



adtech**academy**

Beginner Certificate in Programmatic Advertising Technology

CHOOSE FROM

Training Only

Training + Placement





The Indian marketing ecosystem has seen an exponential rise in its approach towards technology– We are seeing technological revolutions in the space of data harvesting, media buying and insight generation. We are even on the forefront of AI based creative ideation today. This puts us at an exciting juncture in the business, economic and technological history of Indian marketing. We need more people to be well-versed across the various functionalities that is housed in the world of Programmatic Advertising in order to keep up with the rest of the world.

To become a successful digital marketer in today's world, you need to have an in-depth understanding of what marketing means in the programmatic era, how to build strategy that utilized the various technologies and platforms and how to best plan for your career.

Adtechacademy promises to equip you with the perfect mix of strategy acumen and technical capabilities, to become future-ready, well-rounded programmatic marketers.

Marshall David

**Co-Founder and
Managing Director
Adtechacademy**

MENTORS INDUSTRY EXPERTS



MARSHALL DAVID
Ex-Partner Programmatic
GroupM, India



Akshay Shetty
Programmatic Manager
GroupM, India



Kavita Yadav
Senior Programmatic Specialist
Havas Media, Canada



Sri Bhaskar Bonam
Director - Programmatic
Senior Project Manager - Jio



WHY ADTECHADEMY?

Adtechademy is unique when compared to most online training platforms because it is not a stand-alone online academy. Adtechademy is part of a group of companies under the management of Madsapiens. Apart from the online education solution, Madsapiens also has a Programmatic Trading team, which has managed campaigns for brands such as Under Armor and brands for international agencies such as Matterkind, Australia and First Page, Singapore.

Madsapiens also has a sister company, managed by the same founders, called SapienHire, which is an industry leading Digital Marketing recruitment firm.

As a result, Adtechademy has a holistic student journey that starts with core theory and progresses into work experience.

PROGRAM HIGHLIGHTS

Experienced Trainers, Detailed Videos, Discussion Section + Platform Access

- Network with professionals from India, Singapore and Australia
- Follow the hyper-detailed and in-depth videos which are non-scripted (making them very close to a live lecture)
- Speak with fellow learners by posting questions and answers on your Discussion Panel
- Only course in India that provides DV360 platform access to learn multiple action points

PROGRAMMATIC ADVERTISING TOOL BOX

This program will give you hands-on experience on multiple tools.

Hands-on Tools



Display &
Video 360



Google Tag Manager

You will also have access to our Tool Kit walkthrough videos. Some of them are listed below.

Video Tool Kit



Google Tag Manager



Display &
Video 360



DoubleClick
Campaign Manager

WHO IS THIS PROGRAM FOR?

1. FRESHERS
2. TRADITIONAL MARKETERS
3. BRAND AND COMMUNICATION MANAGERS
4. ENTREPRENEURS
5. SALES PROFESSIONALS

Our Online Learning Tracks

We have a package for any stage you are at in your career.



For The Avid Learner

Training Only

Rs. 15,000

Fundamental Concepts, Job-Ready Training

- This is our best-selling package, designed anyone who is looking to **start a career** in programmatic advertising
- An **8-week guided, in-house training program** designed to get you job-ready
- In-house training provides **DV360 edit access**, providing you with training on campaign set up, report generation and more! We also give you **resume feedback**.
- Training will be **5 days a week**, post office timeslots starting at 6:30pm*

**Training time may vary depending on the particular batch's preference and availability*

Our Online Learning Tracks

We have a package for any stage you are at in your career.



**Training +
Placements**

Rs. 25,000

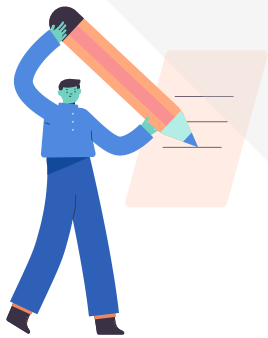
*INR 10,000 refundable if no job
in 6 months*

Training Program + Placement Guarantee

- This package is specially for those who are **hungry for a new job** and would want our Priority Placement Assistance (PPA)
- For those who pass our eligibility test, this program is the best fit for you. This includes **at least one guaranteed** interview with a leading organization.
- Includes everything that is provided in the Training Track plus **2 mock interviews with feedback, resume re-write & interview scheduling.**
- This track is ideal for those who are **graduating from university/college** and need to land a job ASAP!

