

TV



NOVEMBER 2021

ONLINE

MASTERCLASS

DIGITAL ADVERTISING

Learning to think beyond a TV-centric approach and truly embrace "total video" as a digital medium.

Steven Golus, *Digital Advertising Training and Enablement*, Steven Golus Consulting



Steven was an eyewitness to the emergence of the internet as an advertising medium. He began his professional career in advertising in the mid-'90s, surrounded by the inventors and earliest adopters of web and digital advertising technology.

Having noticed a gap in recent years across large media companies and ad agencies transitioning from linear to digital, Steven shifted his focus from operator to trainer and consultant. With an interactive and conversational style that participants truly enjoy, Steven now trains ad technology firms, publishers, ad agencies and advertisers on all facets of digital advertising. Thousands of sales and marketing professionals, as well as executives

and non-sales leaders from A&E, AMC, NBC, Viacom, Discovery, Fox, Facebook, GroupM, Omnicom, IPG, Havas, Dentsu and Horizon Media have benefited from Steven's tailored content and distinctive delivery.

Throughout his career, Steven held senior positions at pioneering organizations. Most recently, he served as a General Manager, Go-to-Market, for DataXu, a leading digital marketing management platform. One of the first 20 employees, Steven built the sales organization and grew revenue from \$1M to over \$100M in four years. Before DataXu, Steven served as VP of Sales Strategy at DoubleClick where he focused on advertiser and publisher tools, created a strategic consulting practice and was part of the team that developed and launched DART Adapt, DoubleClick's optimisation technology. Upon DoubleClick's acquisition by Google in 2007, Steven led sales integration activities between the two organisations. For more info: www.stevengolus.com

Format: one session, every Tuesday in November from 15h00 to 16h15 (CET).

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MODULE 1: The Basics (75 minutes+ 15 minutes introduction)

- **Ad Formats** - Participants will discover the ad formats most leveraged by advertisers and publishers. They will see how **display, video, search, social, native, mobile, audio, addressable TV and OTT** ads are priced, sold and bought.

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MODULE 2: Data and targeting (75 minutes)

- **Tracking** – The fundamentals of **ad tags, pixels, cookies and ad serving**. From here participants will explore how each of these plays into the buying and selling of digital advertising. The narrative of this module will include how advertisers track **ad performance and ROI** and subsequently use this information to make buying and renewal decisions. Insights into the impact the end of third-party cookies will have on the industry.
- **Data and Targeting** - From simple browser-based targeting to more complex **first- and third-party data targeting**, participants will discover how data is captured and leveraged by both publishers and advertisers. There will be a primary focus on the targeting tactics advertisers think about as they plan and buy media.
- **Data Management** - Participants will take learnings from the prior session to understand how technology platforms enable advertisers and publishers to develop data strategies. We will have a look into a **Data Management Platform (DMP)** - the foundation of this technology - and discuss the major players in the space.

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MODULE 3: Ad Tech (75 minutes)

- **Programmatic** - Participants will learn why during the mid-2000's programmatic buying emerged and how both agencies and publishers benefit from media buying automation. They will then explore how programmatic media is bought and sold by showing the role of each stakeholder including the **brand, agency, trading desk, DSP, Ad Exchange, and Publisher**. Participants will also become familiar with some of the more advanced components of programmatic including **Private Marketplaces, Preferred Deals, and Programmatic Direct**.
- **Video Advertising Ecosystem** - Participants will dig deeper into how the intermediaries involved in the digital media buying process - **agencies, ad servers, analytics, data management, ad networks, OTT platforms, content delivery networks, and carriers** - add value. They will become familiar with the names of the major players in each category. We will then discuss how consolidation will be one of the primary drivers of the ecosystem moving forward.

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MODULE 4: Brand Safety (75 minutes)

- **Viewability** - Participants will understand how viewability came to be and what the **IAB and MRC** are doing to standardize this measurement. We will also discuss how advertisers use viewability as a negotiating tactic and how and publishers can use it to increase yield.

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MODULE 5: Ad Fraud (75 minutes)

- **Ad Fraud** - Participants will learn the different types of ad fraud - **traffic fraud, bots, domain spoofing, ad injection, and ad stacking** - and how each impacts the ecosystem. We will also discuss the technology being used to help combat ad fraud.

Please feel free to reach out to [Alain Beerens](#) for more information about this training.

IMPORTANT:

- Participants to the Masterclass should commit to participate in the 5 sessions.
- Training open to egta members only.
Other sales houses (potential members of egta) can be welcome to join too, please reach out to the team to discuss details.

Testimonials from egta members about Steven's trainings:

"I've gained significant knowledge in the complex digital ecosystem that TV sales professionals must get acquainted with. Very valuable classes, even to digital salespeople that want to recap concepts and learn more on TV advertising challenges. Steven Golus manages, in a perfect way, to involve each participant independently of his/her knowledge on the subject matter, being very interactive and keeping everyone energized. I highly recommend attending the Masterclass on Digital Advertising." - Cristina Vaz Tomé, Chief Revenue Officer, SIC (Impresa).

'I really enjoyed participating in the Online Masterclass with Steven Golus and would recommend it to anyone keen to get a better understanding of the digital ecosystem. He excels in simplifying complex stuff and makes teaching through Zoom work as good as possible.' - Nikolaj Berg, Digital Market Manager, Nordic Entertainment Group

"The masterclass was very informative and had a nice blend of basics as well as higher level strategic considerations. Steven is very knowledgeable on the topics, encouraged interactivity with the class and was available when we reached out separately for guidance.' - Melinda Naicker, Head of Pricing & BI, DStv Media Sales

'I found this Online Masterclass a perfect combination of refreshment of my basic knowledge and a first good taste of the evolution in the digital landscape. Not only was the Masterclass very educational, there was a good dynamic and participation between Steven and everybody who followed the class.' - Sam Homblé, Manager Creative Partnerships, VAR