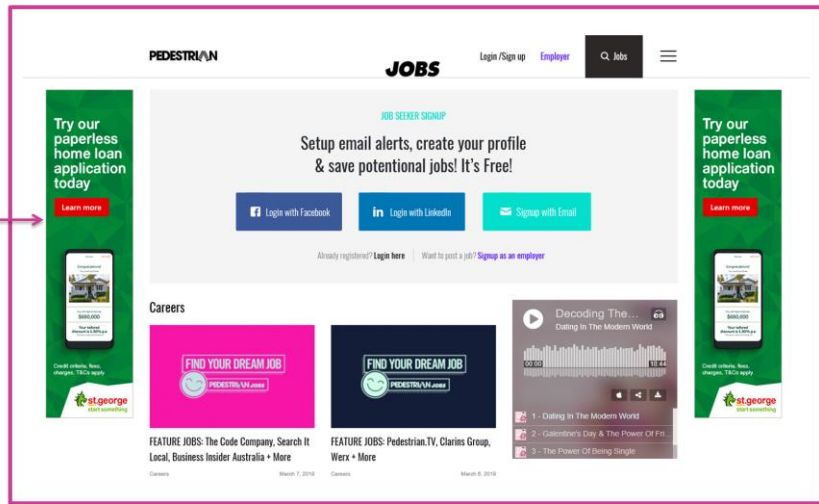
Leaderboard 728 x 90



Standard Display includes traditional ad formats known as standard banners. The most commonly used banners include the Leaderboard (728x90) which normally sits at the top of a page.

STANDARD BANNERS – Desktop Example

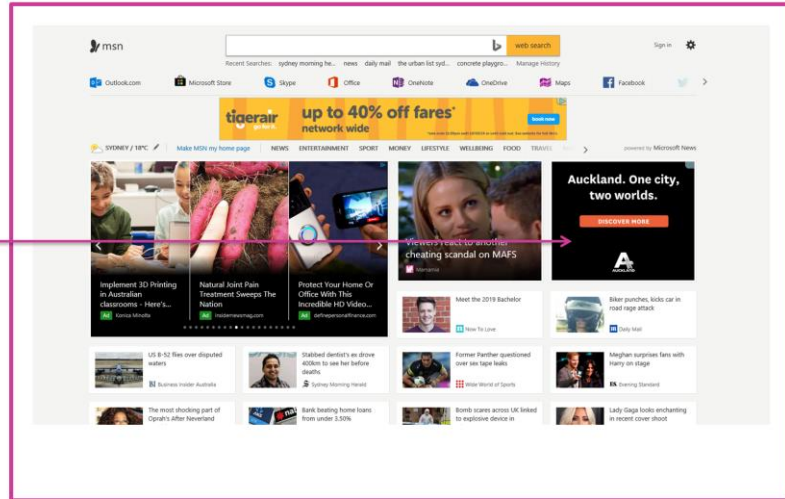
Skyscraper
120x600, 160x600



Skyscraper (120x600, 160x600) traditionally sit down the side of the page.

STANDARD BANNERS – Desktop Example

MREC 300 x 250



Medium Rectangles (MRECs – 300 x 250 pixels)

The reason we have these standardised sizes is so creative agencies are not creating millions of different versions.

The IAB (Interactive Advertising Bureau) creates standardised technical formats and usage guidelines to help buyers, publishers and creative agencies adopt common ad units at scale. These standards for new formats are called 'Rising Stars' – for more information visit the IAB website - however, individual sites may create their own custom or native ad units.

There are criticisms around “banner blindness”, and users not seeing or responding to ads. Choosing the right location/placement are crucial when it comes to how receptive customers will be.

They usually offer the cheapest CPM of the display formats.

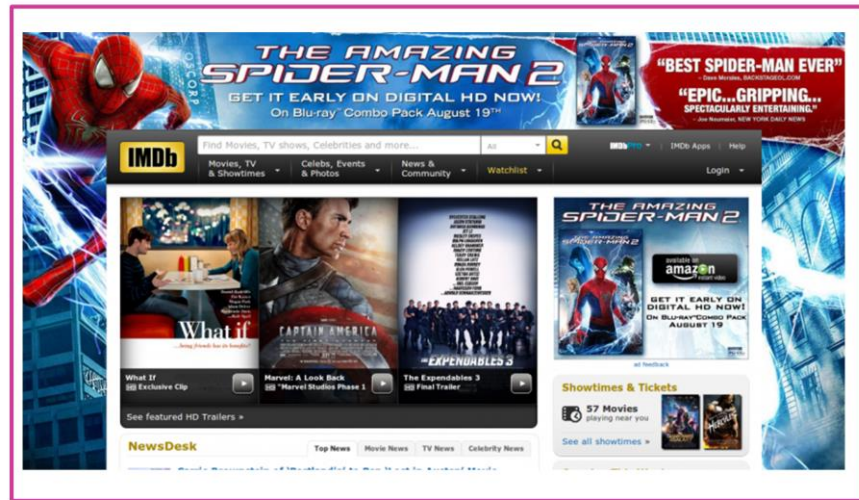
Though cheap does NOT mean cost efficient or effective in delivering the message.

- You can have a low click through rate and viewability needs to be monitored.
- CPM's will vary dependent on format (skyscraper vs leaderboard) and placement on the site/page.

This is an example of an MREC.

STANDARD BANNERS – Desktop Example

Roadblock and Skins

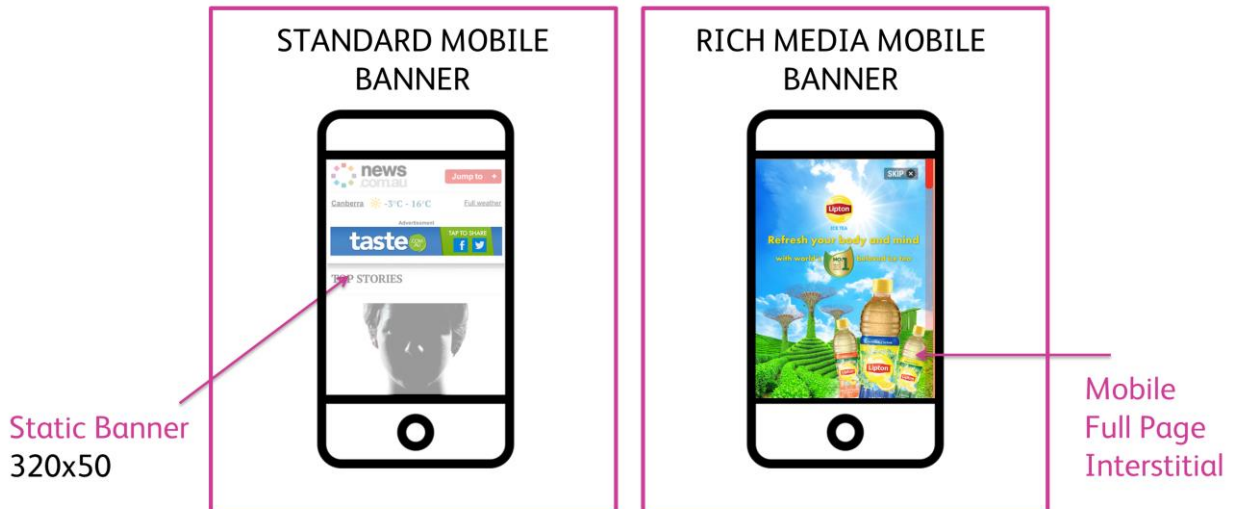


Here are examples of Roadblocks and Skins

These are traditionally used for sponsorship, where the advertiser does not share the page with any other advertiser.

