



See Schedule & Cities

iab.com/fundamentals

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Syllabus

- Industry history and consumer behavior
- Advertising marketing models
- The digital ecosystem
- Ad formats and creative
- Ad serving and targeting
- Campaign tracking, media math & optimization
- Fraud and compliance
- Research and measurement

Topics Covered

Consumer Decision Journey	Consumer Behavior	Native Advertising	Audience Reach	High Impact
Paid, Owned, Earned Media	Social Media	Campaign Measurement	Consumer Buying Funnel	Contextual Targeting
Search	Media Math	Aggregated Media	Responsive Design	Agency Structure
Shared Media	Programmatic	Publisher Content	Media Mix	Rich Media
Ad Networks	Ad Exchanges	Real Time Bidding (RTB)	Traditional & Digital Media	Ad Serving
Ad Fraud	Reach and Frequency	Campaign Optimization	Supply Side Platforms (SSP)	RFP's and Media Buying
Demand Side Platforms (DSP)	Data Targeting	New Ad Networks	Display	Digital Video
Compliance	Trading Desks	V-Suite	Instream Video	Digital Audio
Pixels	Tags	Ad Serving Protocols;	Conversion Attribution	Cookies