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Getting to grips with online ad trafficking **Digital's Ad Operations Academy**

Independent training for digital marketers

Designed for newcomers to the world of online ad trafficking, getting you up to speed with ad traffic processes and giving you a framework you can apply to future campaigns. This hands-on course for advertising operations teams teaches the basics of advertising trafficking and scheduling. It's an orientation to the principles and theory, and a roadmap for applying them to your workflow. You'll see how popular toolkits work them and get a clear picture of how trafficking fits into the bigger picture.



The knowledge transfer business

Advertising trafficking is the critical link in every online campaign. The workflow is more complex than that of any other media and the pace of change continues to be rapid. Ad ops teams are being asked to deliver campaigns with incredible targeting, handle complex ad formats, forecast inventory and build workflow in companies where this is all entirely new. Thousands of execs in both publishers and agencies suddenly need training and support, and they need it now.



“We created this Academy to help new traffickers leap up the learning curve. A new industry with new technologies and new processes makes big demands on you. And you need to deliver right now. Participants will learn key skills, gain deeper insights and build clear action plans, getting better results straight away”

Online marketing pioneer Danny Meadows-Klue helped create the Internet Advertising Bureau in the UK and a dozen countries around the world. As an early web publisher in the mid nineties he championed the role of ad operations and trafficking as being key to delivering the real potential of online marketing. As the President of IAB Europe he oversaw the Universal Ad Package and he designed this course to help agencies and media owners get ad operations right..

At a glance

In an intensive one day course you'll get to grips with ad trafficking

We teach you the key points of trafficking, the processes and the framework to structure your knowledge, and then fill it with practical tips.

By the end of this Digital Ad Operations Academy, you'll be able to answer these questions:

- Where do traffickers fit in the organizations?
- What are the main steps in the trafficking process?
- How does trafficking affect stakeholders inside and outside the firm?
- How do I maximize my potential?
- What systems do I need in place to work effectively?
- How do I avoid common problems and pitfalls?
- What are the issues that matter most?
- How do I prepare for the changes that are coming?
- Where do I go for help and support?
- How do I manage my workflow?

Our blend of seminars, workshops and exercises will have you and your colleagues working together on email marketing plans you'll be able to apply to your own business. Our intensive courses are packed with knowledge, and fun to take part in.

Training is key

Our Academy courses are designed to materially change your business.

- Participants liken it to six months of on-the-job learning crammed into just one day.
- Get the real insights rather than the sales pitch: unlike discussions with your suppliers our independence ensures there are no hidden agendas - our only goal is growing your skills.
- Enjoy guaranteed first class knowledge: saving you time and money instead of attending more industry conferences with few competitive ideas.

Just one small improvement in your next campaign covers the cost of this course!

What makes our courses so effective?

- Leading trainers and freshest thinking
- Focused just on the topics that matter right now
- Customized masterclasses based on the needs of your executives
- Fast-paced intensive courses that minimize time spent out of office
- Practical courses grounded in current best practice
- Robust action plans to transfer the learning back into your business

Digital Ad Operations Academy: Getting to grips with advertising trafficking

Speed read

Online marketing offers the richest targeting opportunities of any media. It can be the sum of all other channels, blending the profiling of direct mail with the immediacy of broadcast media, the accountability of direct marketing and the video formats of television. Yet turning those promises into live campaigns all sits on the shoulders of the ad traffic teams. Among agencies and media owners a new group of ad operations executives are emerging. They have responsibility over the scheduling and management of campaigns, watching their performance and fine tuning the campaign while it runs.

This course is designed for executives in media owners and media agencies and has been created for people just arrived in these roles. It blends the theory of online advertising trafficking with the practice of what to do and how to do it. It helps. We look at key issues you'll encounter and let you learn how to tackle them from the start.

