

RADIO



NOVEMBER 2021

ONLINE

MASTERCLASS

DIGITAL ADVERTISING

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: a session every Wednesdays during four weeks in November – 3, 10, 17, 24 Nov from 15h00 to 16h15 (CET).

MODULE 1: The Basics

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

MODULE 2: Data and targeting

- **Tracking** – The fundamentals of **ad tags, pixels, audio 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 (examples of audio DMPs).

MODULE 3: Ad Tech

- **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**.

- **Audio 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, audio platforms, podcast 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, and explore how big players like Google, YouTube, Amazon, Facebook, Spotify and Apple are getting into the online audio advertising space.

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

IMPORTANT:

- Participants to the Masterclass should commit to participate in the 4 sessions. Registration to the event [here](#). The price for the course is 600 EUR.
- Training is 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:

"Without any doubt the best digital training I ever did. Starting from the fundamentals, the training helps getting a clear view on how digital advertising & technology really works. The expert trainer brings full clarity in this very complex universe. The training gives you confidence and knowledge to engage with customers & partners to create the future of our media."

Saskia Schatteman, CEO, VAR

'For me the training gave me great context for the Digital Sales Ecosystem in which we operate. It allowed me to familiarise myself with the basics and gave me an understanding of cookies, pixels and their role in tracking the user. It helped me to understand the difference between first party data and third party data and also the process of how an ad is served. I think that Steven delivered the course in a very engaging way and in a format that was accessible to everyone – the course moved at a fast pace yet Steven ensured that no one was left behind and kept re-visiting elements as the course progressed which kept everything fresh as we got into the heavier sections of the course. A very enjoyable and well ran course with some great insights and lots of learnings from other delegates.'

Joanne Watts, Director of Commercial Operations, RTE

'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 egta Digital Training was without doubt the most valuable training I have participated in for a long time. Steven Golus is an incredible trainer, he demands your attention, is extremely knowledgeable and through continued interaction make learning feel both effortless and fun. The training covers a wide range of the digital elements from basics to the more sophisticated elements and is guaranteed to grow your understanding and confidence of both Ad Tech and the wider digital market. I simply cannot recommend this course or Steven enough."

David Amodio, Digital and Creative Leader, Channel 4

"With the rapid shift in media consumption from linear to digital, training has been a key initiative. Stevens class made an incredible impact on our team. He really has a great handle on the subject matter and made us all smarter."

Scott Collins, President of Sales, AMC Networks