Advanced Programmatic Advertising and Media Buying Training Course



21 - 25 Dec 2026

Lisbon

4500 € (Per Person)

Ref: #MAR8744_144123

Course Introduction / Overview:

This course provides a comprehensive exploration of the dynamic world of programmatic advertising and digital media buying. In an industry characterized by rapid technological evolution, a deep understanding of the underlying mechanisms, strategic frameworks, and optimization techniques is essential for success. We will move beyond surface-level definitions to dissect the entire programmatic ecosystem, from demand-side platforms (DSPs) and supply-side platforms (SSPs) to data management platforms (DMPs) and ad exchanges. The curriculum is designed to empower participants with the knowledge to plan, execute, and measure highly effective data-driven advertising campaigns. Drawing on insights from industry experts like the renowned ad fraud researcher Dr. Augustine Fou, we will also critically examine crucial topics such as ad verification, brand safety, and the challenges of attribution in a complex digital landscape. BIG BEN Training Center has developed this program to bridge the gap between theoretical knowledge and practical application, ensuring that participants can confidently navigate the ad tech world and drive tangible results for their organizations. This training will equip you with the strategic foresight needed to adapt to future trends, including the transition to a cookieless advertising environment.

Target Audience / This training course is suitable for:

- Digital Marketing Managers.
- Media Buyers and Planners.
- Advertising Operations Specialists.
- Marketing Analysts.
- Brand Managers.
- E-commerce Managers.
- Digital Strategists.
- Business Owners and Entrepreneurs.
- Account Managers at Advertising Agencies.
- Professionals seeking to transition into a digital advertising role.

Target Sectors and Industries:

- Retail and E-commerce.
- Financial Services and Insurance.
- Technology and Software.
- Telecommunications.
- Travel and Hospitality.
- Automotive.
- Healthcare and Pharmaceuticals.
- Media and Entertainment.
- Governmental and Public Sector Agencies.
- Fast-Moving Consumer Goods (FMCG).

Target Organizations Departments:

- Marketing Department.
- Advertising Department.
- Digital Strategy and Innovation Department.
- Media Planning and Buying Department.
- Data Analytics and Business Intelligence Department.
- E-commerce and Sales Department.
- Corporate Communications Department.
- Product Management Department.

Course Offerings:

By the end of this course, the participants will have able to:

- Navigate the complex programmatic advertising ecosystem with confidence.
- Differentiate between various programmatic deal types, including open auction, PMP, and programmatic guaranteed.
- Develop a strategic media plan based on campaign objectives and target audience insights.
- Utilize data management platforms (DMPs) for effective audience segmentation and targeting.
- Set up and manage campaigns within a demand-side platform (DSP).
- Implement advanced bidding strategies to maximize campaign performance.
- Analyze key performance indicators (KPIs) to measure campaign success and ROAS.
- Apply techniques for ad fraud prevention and ensure brand safety.
- Optimize campaigns in real-time based on performance data and analytics.
- Understand the impact of privacy regulations and the shift towards a cookieless future.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical. We believe that adult learning is most effective when it combines expert instruction with hands-on application. This course moves beyond traditional lectures to create a dynamic learning environment where participants actively engage with the material. Sessions will feature a blend of detailed presentations, real-world case study analyses, and interactive group discussions that encourage peer-to-peer learning and knowledge sharing. Participants will work on practical exercises that simulate the process of planning and executing a programmatic campaign, from defining audiences to setting bidding strategies. Our expert instructors facilitate these activities, providing personalized feedback and guidance to ensure a thorough understanding of the concepts. The emphasis is on developing strategic thinking and problem-solving skills, enabling participants to apply what they have learned directly to their professional roles. This collaborative and supportive approach ensures a comprehensive and lasting learning experience.

Course Agenda (Course Units):

Unit One Foundations of the Programmatic Ecosystem

- Introduction to programmatic advertising.
- The evolution from traditional media buying to automated processes.
- Key players and their roles: DSPs, SSPs, DMPs, and Ad Exchanges.
- Understanding the real-time bidding (RTB) auction process.
- Exploring different programmatic deal types: Open Auction and Private Marketplace (PMP).
- Programmatic Guaranteed and Direct deals.
- The flow of data and money in the ad tech landscape.

Unit Two Strategic Campaign Planning and Audience Targeting

- Defining clear campaign objectives and key performance indicators (KPIs).
- The marketing funnel and its application in programmatic strategy.
- Fundamentals of audience segmentation.
- Utilizing first-party, second-party, and third-party data.
- Introduction to Data Management Platforms (DMPs).
- Developing audience personas for effective targeting.
- Contextual, behavioral, and lookalike targeting strategies.

Unit Three Programmatic Campaign Activation and Execution

- Navigating the interface of a Demand-Side Platform (DSP).
- Setting up a new advertising campaign from scratch.
- Budgeting, pacing, and flighting considerations.
- Implementing various bidding strategies (e.g., CPM, CPC, CPA).
- Creative management and ad serving fundamentals.
- Implementing frequency capping to avoid ad fatigue.
- Best practices for campaign launch and initial monitoring.

Unit Four Measurement, Analytics, and Campaign Optimization

- Understanding core programmatic metrics and their significance.
- Building and interpreting campaign performance reports.
- Introduction to marketing attribution models.
- Techniques for in-flight campaign optimization.
- A/B testing creatives, audiences, and bidding strategies.
- Analyzing supply path optimization (SPO) for efficiency.
- Calculating and improving Return on Ad Spend (ROAS).

Unit Five Advanced Programmatic Channels and Future Trends

- Strategies for brand safety and ad fraud prevention.
- Ad viewability standards and measurement.
- Programmatic advertising across new channels: CTV, audio, and digital out-of-home.
- The impact of privacy regulations like GDPR and CCPA.
- Preparing for the cookieless future and identity solutions.
- The role of artificial intelligence and machine learning in programmatic.
- Final project: Developing a comprehensive programmatic strategy.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As privacy regulations tighten and third-party cookies are phased out, how might the fundamental principles of audience targeting and attribution modeling evolve in the programmatic landscape?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing on strategic mastery rather than mere platform proficiency. While many courses teach the "how-to" of operating a specific DSP, our curriculum is designed to cultivate the "why" behind every decision in the programmatic chain. We emphasize the development of a critical and analytical mindset, enabling participants to build robust, data-driven strategies that are platform-agnostic and adaptable to the ever-changing ad tech environment. The content is deeply rooted in current industry challenges, dedicating significant time to complex issues like brand safety, ad fraud, and the seismic shift towards a cookieless future. By integrating insights from leading industry thinkers, we provide a forward-looking perspective that prepares participants not just for today's market, but for the future of digital advertising. The methodology prioritizes interactive problem-solving and case study analysis over passive learning, ensuring that participants leave with not only knowledge but also the confidence to apply it effectively to drive measurable business outcomes.