- Setting out your objectives – what do you really want to achieve?
- The key steps in the trafficking chain – what you need to do and when
- Segmentation and targeting – what's on offer today and what's coming
- Best practice – hints and tips for smooth campaigns
- Formats and creative– what to look out for
- Accountability and reporting – smart techniques

Course objectives

By the end of this course you'll:

- Have a clear idea of the elements involved in advertising trafficking
- Be able to explain how advertising trafficking fits into the rest of the online advertising campaign processes
- Understand the key tasks and principles in trafficking
- Appreciate the key elements of best-practice
- Be alerted to common potholes that can derail campaigns from running smoothly

Overview

Advertising trafficking skills are critical and as the complexity of online media schedules grows, so too does the need for media owners and agencies to invest in their traffic management teams. Without effective trafficking, online campaigns can never be delivered, and in a marketing discipline that fuses the most advanced practices of direct mail marketing, with the immediacy of broadcast media and the creative richness of television and computer software, it's clear the weight on trafficking teams will continue to grow. Advertising traffic executives need to keep up to speed with the latest developments and understand how they

impact their work. Neglecting to invest in traffic functions – in either media owners or media agencies – is risking the success of the whole advertising campaign.

After this course you will be able to

- Appreciate how trafficking fits into the wider online advertising process
- Follow simple best practice guidelines
- Describe the steps in a campaign
- Describe the key tasks of a trafficker in both simple and complex campaigns
- Appreciate examples of best practice in trafficking
- Understand the importance and challenges in counting online ad impressions
- Understand the context of wider debates about the role of traffickers and the changing structures of the industry
- trends in advertising targeting techniques to help you anticipate what your firm will need to deliver
- Understand the trends in advertising creative techniques to help you anticipate what your firm will need to deliver
- Understand the trends in marketing that are changing the nature of trafficking
- Consider approaches to team structure and management within trafficking
- Understand the relationships between different systems that form the framework for advertising operations teams

Key issues and things to remember: as part of the course we'll also get you thinking about some of the big picture issues - from migrating your ad server to bringing in workflow tools. We also explore managing expectations and relations with your internal and external stakeholders

Benefits to you and your organization

This course will help new ad trafficking and ad operations executives gain a more rounded knowledge in what their roles entail and how they can work effectively. This will include:

- Faster future learning
- Improved efficiency within your team
- Improved relations in dealing with your internal and external stakeholders
- More informed judgments on key strategic decisions

Follow-up courses

If you've completed this course, then why not try:

- Getting to grips with online marketing: an overview of how to unlock its potential
- Getting to grips with online media planning: a one day intensive agency course

Course structure

Full day intensive Academy followed by access to the graduate programme

Digital Ad Operations Academy

What's in your on day Academy?

Digital Training Academy knowledge packs

Your comprehensive training pack will give you all the facts you need and a great reference point for the future. You'll build it up and annotate the notes during your Academy, and fill it with actions, explaining ways you'll be able to apply the knowledge you have. We're no fans of training materials that sit on the shelf getting dusty, so we'll email you more Insight Reports after the Academy. Using our training should become part of your weekly routine.



Online ad trafficking
is the critical link in
every campaign. The
technologies grow
fast and so do ad ops
teams.

Can you afford for
your team not to be
on top of this?

Further Digital Training Academies

How specialists and experienced email marketers can achieve more

We developed a range of specialist email courses that take you beyond the basics. All are customizable to the needs of your company or can be delivered as part of a public access programme. Here are some of the courses we currently offer:

Digital's Search Academy: Getting to grips with search engine marketing

Search Engines are the new way to acquire customers. They've turned marketing on its head because the customer seeks out the firm. Get it right and you change the way your business works. Get it wrong and your marketing budgets are poured into acquiring the wrong customers. This one day course is a comprehensive orientation into what matters in search. It's your fast track to being able to make informed decisions about when, where, and how, to harness the power of search engine advertising. It crams in the essential knowledge you need, and gives you a framework for developing your future understanding of search.

Digital's Media Sales Academy: Getting to grips with online media sales

Accelerate the performance of your media sales team and tap into the explosive growth in digital advertising. This one day orientation helps build their knowledge and skills in both digital media and marketing, shifting their attitude, and aligning stakeholders behind shared goals. In the world of advertising sales, where little had changed in the previous 25 years, the sudden growth of online media has caught some publishers and media owners unaware. With online share of all ad spend topping 10% no publisher can afford to rest on their laurels. Whether working exclusively in online or across all platforms, every sales team needs to excel at online media sales to remain competitive in this rapidly changing market.

