



# Level up your digital sales knowledge with Digital Advertising Fundamentals



## Master essential digital concepts with Digital Advertising Fundamentals

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 Fundamentals 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, TikTok, Indeed, 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 Fundamentals:

### 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 Fundamentals 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