For example, a brand associated with a certain sport (cricket) might want to do a roadblock of a cricket site to gain strong affinity with their brand.

STANDARD BANNERS – Mobile Example



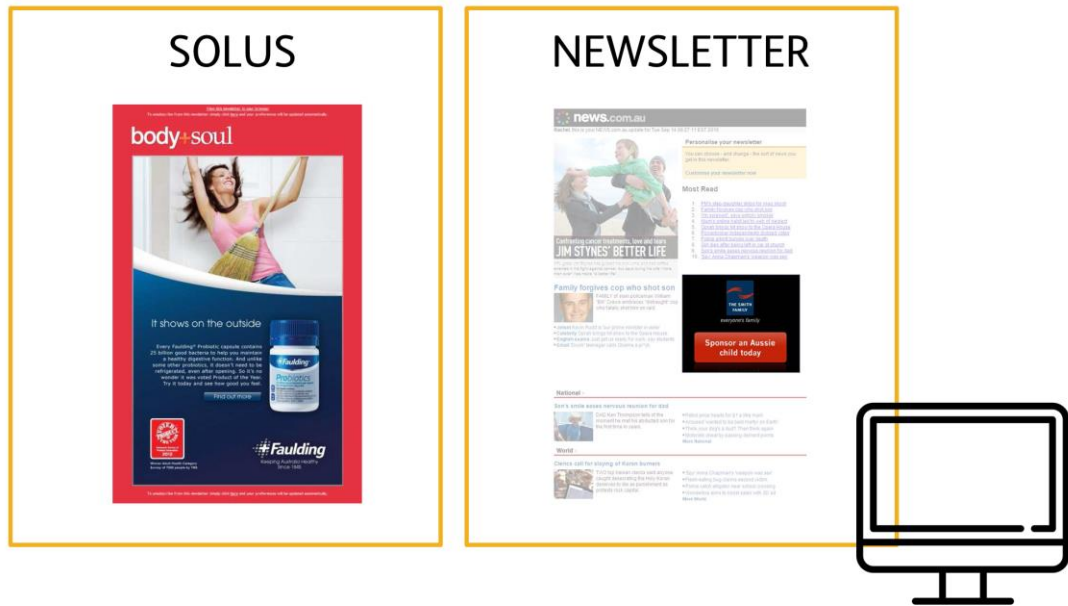
Here are examples on Mobile.

Make sure you note the sizes (they are in the exam questions)

Standard banners for mobile include:

- Static Banner (320 x 50)
- Static interstitial (300x250) – high impact
- Mobile sponsorship banner e.g. news.com.au.
- Mobile MREC, which would be part of a sponsorship or ROS (Run Of Site).

NEWSLETTERS AND SOLUS EMAIL - Example



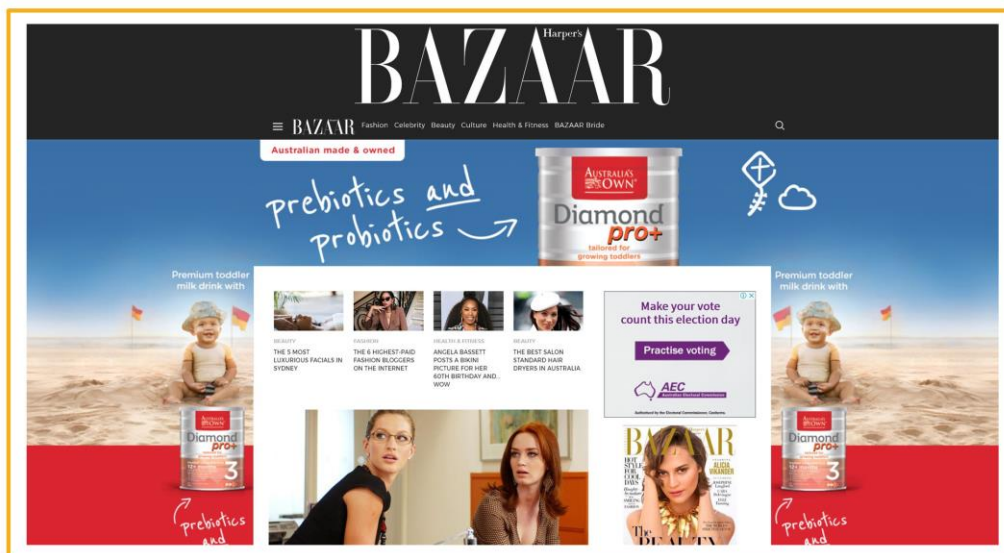
Newsletters and emails

- These are examples of how you could run an eDM, they may run as a solus (one ad) or newsletter with multiple brands or offers.
- Solus EDM
- MREC inclusion

For example:

Woolworth's rewards email comes through once a week and shows you the deals based on what you have previously purchased.

HIGH IMPACT- Example



High Impact Formats

High impact formats offer more advanced features and capabilities than Standard Display formats and typically attract a higher cost. High impact campaigns are generally Rich Media.

Generally used for awareness and engagement, high reaching campaigns are a great way of getting high reach in a short period of time, however can be expensive.

Some examples include:

- Homepage take overs: Billboards, gutters and skins that take over an entire webpage.
- OTP: over the page, not as common now but the ad follows you over the page.
- A less intrusive choice is scroll based rich media formats. You can read an article on your phone and as you scroll the ad continues to be present.




IN THIS SECTION WE HAVE COVERED...