What's our "Free Placement Assistance?"

We provide this service regardless of which course track you pick. This is our commitment to helping our graduates the best we can.



CV Re-Write

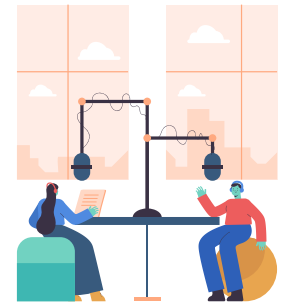
We have an industry leading process to ensure you get a brand new, perfectly formatted CV.

1. You access our CV database and pick a CV that you like
2. You can choose to stick to the CV that you have as well
3. We will go through your CV, transfer it to the new CV template and add a section that explains the training you have undergone

Mock Interview

As part of our efforts to get as job-ready as possible, we get you a detailed mock interview with a Director level or above industry leader in Programmatic Advertising.

You will get a detailed, written feedback on your performance and points to work on



Premium Network Introduction

To help you get started on your job hunt, we will give you the initial boost of getting you introduced to some key HR leaders and industry specialists.

From this point onwards, your charisma, knowledge and pitching skills should help you move forward with your career.



PROGRAM CURRICULUM

Theory - 4 Weeks

(LIVE) Brief Introduction to Digital Advertising

- Get introduced to the basics of Marketing.
- Understand different digital marketing channels.

Journey to Programmatic Advertising

- Understanding the shift in digital advertising, stages of the customer journey and where paid media fits.
- Get introduced to the history of display advertising and how programmatic came to be.

Introduction to the technologies

- Understand the series of events that take place behind serving an Ad on a webpage.
- Unboxing the Technology Stacks (Tech Stacks) involved in this digital landscape.

The Demand Side Platform

- Understanding the different components that work behind the scenes, each playing a key role in the management, delivery and optimization of ad campaigns.

DV360 Walkthrough - Part 1

We have broken DV360, the marketing leading Demand Side Platform, into two live, 2-hour long sessions. In this session, our platform Trainer would be taking you through the Campaign Setup Process from the basics of a 4 layered set-up to the intricacies of the Audience Combinations, Bidding Methodologies and Best-Practices

DV360 Walkthrough - Part 2

In the Part 2 of the DV360 Platform Training, we would be taking you through the Auxiliary features such as creating Audience Segments, Generating Floodlights, Performing Negotiations and Pulling Vital Reports. The DV360 Live Platform Training will conclude in this session.

Programmatic Buy Types

- Understand how programmatic has evolved over the over the last few years and it is important to distinguish between the ever-growing list of acronyms and ways in which you can buy or sell digital advertising.

Measurement & Attribution

- Understand the basics of Measurement & Attribution, and through case Studies, understand how Custom Measurement and Attribution can help place your strategies above the rest.
- Get introduced to the Ad-Server, the technology that empowers Attribution Modelling

Data and the DMP

- Learn how to understand Data as it stands in the Advertising Technology spectrum. What is it, how is it handled and how do we effectively use them to make optimal marketing strategies.

(LIVE) 3 Sessions with Industry Leaders

- You will have interactive sessions with senior members of the Industry who are also close friends and colleagues of our founders
- This is an opportunity that is otherwise very difficult to come by; to be able to kick off your career with networking with the right people sitting in the right positions
- They will speak about topics that govern the future of this industry, so come prepared to learn and have your questions answered



Your
PLATFORM TRAINING.
Weeks 5 to 8



INDIA'S ONLY PROGRAMMATIC ADVERTISING COURSE WITH GUARANTEED ON-PLATFORM HANDS-ON TRAINING.



India's ONLY programmatic course that provides DV360 access to EVERY student.