More of Digital's Training Academies

Digital's Email Marketing Academy
Digital's Web Strategy Academy

Remember that our in-company Academies can be combined to suit the needs of your team at all levels



Jargon Busting!

Always a popular module on our Digital Training Academies. We don't just give you the meaning, we explore the context until you're confident you can explain it to their colleagues.

Look out for prizes to the learner who's found the geekiest piece of jargon this month.



Training certificates and qualifications

All executives receive training certificates detailing what was covered in the course. The qualification ladder includes four courses:

- Getting to grips with email marketing
- Advanced email marketing practices
- How media owners can harness email publishing
- Email marketing masterclass
- Executive briefings: latest trends in email marketing



Digital Training Academy knowledge packs

To help accelerate your learning, all delegates receive an extensive pack of research, reports and training materials. During the workshops we capture many of your ideas and present these back to you as tools you can use in your company.

Delegates enjoy a free subscription to...



Research: Digital Insight Reports

Our Digital Insight Reports give you the inside track. Recent editions include Digital Europe – tracking the rising in online advertising spend across Europe, Digital Advertising Futures – our forecasts for online advertising growth and digital media substitution, how online is eroding the brands and revenues of traditional media.



Opinion: Meet the Digital Thought Leaders

Our monthly Thought Leadership interviews explain what key opinion formers believe the market is doing. Craig Newmark takes us behind the scenes at the classifieds website Craig's List. Richard Duvall shares his plans for the world's first online bank exchange, and web analyst Jim Sterne shows how any firm can unlock more value from their site.

Your commitment

Let's get started!

"I would like you to run a training needs analysis ahead of an in-company Digital Training Academy programme. We're committed to helping improve our team's ability in digital marketing, publishing and commerce. I will be part of the steering group for the project and will give the time needed to ensure we maximise the benefit, and I have the authority of my organisation to agree to the terms by which it is offered."

Signature

Your name

Organisation

Date

Next steps? Start today...

1. Fax or email this sheet back to register your interest so we can start planning dates
2. Call our Academy managers if you need more information
3. Consider possible dates for your in-company Academy
4. Find out which related teams might benefit from joining the Academy
5. Return the paperwork we will then send you to confirm the Academy booking

Some important small print

Our in-company Academy courses are subject to a formal engagement letter, the terms of which are on the website or available by email if you would prefer. Here are some of the key terms.

Team: You will have an Academy Manager who will look after your team and the administration of the course. One of our senior associates or managers will be your lead trainer, supported by a researcher and administrative staff. For many academies we have additional expert trainers who supplement the team.

Engagement: The full terms of engagement are available online and on request. Courses can only be booked once we have an agreement in place and dates cannot be guaranteed before bookings have been confirmed. Due to the popularity of the Academies we advise that only early booking can guarantee the dates you would like.

Confidentiality: We cherish confidentiality and in large organisations, the content, views and discussions related to this project will remain confidential to the commissioning managers and not the wider organisation.

Cancellation charges: A cancellation charge of 25% applies if a course is cancelled within 4 weeks of its delivery, rising to 50% in 2 weeks and 100% in the week before.

Disbursements: An additional contribution of 5% will be levied on all course fees for related disbursements, which covers course materials production (for up to 15 delegates) and travel to central London. Additional travel and related expenses are charged for courses delivered outside Central London.

Taxes: All payments are subject to VAT and our standards terms. If you would like your academy to be held outside the UK then ask our team for more details.

Our company support programmes includes

- Coaching and mentoring
- Customised in-company training programmes
- Management clinics for critical issues
- Workshops for staff at all levels
- Research briefing services
- Training and development

If you have any questions about our approach to training, or the detailed content of the course then download our training prospectus or call the team.



Making sense of a digital world

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Digital Training Academy Limited is part of the Digital Strategy Consulting group
Digital Strategy Consulting Limited
Tel +44 (0)20 7244 9661
Fax +44 (0)20 7168 2659
Email TheTeam@DigitalStrategyConsulting.com
Company 4342606
The Digital Hub, 34 Kenway Road, Kensington, London SW5 0RR, UK