Creative formats available:

- Standard
- Mobile
- eDM
- Rich Media (High / Impact / OTP)

In this section we have covered

- That there are a range of commonly used format sizes
 - Standard
 - eDM
 - Mobile
 - Rich Media (high impact/OTP)
- 

CERTIFICATE I
DISPLAY



media federation of australia

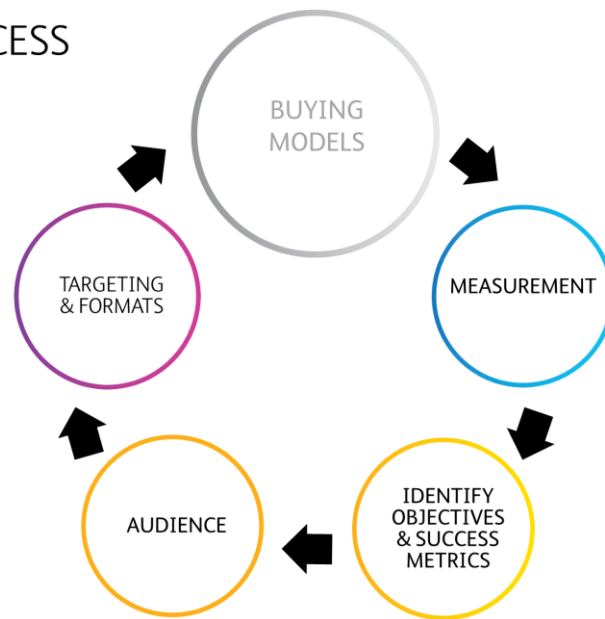
DIGITAL FOUNDATIONS

MODULE 8

BUYING MODELS AND METRICS

STUDY GUIDE

DISPLAY PROCESS



This section is focused on buying models and metrics.

We will be talking about how we buy from publishers, either direct or automated through programmatic.

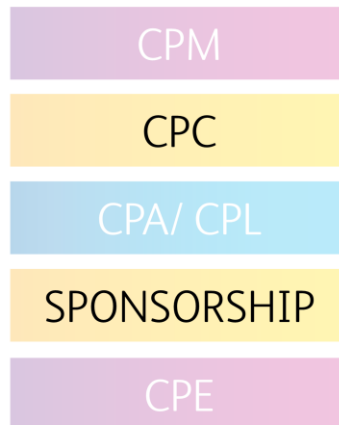
Before we run through “how we buy”, we need to become familiar with the key transaction metrics.

In Module 2, we ran through some of key metric terms:

- Impressions,
- Unique Audience,
- Clicks,
- CTR and
- Conversion.

Let’s now review the transaction metrics we use to negotiate and value the buy.

MAIN TRADING MODELS AND METRICS



It is imperative that you understand how to do calculations not just on excel.
In Display there are a number of different cost and pricing models to measure as well.
What you choose will depend on the campaign objective.

- Cost and pricing models can be used to calculate campaign ROI and may be goals in themselves.
- Here are five important metrics for you to understand:
 1. CPM
 2. CPC
 3. CPA/CPL
 4. SPONSORSHIP
 5. CPE

MAIN TRADING MODELS AND METRICS

CPM (*cost per mille*)

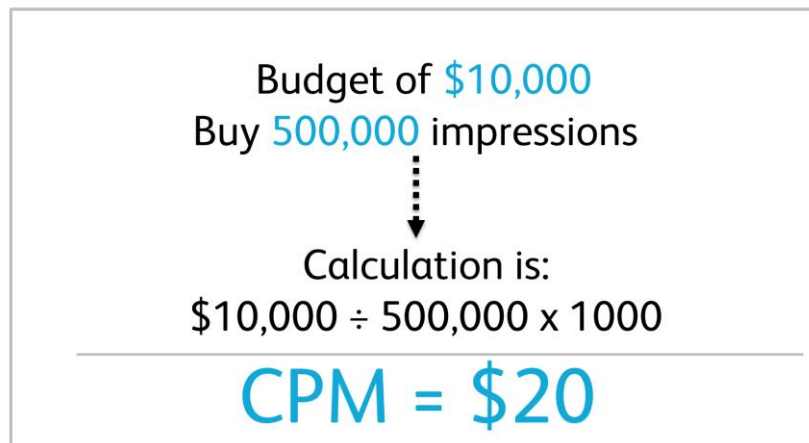
Cost per thousand impressions

$$= \text{Cost} \div \text{Impressions} \times 1000$$

The first and most common transaction mechanic for Display media is CPM.

- CPM – means that you buy on a Cost Per Thousand (impressions).
- Cost per Thousand (Mille) – is a transaction metric based on the cost to deliver 1000 ad impressions.
- CPM = Cost / impressions x 1000.

MAIN TRADING MODELS AND METRICS



An example

- If you have a budget of \$10,000. You may buy 500,000 impressions on taste.com, near the pie recipe page.
- To determine the CPM:
(Budget) \$10,000 divided by (Impressions) 500,000 x 1000 = (CPM) \$20
- You can track the number of impressions through an ad server (such as Google Campaign Platform or Sizmek) and agree to pay only for impressions actually delivered.

MAIN TRADING MODELS AND METRICS

CLICKS

The number of times your ad is clicked on to go to a website or take further action

CPC (cost per click)

$$= \text{Total Cost} \div \text{Number of Clicks}$$

- Clicks - the number of times your ad is clicked on (to go to a website or take further action).
- CPC, is calculated as total cost / number of clicks.
- Some trading models and search auctions charge only when a user clicks on the ad to go through to the advertiser site.
 - Clicks are an important metric but Display Advertising doesn't always need to be about generating traffic and getting clicks.
 - It's important to make sure that we're capturing the intent of the target audience and using data from analytics tools to understand the customer journey.
 - Display Advertising may not need to take users to a site and away from what they're doing.
- An example CPC:
- (Cost) \$10,000 divided by (Clicks) 2,000 = (CPC) \$5

MAIN TRADING MODELS AND METRICS

CPA or CPL (*Cost per Acquisition / Action / Lead*)

= Cost ÷ Sales/ Actions / Lead

CPA - Cost per Acquisition/Action/Lead

- A pricing model that only charges advertisers on the action being conducted.
- For example, a sale or form being filled in, the advertiser will only pay once the sale has been completed or the form has been filled in.
- An example CPA scenario:

Your campaign's objective is to drive insurance form downloads.
This week your campaign cost was \$5,000, which delivered 1,000 clicks and 200 form downloads.
What is your CPA?

(Cost) \$5,000 divided by (Actions) 200 = (CPA) \$25

MAIN TRADING MODELS AND METRICS

CPE (*Cost per Engagement*)

$$= \text{Cost} \div \text{Engagement/ Interactions}$$

CPE – Cost Per Engagement or Interaction %

- The price an advertiser pays every time a user actually interacts or engages with the ad (as defined and agreed).
- Rather than paying for all impressions, an advertiser only pays for ads that a user interacted with (e.g. hovered over a Light Box Ad to expand).
- This is a common metric of rich media and other interactive display formats, and helps you quantify your audience's engagement interest in the ad and content.
- An engagement example would be to play a game, social is a great example.
- An example CPE calculation:

(Cost) \$10,000 divided by (Engagement/Interaction) of 1,000 = (CPE) \$10

SPONSORSHIP

Paying a flat fee for a certain period of time

$$= \text{Daily Cost} \times \text{No. of Days}$$

Sponsorship

- Paying a flat fee – used in Display and High Impact Display (section sponsorships and homepage takeovers).
- Targeted, often high traffic pages bought exclusively by an advertiser for a fixed period of time, or sponsorship of a section.
- 100% share of voice of all site traffic for that period.
- Cost = Daily cost x number of days.