DV360 Training

4 phases from beginner to intermediate level knowledge



PHASE

01

Platform Familiarity

1. Get adapted to DV360 interface
2. Learn how to set up basic campaigns (one Insertion Order, One Line Item)
3. Learn how to set up variations of Location, Age, Gender, Device and Environment

PHASE

02

L2 difficulty + Audience Generation

1. Learn how to work with complicated media plans
2. How to ideate and generate audience segments on DV360
3. Creating Custom Audience Segments accurately
4. The Shopify Case Study

PHASE

03

L3 Difficulty + Google Tag Management

1. Continue with the previous phase training, with more complex media plans
2. Learn Trueview campaign setups across all YT products
3. Learn how to implement Floodlights through GTM on a live site

PHASE

04

Closure: Presentation Soft Skills

1. Shift focus into reporting skills
2. Use our template to create report on live data
3. Present to your colleagues and our team
4. Get feedback and incorporate back into the report



Adtechademy

LEARNING EXPERIENCE



STUDENT SUPPORT TEAM

- Student Support is available 7 days a week, 24*7
- You can write to us via team@madsapiens.com or for urgent queries, or directly reach out to your Account Managers anytime.



INDUSTRY MENTORS

- Receive unparalleled guidance from industry mentors, teaching assistants and graders.
- Receive one-on-one feedback on submissions and personalised feedbacks on improvement.



Q&A FORUM

- Timely doubt resolution by Industry experts and peers.
- 100% Expert-verified responses to ensure quality learning.



EXPERT FEEDBACK

- Personalised expert feedback on assignments and projects.
- Regular live sessions by experts to clarify concept related doubts.

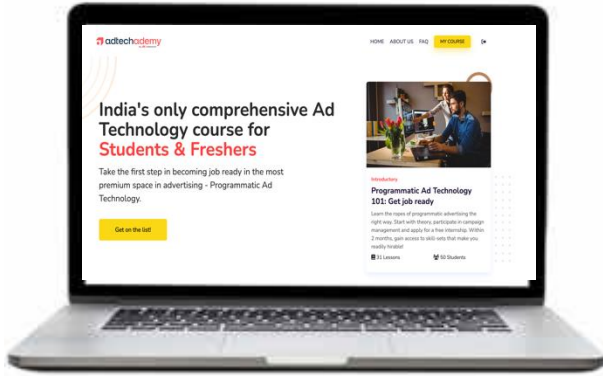


PROGRAM CONTENT ACCESS FOR 3 MONTHS

- Enjoy continuous access to the recorded content for 3 months with all updates to platform and content provided free of cost to you

A GLIMPSE OF THE ADTECHADEMY LEARNING PLATFORM

*Note: This is just a demo of the platform and might not be an exact reflection of this program



Access anytime on the web at learn.adtechacademy.com (desktop and mobile)

Course Overview

Adtechacademy Programmatic Ad Technology Certification Program

7 Modules | 31 Sessions | 6 hrs 7 mins | 100% Completed

Continue Learning

Overview Modules & Sessions Discussions Industry Connect

<p>Brief Introduction to Digital Advertising</p> <p>0 Sessions 0/0 Topics</p> <p>Join Session</p>	<p>Welcome & Introduction To The Platform</p> <p>5 Sessions 5/5 Topics</p> <p>100% Completed Estimated Time: 0 hrs 3 mins</p>	<p>Journey to Programmatic Advertising</p> <p>3 Sessions 3/3 Topics</p> <p>100% Completed Estimated Time: 0 hrs 0 mins</p>
<p>Introduction to the technologies</p> <p>3 Sessions 3/3 Topics</p> <p>100% Completed Estimated Time: 0 hrs 0 mins</p>	<p>The Demand Side Platform</p> <p>6 Sessions 6/6 Topics</p> <p>100% Completed Estimated Time: 0 hrs 3 mins</p>	<p>DV360 Walkthrough - Part 1 (Marshall)</p> <p>0 Sessions 0/0 Topics</p> <p>Join Session</p>
<p>DV360 Walkthrough - Part 2 (Marshall)</p> <p>0 Sessions 0/0 Topics</p> <p>Join Session</p>	<p>DV360 on-platform Ongoing training (Janani - Ashford & Nexus)</p> <p>0 Sessions 0/0 Topics</p> <p>Join Session</p>	<p>Programmatic Buy Types</p> <p>3 Sessions 3/3 Topics</p> <p>100% Completed Estimated Time: 0 hrs 0 mins</p>
<p>Measurement & Attribution</p> <p>4 Sessions 4/4 Topics</p> <p>100% Completed Estimated Time: 0 hrs 0 mins</p>	<p>Reporting on Ashford and Nexus (Janani) - Ongoing</p> <p>0 Sessions 0/0 Topics</p> <p>Join Session</p>	<p>Data and the DMP</p> <p>5 Sessions 5/5 Topics</p> <p>100% Completed Estimated Time: 0 hrs 0 mins</p>

