



Trading Academy Course Catalog



The **Trading Academy Certification Program** is a professional accreditation demonstrating proficiency in the fundamentals and advanced theory of programmatic advertising. To complete the certification, you will need to pass the Trading Academy Specialist curriculum and exam. The lessons provide an overview of the concepts, language and skills required for programmatic practice.

A strong emphasis is placed on enabling students to develop the core principles and vision for the future of programmatic. That vision is facilitated by some of the founding members of programmatic and industry leaders across the full digital advertising ecosystem.

REQUIREMENTS

You will need to pass the Trading Academy Specialist certification exam to become Trading Academy certified.

SHARE YOUR CERTIFICATE ON **LinkedIn**

Once you get certified, you'll be able to share your certificate status with others by downloading your printable certificate and adding the certificate to your LinkedIn profile.

A's Specialist: Omnichannel & Inventory Types

SECTION 1: Emerging Channels

- Video
- Advanced TV: The new living room
- Mobile: At hand, everywhere
- The Native Ad Ecosystem: why native won and where it's heading
- Headlines, Not Titles: the science of making an impression with native ads
- Programmatic Audio, Turning up the Volume
- Programmatic Email & Identity

SECTION 2: Private Buying

- Header Bidding
- Private Markets, History of Publisher Side Monetization
- Private Buying
- Introduction to the Forward Market

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aaa.org/home-page/your-career/training-programs/trading-academy/



The Trading Academy provides end-learners with an understanding of the value and possibilities of programmatic advertising. The theories and strategies we provide will illuminate the full potential of programmatic, and nurture the industry's next pioneers and thought leaders. Many understand the "how" of programmatic, few fully grasp the "why". The Trading Academy exists to change that and by filling the marketplace with better, more relevant ads, we aim to keep advertising ecosystem healthy for years to come.



LEARN ON
YOUR OWN TIME



ENGAGE WITH
THE EXPERTS



REAL RESULTS



CERTIFICATION