HATCH:PROGRAMMATIC

Sharpen your skills in programmatic media buying

Thanks for your interest in our upcoming Hatch:Programmatic course. Here we provide an overview of the course curriculum, format and how to book a place.

PROGRAMMATIC KEEPS EVOLVING

Spend on programmatic advertising is soaring and the way in which it is being bought is changing. It is no longer the exclusive domain of large agencies and their trading desks; as time goes on, more advertisers are looking at buying direct and more specialist digital shops are entering the fray. Hatch:Programmatic looks in depth at the options available, the latest developments in the industry and how to set up to execute profitable ad buys, whatever side of the market you are on.

JOIN OUR CLIENTS

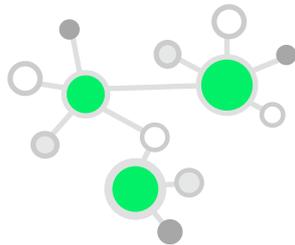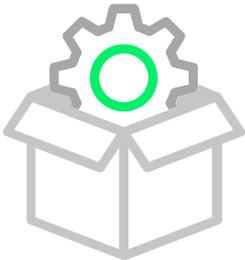PokerStars   BARCLAYS   FARFETCH.COM   JUST EAT   John Lewis   SHOP DIRECT

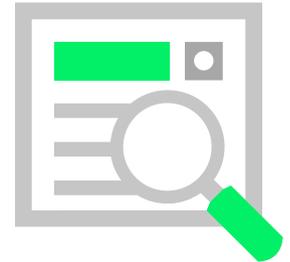## 4 KEY AREAS YOU LEARN ABOUT ON HATCH:PROGRAMMATIC

1 **Ecosystem and Marketplace**

2 **Data and Strategy**

3 **Platforms**

4 **Campaign Setup and Optimisation**

WHAT PEOPLE SAY ABOUT US

Amanpreet Budesha, Virgin Holidays:
"Hatch:Programmatic was comprehensive and practical. The trainers were great and I learnt things I could implement in my day job straight away. Overall a brill session!"

Elen Barber, Unibet:
"The workshop provided a great in-depth picture of the programmatic landscape. We covered current problems, opportunities and future developments and I will be recommending it to our team of marketers."

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COURSE TUTOR & DESIGNER

Adam Parker

Adam has spent over 8 years in the digital marketing space across both the supply and demand side functions within businesses such as AdJug, Yahoo! and currently eBay Classified Group UK.

Tilly Sheppard

Tilly has worked in digital marketing for over 5 years. She's currently managing accounts at Xaxis and before that she worked as Campaign Optimiser at Yahoo! where she focused primarily on delivering performance for advertisers.

COURSE FORMAT

2- day course limited to 12 people to keep it engaging and offer 1:1 time with the tutors

BOOK NOW

For pricing and more information, please get in touch:
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02071172441

DETAILED AGENDA: DAY 1

- **Introduction:** common assumptions and myths around programmatic.
- **Key Principles and Fundamentals:** analysis of different programmatic buying techniques (automated, unreserved fixed rate, invitation only auctions, open auctions/RTB), ecosystem/components (trading desks, SSPs, DSPs, networks, exchanges, DMPs, etc) and some of the companies involved.
- **Benefits and Challenges:** debate of some of the key issues, including transparency, efficiency, control, insight and attribution.
- **Big Data:** the role of the DMP, definition of 1st, 2nd and 3rd party data, the importance of customer profiles, examination of different data sets and how to leverage them.
- **Strategies and Tactics:** analysis of the purchase funnel and which programmatic strategies fit where. How to use data, deals and categories to formulate different approaches, e.g. contextual, PMP, lookalikes. Cross device and ad blocking considerations.
- **Viewability and Fraud:** issues around these and content verification, the effect on your campaigns and how the industry is tackling them.

DETAILED AGENDA: DAY 2

- **Creative:** looking at different creative strategies, including dynamic optimisation based on different data inputs (e.g. 1st/2nd/3rd party, weather, date/time). Creative workshop based on different advertiser scenarios.
- **Campaign Setup:** different campaign goals (CR vs brand, CPA vs ROI), pre-campaign planning, how to set up tracking and why it's important, creative formats and tags, platform hierarchy and different campaign segments.
- **Platform Demo:** a demonstration of the interface and capabilities of an example market-leading ad platform.
- **Optimisation:** setup errors and troubleshooting, discussion of scale vs performance and the importance of gaining enough data before making decisions, optimisation techniques including pacing and site-level. In-depth data analysis/optimisation workshop.

OUR APPROACH

At Hatch, we put all our effort into developing the most advanced and in-depth channel specific workshops possible. Emphasis is put on learning by doing; to that end we aspire to have no Powerpoint and instead develop a range of interactive and engaging tasks to provide an active learning experience. Our tutors are genuine experts; they spend all day every day obsessing over the finer points of their specific channel and thereby help our students stay ahead of the curve.

Hatch