Discussion section

Adtechacademy Programmatic Ad Technology Certification Program

7 Modules | 31 Sessions | 6 hrs 7 mins | 0% Completed

Continue Learning

Overview Modules & Sessions Discussions Industry Connect

Discussions (10)

Search For Questions [] Ask question

10 discussions | Topic: All Topic | Sort by: Latest

- Saju 11 days ago

This is a question

Daily Chalking vs Header Bidding

1 update (1) | 0 Answers
- Saju 11 days ago

This is a test question on 10th June

Introduction to the Program

1 update (1) | 0 Answers
- Saju 1 month ago

What exactly is standard measurement best practices?

Standard Measurement

1 update (1) | 1 Answers
- Saju 1 month ago

What you will learn and from whom

1 update (1) | 0 Answers
- Saju 1 month ago

This is question about the CCP

CCP

1 update (1) | 0 Answers
- Saju 1 month ago

1 update (1) | 0 Answers

STUDENT REVIEWS

Just a few of our many happy students



Pranav Dhadge (He/Him) • 1st
 Programmatic Ad Ops Associate @ IPG Mediabrands | Programmatic Advertis...
 5d • Edited • 🔒

I want to take a moment to express my gratitude to **Marshall David**, whose mentorship has been a cornerstone in my journey into Programmatic Advertising. His expertise with DV360 and his ability to simplify complex concepts have made my learning experience both enjoyable and enriching 🎨 ✨

Surely, this will be the best takeaway of 2024 for me 🇺🇸

Thank you, Marshall and **Adtechademy**, for your unwavering support and for igniting my interest in this fascinating area of digital marketing 🔥 📁

Onward and upward! 🚀

#ProgrammaticAdvertising #Google #DV360



Course Certificate

2nd Aug, 2024



Shafi farooqi • 2nd
 Programmatic Ad Operations Associate | Project Coordinator
 2d • 🔒

+ Follow ...

I am thrilled to express my heartfelt appreciation for **Marshall David** and **Adtechademy**. Marshall's mentorship has been instrumental in my journey into Programmatic Advertising. Through his expert guidance and the intensive training provided by Adtechademy on the DV360 platform, I have gained invaluable skills and insights.

A special thank you to **Marshall David** for making complex concepts accessible and for the unwavering support throughout the course. I am proud to have earned my certification of completion, a testament to the enriching experience I've had.

Thank you, Marshall and Adtechademy, for your dedication to fostering growth and excellence in digital marketing.

Here's to continued learning and success! 🚀

#Gratitude #Mentorship #ProgrammaticAdvertising #DV360 #Adtechademy #DigitalMarketing #LearningJourney



Course Certificate



Shubham Syedu • 2nd
 Ad Operations Associate @IPG Mediabrands
 1d • 🔒

+ Follow ...

I am deeply grateful to **Marshall David** and **Adtechademy** for their invaluable mentorship and training in Programmatic Advertising, especially on the DV360 platform. Marshall's expert guidance made complex concepts easy to understand, leading to my successful certification.

Thank you, for your dedication to fostering growth in digital marketing. I look forward to more learning and achievements ahead!



Course Certificate

2nd Aug, 2024

Shubham Syedu

has successfully completed

DV360 On-Platform Training

an online certification course provided by Adtechademy

P Marshall David

P Marshall David
 Managing Director, Adtechademy



Tushar Bitoliya (He/Him) • 1st
 Programmatic Ad Operations Associate @IPG Mediabrands | Programmatic A...
 17h • 🔒

...

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#Gratitude #Mentorship #ProgrammaticAdvertising #DV360 #Adtechademy #DigitalMarketing #Learning Journey



Course Certificate

2nd Aug, 2024

Tushar Bitoliya

has successfully completed

DV360 On-Platform Training

You can see for yourself by searching for "Adtechademy" on LinkedIn Posts



COMPANY INFORMATION

Madsapiens Private Limited

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