MAIN TRADING MODELS AND METRICS

$$\text{CPM} = \text{Cost} \div \text{Impressions} \times 1000$$

$$\text{CPC} = \text{Cost} \div \text{No. of Clicks}$$

$$\text{CPA / CPL} = \text{Cost} \div \text{Acquisition / Lead}$$

$$\text{CPE} = \text{Cost} \div \text{Engagement}$$

$$\text{SPONSORSHIP} = \text{Daily Cost} \times \text{No. of Days}$$

- Here are five important metrics for you to understand:
 1. CPM
 2. CPC
 3. CPA/CPL
 4. CPE
 5. SPONSORSHIP

IN THIS SECTION WE HAVE COVERED...

	Buying metric definition and calculations
	REMEMBER:
1	Definitions
2	Determine the efficiency and effectiveness
3	A tool for negotiations and valuing
4	Practise

That covers the transaction metrics.

In this section we have covered

- Buying Metric definition and how they are calculated - remember to study these for the exam
- Remember
 - It's an important part of understanding how to determine the efficiency and effectiveness of a campaign.
 - With so many options, these metrics provide a tool for negotiations and valuing the buy.
 - Practice various scenario calculations through the practice exams to better understand.

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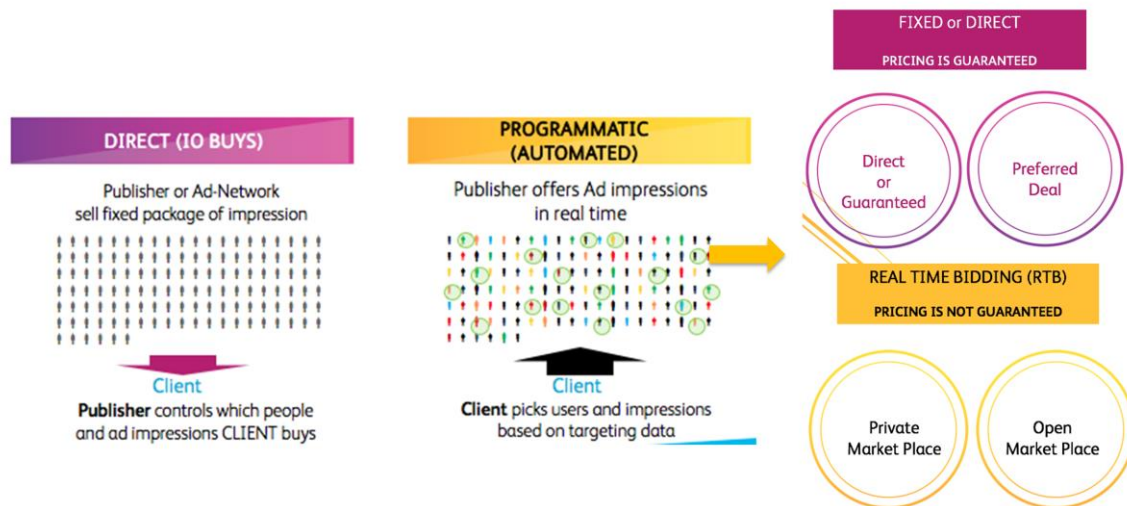
MODULE 9

BUYING MODELS

DIRECT OR PROGRAMMATIC

STUDY GUIDE

WAYS TO TRADE – Direct or Programmatic



There are two main ways to trade Display - Direct (IOs) and Programmatic.

Before we explain, it is important to note that the trading models are similar for Display and Video.

Direct – traditional media buying, IO Buys (Insertion Orders)

- Publisher or Ad Networks sell fixed packages of impressions.
- Publisher controls which people and ad impressions are bought for the CLIENT.
- An example, sponsorships which we discussed in the previous module. A 100% share of voice on a site delivered through buying impressions.

Programmatic – Automated

- Programmatic can deliver Display, Video and Mobile Media inventory.
- Publishers offer ad impressions (impression-by-impressions basis) in real time.
- Buyers cherry pick impressions based on audience criteria.
- Targeted using technology and data, and optimised on multiple strategies – could be through a DSP.

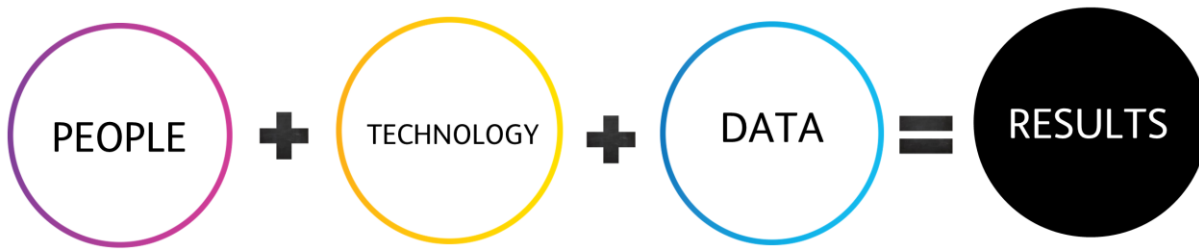
Programmatic is evolving, and currently there are four ways to trade.

- Fixed or direct, where pricing is guaranteed. Trading via 1. Direct/Guaranteed or 2. Preferred deal.
- Real time bidding (RTB), where pricing is not guaranteed. Trading via 3. Private Market place or 4. Open Market place.

All of these ways to trade will be covered in more detail within Certificate II, Programmatic Course.

WHAT IS PROGRAMMATIC?

“The automated buying and selling of inventory, using technology and data.”



**Real Time Bidding is only a component –
but it's the most talked about!**

We now understand the buying metrics and the two buying models.
But, how does Programmatic work and what does it actually mean?

What is Programmatic?

It is the automated buying and selling of inventory, using technology and data.

- The connection between buyer and seller is becoming increasingly automated.

