


Exploring the AdTech Ecosystem

 Instructor-led  Onsite or Remote  ~14 Hours

Overview: Marketing has seen an explosion in the tools available to interpret data, target customers, and automate processes. Help marketers capitalize on the latest technology through a deep dive into data and AdTech principles and platforms.

Business Outcomes:

- Leverage the vast stores of data your organization collects.
- Modernize your marketing capability with data and MarTech tools.
- Use programmatic to streamline ad serving.

Measurement & Analytics	AdTech
Write clear objectives and questions to better leverage data partners.	Find the right tools and best practices to collect and store audience data.
Use analytics tools to extract insights from datasets and reports.	Use segmentation to intelligently target and retarget customers.
Inspire action through data-driven presentations.	Understand how trends and regulations are changing the marketing landscape.