Advanced DV 360 Training

Week 1: Introduction and Platform Overview

Day 1: Introduction to DV360

- Overview of Programmatic Advertising
- Introduction to DV360: Features and Capabilities

Day 2: Navigating DV360

- Understanding the DV360 Interface
- Key Components: Advertisers, Campaigns, Insertion Orders, Line Items

Day 3: Campaign Planning in DV360

- Setting Campaign Objectives
- Understanding Target Audiences and Market Research

Day 4: Understanding Inventory in DV360

- Types of Inventory Available in DV360
- How to Purchase Inventory: Auction, Programmatic Direct

Day 5: Creative Elements in DV360

- Overview of Creative Formats and Requirements
- Uploading and Managing Creative Assets

Week 2: Setting Up Campaigns

Day 6: Audience Targeting Strategies

- Building and Using Audience Lists
- Utilizing Third-Party Data

Day 7: Advanced Targeting Options

- Contextual Targeting
- Geographic and Demographic Targeting

Day 8: Bidding and Budget Management

- Bidding Strategies in DV360
- Setting and Managing Budgets

Day 9: Creating and Managing Insertion Orders

- Step-by-Step Guide to Creating IOs

- Best Practices for IO Management

Day 10: Line Item Set-up and Optimization

- Different Types of Line Items and Their Uses
- Optimizing Line Items for Performance

Week 3: Campaign Execution and Management

Day 11: Ad Serving Mechanics

- Understanding How Ads are Served
- Frequency Capping and Ad Rotation

Day 12: Cross-Device Campaigns

- Strategies for Multi-Device Targeting
- Measuring Cross-Device Impact

Day 13: Integration with Other Platforms

- Using Google Analytics with DV360
- Integration with Data Management Platforms

Day 14: Compliance and Brand Safety

- Ensuring Brand Safety and Compliance
- Using Verification Tools and Settings

Day 15: Campaign Troubleshooting

- Diagnosing Common Issues
- Tools and Techniques for Troubleshooting

Week 4: Reporting and Analytics

Day 16: Basic Reporting Features

- Understanding DV360 Reporting Interface
- Customizing Basic Reports

Day 17: Advanced Reporting and Insights

- Deep-Dive into Performance Metrics
- Extracting Actionable Insights

Day 18: Attribution Modeling in DV360

- Understanding Different Attribution Models

- Applying Attribution Models to Analyze Performance

Day 19: Using Data Visualization Tools

- Creating Dashboards for Real-Time Insights
- Integrating with Tools like Data Studio

Day 20: Reporting Automation

- Setting Up Automated Reports
- Tips for Efficient Reporting

Week 5: Optimization and Advanced Strategies

Day 21: Real-Time Bidding Optimization

- Techniques for Optimizing Bids in Real-Time
- Understanding Auction Dynamics

Day 22: Audience Expansion and Lookalike Strategies

- Utilizing Similar Audiences for Expansion
- Best Practices for Lookalike Audience Targeting

Day 23: Creative Optimization

- Dynamic Creative Optimization (DCO)
- A/B Testing with Creatives

Day 24: Programmatic Guaranteed and Private Deals

- Setting Up Programmatic Guaranteed Deals
- Navigating Private Marketplaces

Day 25: Advanced Campaign Strategies

- Sequential Messaging and Storyboarding
- Leveraging Machine Learning for Campaigns

Week 6: Future Trends and Recap

Day 26: Emerging Trends in Programmatic

- Latest Trends in Programmatic Advertising
- Preparing for Future Changes

Day 27: Integration with Emerging Technologies

- AI and Machine Learning in Programmatic

- The Role of 5G and IoT in Advertising

Day 28: Data Privacy and Ethical Advertising

- Understanding Data Privacy Regulations
- Ethical Considerations in Programmatic

Day 29: Case Studies and Best Practices

- Analysis of Successful Campaigns
- Discussion of Industry Best Practices

Day 30: Course Recap and Q&A

- Key Takeaways from the Course
- Open Q&A Session for Clarification and Discussion