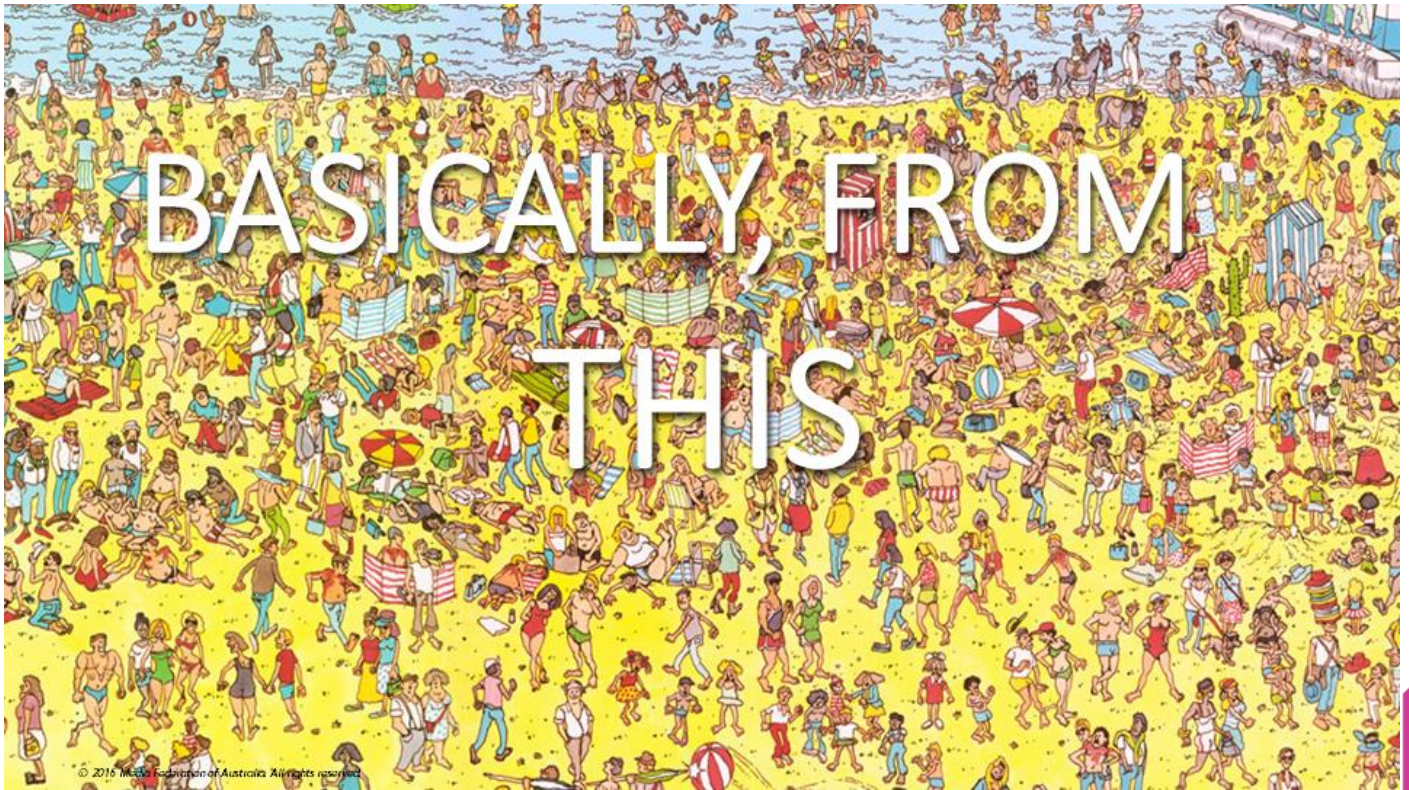
This is done through trading platforms, using ad exchanges as open marketplaces for publishers to show their inventory, or as negotiated deals transacted by machines.

- What does Programmatic require?
 - People with the skills to make the right decisions around the technology, data and vendors, plus provide leadership to run programmatically effectively.
 - Sophisticated technology 'stacks' to deliver Programmatic buying in brand-safe environments.
 - Data and algorithms behind the targeting to ensure that the correct audiences are being reached
 - The combination of people, technology and data provide the results!

The benefit to clients? Greater efficiency and more effective campaigns.

People often think Programmatic is just Real Time Bidding (RTB) or that it only involves remnant/unsold inventory... this is not true.

- Programmatic – can be bought on an auction basis (Real Time Bidding / RTB), open market, preferred deals and private exchanges etc.
- Currently, Programmatic is used for buying and selling Digital. However, this is changing and soon we'll see other more traditional inventory traded this way.



This image shows mass reach, spray and pray, i.e. attempting to reach everyone, in the hope of finding the right person.



Through using the right mix of people, technology and data you can find the right person and serve them the right message at the right time.

BENEFITS – Direct or Programmatic

	DIRECT BUY	PROGRAMMATIC BUY
Brand Safety:	Trust in vendor	Managed in-house via inclusion/exclusion, down to URL level
Performance:	Vendor controls viewability & campaign optimisation	Agency or client manages and controls optimisation & strategies
Data:	Vendor owned & widely available 3 rd party sets	Vendor owned, client and 3 rd party profiles bought across all elements of buys
Campaign Impressions:	Vendor allocates	Agency buys
Users Reached:	Vendor manages Reach & Frequency	Target individual cookies
	Trust in Seller	Buyer has full control

The model you use will depend on the client, your agency and the campaign objectives

- Programmatic allows advertisers and agencies to control all elements of their campaign.
- This provides great opportunities to optimise campaigns and fully understand what's working and what's not.

Direct/IO = Trust in Seller, Programmatic = Buyer has full control

AUDIENCE MEASUREMENT TOOLS

AGENCY TRADING DESKS



Business unit within agency



INDEPENDENT TRADING DESKS



Managed by 3rd party



CLIENT TRADING DESKS



Client business unit or operated by agency



There are three main programmatic trading models, 1. Agency, 2. Independent and 3. Client
To trade programmatically, advertisers need to set up trading desks

Agency Trading Desk

- These are business units set up within your agency/company.
- They have specialist teams who are experts on the data and technology required to trade effectively.
- Some (but not all) examples are Cadreon, Vivaki, Accuen and Xaxis.

Independent Trading Desks

- These are third party-run trading desks
- Various approaches to data, tech and pricing.
- Your agency/client may use some or all of these for their campaigns.
- Some examples of these are AOL, Amobee and Adobe Advertising Cloud.

Client Trading Desks

- Some clients, depending on their size and sophistication, will set up their own Trading Desks.
- These can sometimes be operated by an Agency Team or the client directly.
- Some examples of client trading desks are CBA, Qantas and Foxtel.

In summary, the model used will depend on the agency/company/advertiser size, your requirements and the level of programmatic sophistication



IN THIS SECTION WE HAVE COVERED...

