

PRÜFUNGSLEITFADEN:

PROGRAMMATIC-BUYING-FACHKRÄFTEZERTIFIKAT

PRÜFUNGSBEISPIEL

Über welche Demand Side Platform (DSP) ist YouTube buchbar?

- a. Display & Video 360
- b. The Trade Desk
- c. Amazon DSP
- d. Active Agent

FACHBEGRIFFE

Die folgenden Fachbegriffe wurden vom Expertenbeirat des BVDW als Grundbegriffe definiert, die man als Fachkraft für Programmatic Buying kennen und anwenden können sollte.

Generell

- Programmatic Advertising
- Programmatic Buying
- Real-Time Advertising (RTA)
- Real-Time-Bidding (RTB)

Kampagnenaktivierung

- Demand-Side-Platform (DSP)
- Campaign Flight
- Pacing
- Pacing: Ahead
- Pacing: ASAP
- Pacing: Even
- Frequency Capping

Targeting

- Contextual Targeting
- Data Targeting
- Device Targeting
- Environment Targeting
- Day & Time Targeting
- Geolocation Targeting
- Url Targeting
- Inclusion List
- Exclusion List

Inventare

- Supply Side Platform / Sell Side Platform (SSP)
- Ad Exchange
- Publisher
- Bid Request
- 1st Price Auction
- 2nd Price Auction
- Floor-Price
- Vermarkter
- Private Deal
- Private Marketplace
- Private Auction
- Open Auction
- Preferred Deal
- Fixed Price Deal
- Guaranteed Deal
- Deal ID

Daten

- Data-Management-Platform (DMP)
- 1st Party Data
- 2nd Party Data
- 3rd Party Data
- Audience-Segment

Formate & Kanäle

- Display
- Video
- Audio
- Digital-out-of-Home (DOOH)
- Advanced TV (Addressable TV / Connected TV)
- Medium Rectangle Ad
- Mobile Medium Rectangle Ad
- Halfpage Ad
- Billboard Ad
- Skyscraper Ad
- Pre-Roll Video Ad
- Mid-Roll Video Ad
- Post-Roll Video Ad
- In-Stream Video Ad
- Out-Stream Video Ad

Kreation

- Creative
- Dynamic-Creative-Optimization

Ad Management / Ad Operations

- Ad Tag
- Adserver
- Video-Ad-Serving-Template (VAST)

Ad Verification

- Media Quality
- Ad Verification
- Viewability
- Brand Safety
- Ad Fraud
- Ad Collision
- Pre-Bid Targeting
- Invalid Traffic

Kennziffern

- Ad Impression (AI)
- Cost-per-Mille (CPM)
- Viewable Cost-Per-Mille (vCPM)
- Tausender-Kontakt-Preis (TKP)
- Click-Through-Rate (CTR)
- Cost-per-Click (CPC)
- Cost-per-Completed-View (CpCV)
- Cost-per-Action (CPA)
- Cost-per-View (CpV)
- Completion-Rate
- Return-on-Advertising-Spend (ROAS)

Measurement

- Post-Click-Conversion
- Post-View-Conversion
- Tracking Pixel
- Software-Development-Kit (SDK)

Strategie / Kampagnenziel

- Prospecting
- Retargeting
- Brand-Awareness
- Performance
- Brutto-Reichweite
- Netto-Reichweite