



adtech**ademy**

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 a strategy that utilizes various technologies and platforms, and how to best plan for your career.

Adtech Academy 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
Adtech Academy

WHY ADTECHADEMY?

Adtechademy stands out from most online training platforms because it is not a stand-alone academy. It is part of a group of companies managed by Madsapiens.

Beyond online education, Madsapiens operates a Programmatic Trading team that has managed campaigns for brands like Under Armour and international agencies such as Matterkind (Australia) and First Page (Singapore).

Additionally, Madsapiens has a sister company, SapienHire, an industry-leading Digital Marketing recruitment firm, managed by the same founders.

This unique structure enables Adtechademy to offer a holistic student journey, starting with core theory and progressing into real-world 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/DIGITAL 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/- +

GST

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**, allowing you to gain hands-on experience with **campaign setup, report generation, and more!**

We also offer **resume feedback** to help you stand out.

Training runs **5 days a week** for a comprehensive learning experience

Training time may vary depending on preference and the availability of the particular batch.

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 perfect fit!
- It even comes with a guaranteed job in programmatic for eligible candidates.
- 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.

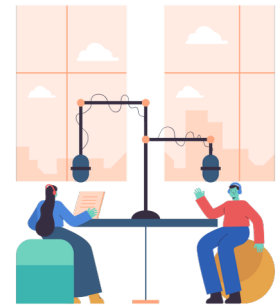


1. You can access our CV database and pick a CV that you like. You may also choose to stick with the CV you already have.

2. We will review your CV, transfer it to the new CV template, and add a section explaining the training you have undergone.

Mock Interview

As part of our efforts to make you as job-ready as possible, we provide a detailed mock interview with a Director-level or higher industry leader in Programmatic Advertising. You will receive detailed written feedback on your performance and key areas for improvement.



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.

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



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
2. DV360 interface
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 24/7, seven days a week. You can write to us at team@madsapiens.com or, for urgent queries, directly reach out to your Account Manager anytime.



INDUSTRY MENTORS

- Receive unparalleled guidance from industry mentors, teaching assistants, and graders. Get one-on-one feedback on submissions and personalized suggestions for 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.

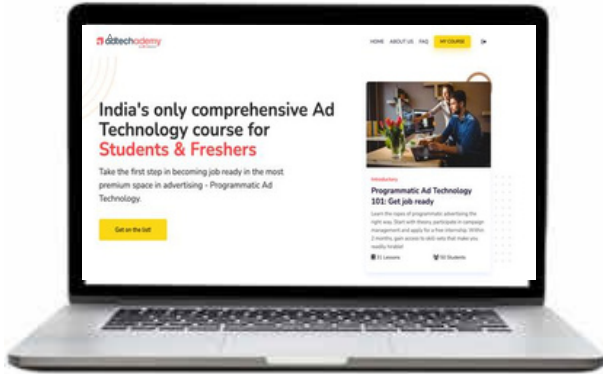


PROGRAM CONTENT ACCESS FOR 3 MONTHS

Enjoy continuous access to the recorded content for three months, with all platform and content updates provided free of cost.

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 (available on both desktop and mobile).

Course Overview

Discussion section

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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Here's to continued learning and success! 🚀

#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' in LinkedIn posts.



COMPANY INFORMATION

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