1

There are two ways to trade
Direct and Programmatic

2

The benefits of the trading models

3

What programmatic models are in the market

That completes the Trading Models

In this section we have covered

- Two ways to trade – Direct and Programmatic
- The benefits of the trading models
- And what programmatic models are in market

CERTIFICATE I
DISPLAY



DIGITAL FOUNDATIONS

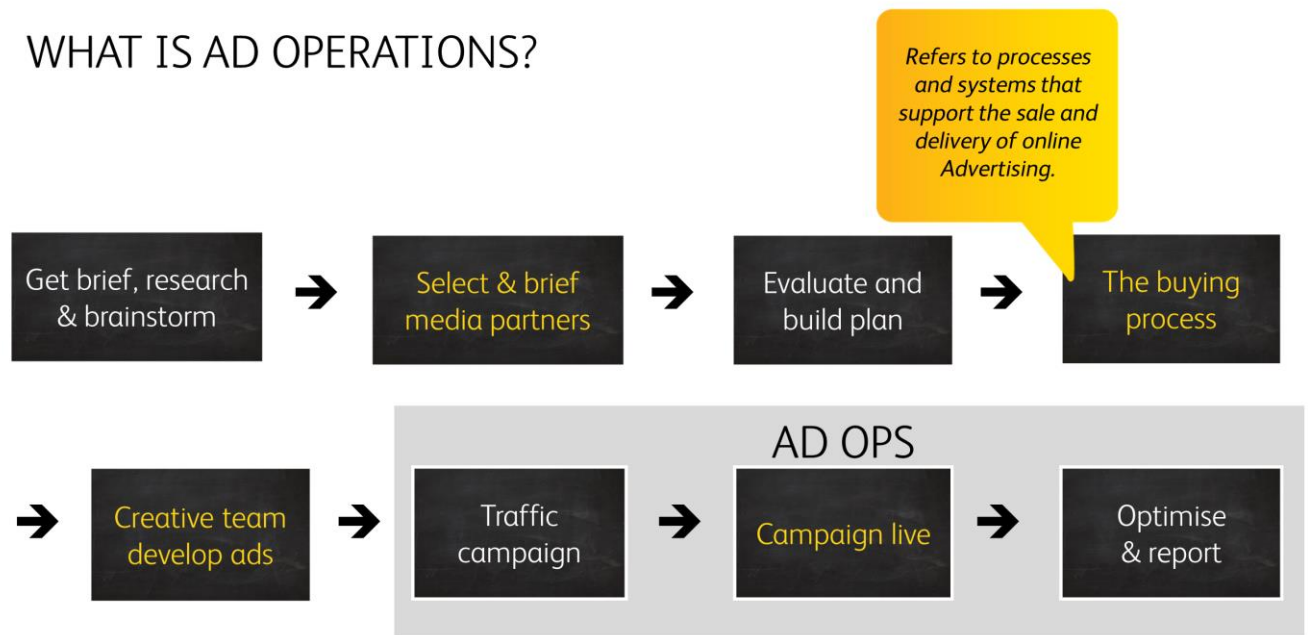
MODULE 10

AD OPS:

WHAT IS IT? THE PROCESS

STUDY GUIDE

WHAT IS AD OPERATIONS?



You may have heard of Ad Ops or the Ad Operations team. This refers to the team, process and system for fulfilling an ad campaign.

For a campaign:

1. We are briefed, we research and brainstorm for ideas
2. Select and brief media partners
3. Evaluate and build a plan
4. Complete the buying process
5. Creative team develop ads
6. Ad Operations team take over to Traffic Campaign to ensure the, Campaign is Live and Optimise and report on the campaign.

This means they:

- Ensure the ad creative is developed to the correct specifications
- The ad is sent where it needs to go
- The ad is targeted to the right consumers
- The campaign is optimised to deliver the best possible results
- The campaign delivery is analysed and reported

WHAT IS AD OPERATIONS?

The screenshot shows the News.com.au website layout. At the top right, there is a banner ad for NAB with the text "Hoping for a useful house warming gift?". Below the main navigation bar, there are several news articles. On the right side of the page, there is a weather forecast for Sydney and another NAB banner ad. The NAB logo is visible in the top right corner of the website and on the banner ads.

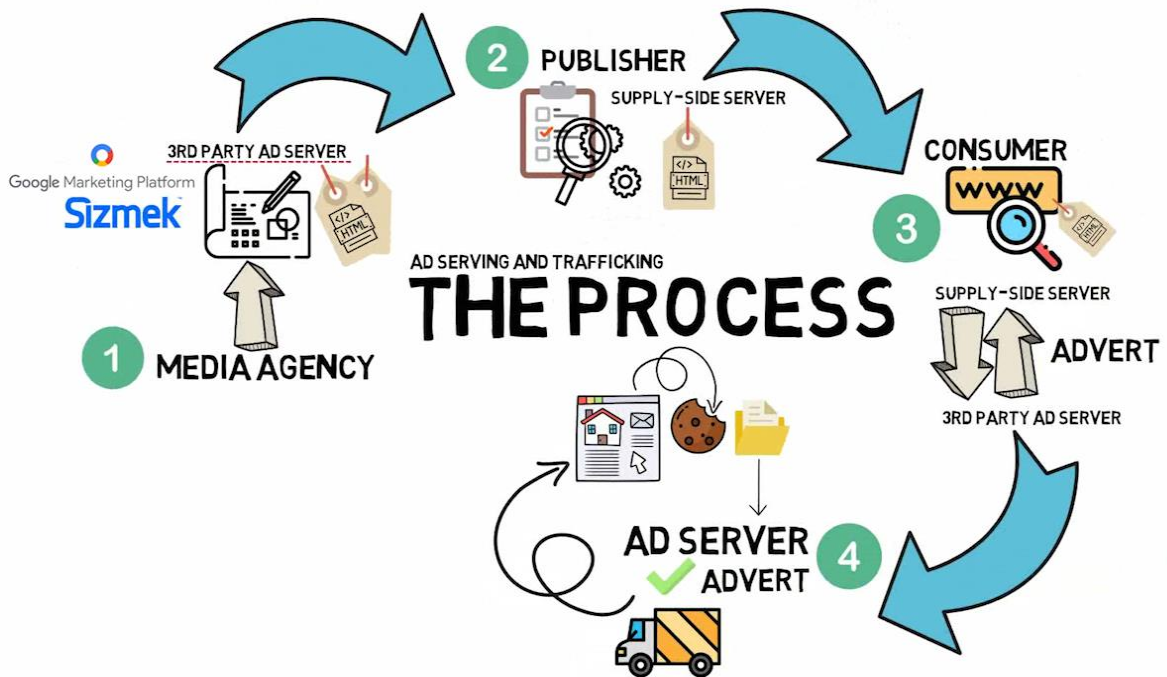
How to get your ad here

Or here

Or anywhere online!

