

Level up your digital sales knowledge with Digital Advertising Essentials



Master crucial digital concepts with Digital Advertising Essentials

How do advertisers buy digital ads? What technologies do sites use to sell digital ads? How does digital ad targeting work? How is data used? What is an identity graph? Why does all of this matter?

Digital Advertising Essentials is a comprehensive 5-hour course, perfect for folks that are new(ish) to the digital ad industry. We give learners tools to understand the complex advertising landscape. This course:



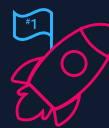
Provides a multimedia interactive learning experience, broken down into digestible bites



Demystifies the crowded ad tech and mar tech ecosystems by covering basic to advanced concepts



Breaks down the mechanics of programmatic media buying and selling



Stays on top of the newest developments in the space

The cherry on top? Our courses are **fun, engaging, easy to understand**, and most importantly, **useful!**

U of Digital Certification

Learners must pass a final exam in order to receive a certification.

Once certified, learners can share their digital certification badge on social media so their network knows they are legit!



What is U of Digital?

U of Digital is the leading, independent source of education in the digital advertising industry.

We offer credible, digestible, and applicable education through multi-medium programs. Some of our customers include Google, Amazon, Nielsen, the IAB, and more!



Who Is U of Digital?

Our team of experts consists of **industry leaders from across the space with decades of knowledge and hands-on experience** in digital advertising. We tap into this industry expertise and experience to craft courses around the knowledge and skills that matter most in the real world.

Included in Digital Advertising Essentials:

Ad Tech History

Marketing Channels and Ad Formats

- Advertising Formats Overview
- Banners
- Digital Video
- Streaming Video
- Mobile
- Native
- Retail Media Overview

Perspective of a Marketer

- The Marketer's Funnel
- Agencies
- How a Marketer Thinks

Perspective of a Publisher

Ad Technologies

- Ad Technologies Overview
- Ad Servers
- Supply Side Platforms and Exchanges

- Demand Side Platforms
- The Life of an Ad Impression

Targeting and Data

- Targeting Overview
- Data Relationships
- Pixels and Cookies
- MAIDs
- Online/Offline
- DMPs

Buying Programmatically

- The Auction
- Buy Side Optimization
- Programmatic Transaction Types

Identity Fundamentals

- Identity Fundamentals Overview
- Deterministic Identity
- Probabilistic Identity
- Device Graphs
- Privacy and Cookieless Solutions

TRY FOR FREE

How Digital Media is Bought and Sold

Test drive Digital Advertising Essentials by [signing up](#) for free lessons on:

- Intro to Buying and Selling Digital Media
- Direct Buying
- Programmatic Buying

Digital Measurement

- Measurement Fundamentals
- Media Metrics
- Performance Measurement
- Brand Measurement

Digital Advertising Risks