This is an example of NAB Ads on News.com.au
Ad Operations is the process for getting your campaign online.

We shall go through the process next.



The process is quite complex – please make sure you review the glossary on the MFA website and the study guide.

How does the ad appear where you have booked and what is trafficking?

Trafficking is one of the most important aspects of running a digital campaign. Third-party Ad Serving, ensures that a separate source is used to track, count and validate delivery.

The Ad Serving and Trafficking process is ongoing and involves a number of steps:

1. Media Agency uploads the plan to a third-party ad server – a Third-Party Ad Management System.
The most common ones are Google Marketing Platform, Sizmek and Atlas.
 - The media agency creates separate ‘ad tags’ in the ad server a unique code for each ad that helps the publisher identify the ad.
 - The creative agency or the media agency (depending on the type of creative), uploads the ads into the ad server to the required creative specifications.
2. A publisher tests the ads and places ad tags into their supply-side server.
This is with the agreed specific placement, delivery volume, buy type and targeting criteria.
3. A consumer views the publisher’s page where the tag is loaded and the supply-side server requests the ad from the third-party server.
4. An Ad Server determines the correct ad to run, delivers the ad to the web page and drops a cookie (a string of data that is entered into the web browser of your computer tracking your website behaviour).
Passes the data back (impressions, clicks etc).
Let’s look at this in greater detail ... on the next slide.

CAMPAIGN LIVE TO POST CAMPAIGN PROCESS ...



For those of you who haven't seen this ... this is a generic Post Campaign process

You should never just set and forget any campaign.

Let's run through the process. This is the general workflow and managed by entry-level people.

We don't stop once the campaign has gone live.

We use the ad server and analytics data to track campaign delivery against the agreed metrics.

Verify Screenshots

Screenshots – publishers may provide screenshots to show that the campaign is live

Verify Delivery Updates

Delivery updates – depending on metrics, daily or weekly reporting may be required to ensure all placements are tracking correctly, they're error-free and pacing is optimised

Optimisation

Optimisation – Adjust campaign parameters to improve performance, e.g. creative ad format, placement, site or targeting tactic

Makegoods

Makegoods – if applicable, ensure that the campaign has delivered in full. If not, negotiate additional inventory.

Research Study

If required, review brand study results.

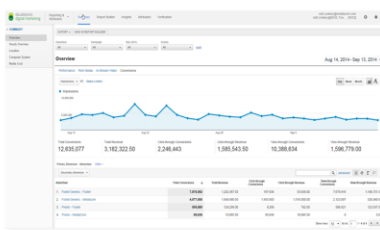
Post Campaign Report (Post Analysis)

Post-campaign report – provide assessment and final report to client explaining performance, delivery on goals and lessons learned.

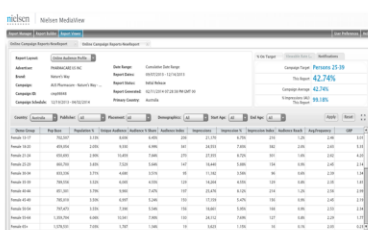
The live-to-post campaign process is generally the same for any paid digital campaign.

So, in summary the Ad Serving and trafficking process is ongoing throughout the campaign.

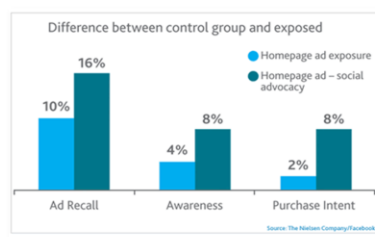
CAMPAIGN AND PERFORMANCE MEASUREMENT TOOLS



ADSERVER



NIELSEN
AD RATINGS

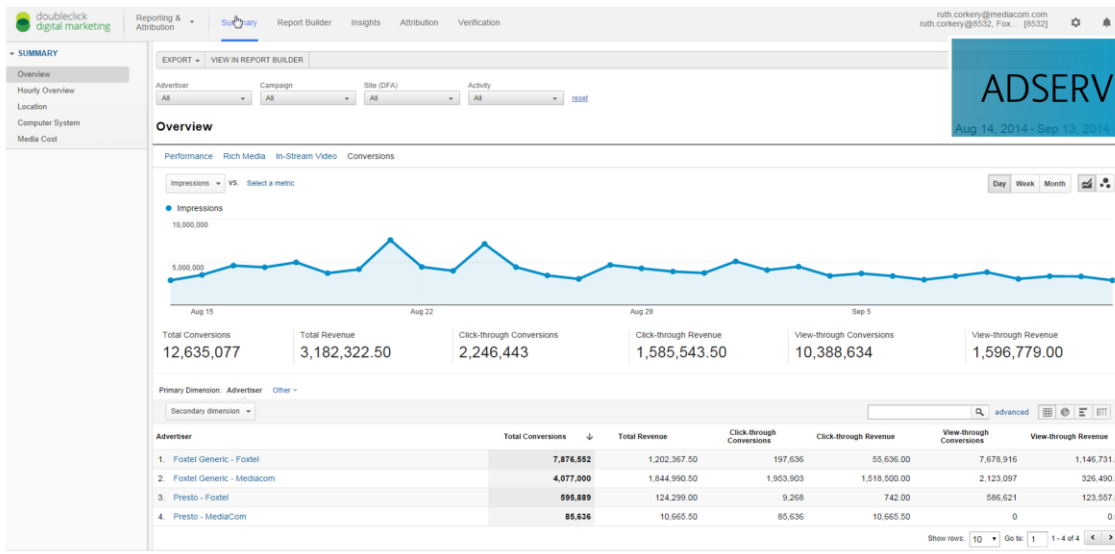


NIELSEN
BRAND EFFECTS

There are several industry tools to monitor the performance of a digital campaign.

Three main industry tools are, AdServer, Nielsen AdRatings and Nielsen Brand Effects.

CAMPAIGN AND PERFORMANCE MEASUREMENT TOOLS



Ad Server enables media buyers to manage campaigns across multiple publishers.

This is done by providing a unique 'ad tag' script, which the publisher inserts into its ad server associated with the corresponding website.

- It provides independent accountability, centralised management, creative control and transparent performance insights across every publisher placement.
- Some examples are: Sizmek and Google Campaign Manager.

CAMPAIGN AND PERFORMANCE MEASUREMENT TOOLS

The screenshot displays the Nielsen MediaView interface. At the top, it shows the Nielsen logo and 'Nielsen MediaView'. Below this, there are navigation tabs for 'Report Manager', 'Report Builder', and 'Report Viewer'. The main area is titled 'Online Campaign Reports-NewReport' and contains several sections:

- Report Layout:** Online Audience Profile
- Advertiser:** PHARMACARE US INC
- Brand:** Nature's Way
- Campaign:** AUS Pharmacare - Nature's Way - ...
- Campaign ID:** cmp98648
- Campaign Schedule:** 12/19/2013 - 04/02/2014
- Date Range:** Cumulative Date Range
- Report Dates:** 09/07/2013 - 12/14/2013
- Report Status:** Initial Release
- Report Generated:** 02/11/2014 07:28:38 PM GMT 00
- Primary Country:** Australia

On the right side, there is a summary box with the following data:

- % On Target:** Campaign Target: Persons 25-39
- This Report:** 42.74%
- Campaign Average:** 42.74%
- % Impressions (AU) This Report:** 99.18%

Below these sections are filters for Country (Australia), Publisher (All), Placement (All), Demographics (All), Start Age (All), and End Age (All). At the bottom, there is a table with the following columns: Demo Group, Pop Base, Population %, Unique Audience, Audience % Share, Audience Index, Impressions, Impression %, Impression Index, Audience Reach, Avg.Frequency, and GRP.

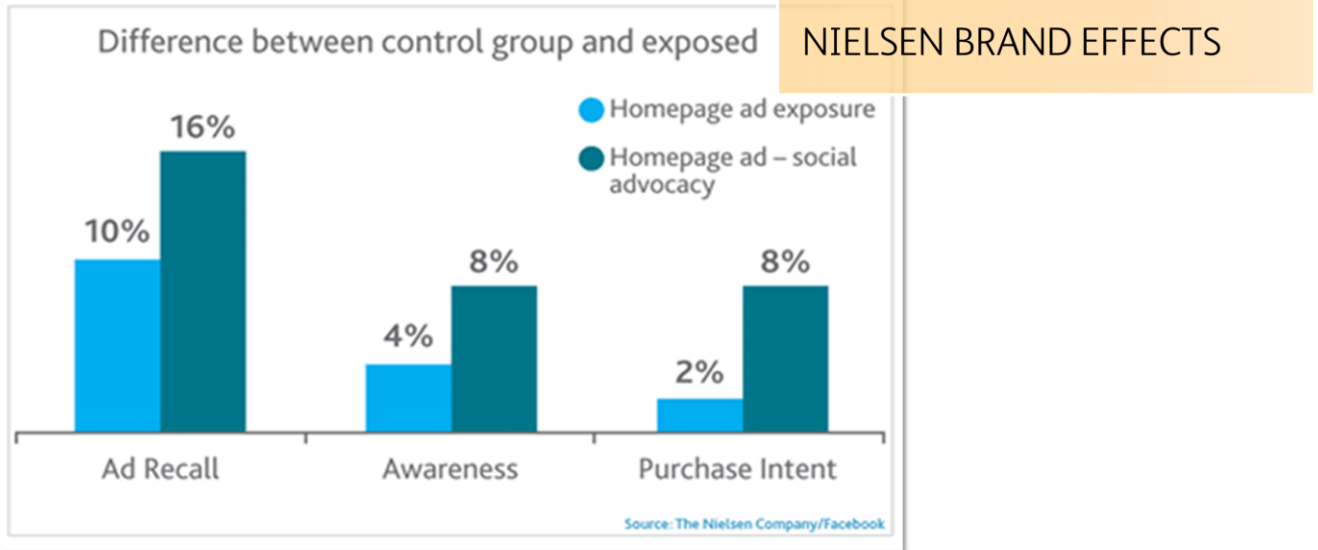
Demo Group	Pop Base	Population %	Unique Audience	Audience % Share	Audience Index	Impressions	Impression %	Impression Index	Audience Reach	Avg.Frequency	GRP
Female 13-17	702,507	3.13%	8,606	6.45%	206	21,170	6.75%	216	1.2%	2.46	3.01
Female 18-20	459,054	2.05%	9,330	6.99%	341	24,553	7.83%	382	2.0%	2.63	5.35
Female 21-24	650,693	2.90%	10,459	7.84%	270	27,355	8.72%	301	1.6%	2.62	4.20
Female 25-29	860,700	3.83%	7,529	5.64%	147	18,440	5.88%	154	0.9%	2.45	2.14
Female 30-34	833,336	3.71%	4,680	3.51%	95	11,182	3.50%	96	0.6%	2.39	1.34
Female 35-39	789,556	3.52%	6,065	4.55%	129	14,264	4.55%	129	0.8%	2.35	1.81
Female 40-44	851,301	3.79%	9,960	7.47%	197	25,476	8.12%	214	1.2%	2.56	2.99
Female 45-49	785,010	3.50%	6,997	5.24%	150	17,159	5.47%	156	0.9%	2.45	2.19
Female 50-54	797,473	3.55%	7,390	5.54%	156	18,661	5.95%	168	0.9%	2.53	2.34
Female 55-64	1,359,704	6.06%	10,541	7.90%	130	24,112	7.69%	127	0.8%	2.29	1.77
Female 65+	1,578,531	7.03%	1,787	1.34%	19	3,623	1.15%	16	0.1%	2.03	0.23

NIELSEN AD RATINGS

Nielsen Ad Ratings provides a third-party campaign ratings measurement similar to TV.

- It provides overnight ratings data, and uses Nielsen panels and Facebook data to validate campaign delivery by age, gender, demographics, viewability and human traffic.

CAMPAIGN AND PERFORMANCE MEASUREMENT TOOLS



Nielsen Brand Effects – or Google Consumer Surveys are survey-based methodologies that analyse campaign performance against a brand’s metric.


- They can measure brand awareness uplift, purchase intent and brand favourability using a control and exposed test group.



IN THIS SECTION WE HAVE COVERED...

1	What is Ad Ops and where it fits within the campaign process
2	The Ad Ops Process
3	Including the Post Analysis – Tools to track, monitor, analyse and optimise

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- 

CONTENTS

COURSE: DISPLAY

WHAT IS DISPLAY

- 1 What is Display?
- 2 Key Terms

MARKET OVERVIEW

- 3 Overview

DISPLAY PLANNING PROCESS

- 4 Identify Objective and Success Metrics
- 5 Audiences
- 6 Targeting
- 7 Formats
- 8 Buying Models, Metrics
- 9 Buying Models, Direct or Programmatic
- 10 Ad Ops – What is it? The Process

That concludes what you need to know for a foundation level of knowledge on the topic of Display.

Covering

- What it is, key terms, and the market overview
- Planning and trading process, a top line view of Ad Ops, plus a little extra

If you haven't a copy already, there are Study Guides, as well as the glossary of terms that are covered within the MFA Digital Foundations Program.

To achieve certification, you will need to successfully complete the Certificate I exam covering Paid Digital media for all four modules; Display Video, Social and SEM.

You will need to achieve a result of 80% or more to pass.

Check the MFA website for upcoming exam dates and when to register.

Good luck!