

PROGRAMMATIC TRAINING & CONSULTING



Programmaddicts



Programmaddicts

UNLOCK THE POWER OF PROGRAMMATIC

About Us

Programmaddicts is a boutique programmatic consulting firm providing customized services tailored to our client's unique goals and objectives. We're on a mission to help you navigate the complexities of the programmatic ecosystem and enable your organizations to unlock and scale new revenue streams.



Our Experience

SLATE

Vox

QUARTZ



TASTEMADE



SYSTEM1

COMPLEX



Programmaddicts

Consulting Services

Business and Product Strategy

- Develop programmatic sales capabilities
- PMP packaging and pricing
- Platform vetting (SSP/DSPs/DMPs)
- Assessment of internal operations
- Data strategy

Process Development

- Campaign tracking and pipeline management
- Forecasting and reporting
- Deal activation & optimization best practices
- Streamlining workflow between sales, ad ops and client services

Infrastructure Support

- Organizational structure of specialist teams
- Establish roles, responsibilities and workflow with existing internal teams
- Recruiting and interviewing
- Managing channel conflict
- Advising on commission structures

Go-To-Market Strategy

- Defining positioning in market
- Account planning with sales teams
- Identifying key contacts and accounts
- Driving incremental through programmatic
- Upselling from open exchange and PMPs
- Programmatic training bootcamp

TRAINING PROGRAMS AND WORKSHOPS



Programmaddicts

Programmatic Fundamentals

Duration & Price	3 Hours, \$750/person
Objective	Empower sellers with the tools and knowledge to explain the benefits of programmatic and drive revenue through programmatic channels
Content	This program is focused on demystifying programmatic including a deep-dive on the ad-tech ecosystem, industry trends, products and capabilities, the programmatic buying process, nuancing the programmatic conversation, identifying key decision makers and developing programmatic sales strategies.
Delivery Method	On-site
Audience	Sales, client services, media planning, operations, and product teams



Programmaddicts

Programmatic Fundamentals

Demystifying programmatic

- What is programmatic and why is it important?
- Defining key concepts
- Industry outlook
- Ad-tech landscape
- Importance of media consolidation
- Industry Trends

Programmatic Buying Process

- Understanding the publisher inventory stack
- Defining the differences between deal types
- Where can I leverage 1P data?
- Breaking down the programmatic buying process
- Understanding the holding company ecosystem and internal operations
- Interactive activity

Publisher Capabilities

- Approach to programmatic
- Platforms and capabilities
- 1P data offering
- How to leverage 1P data with publisher capabilities
- Internal operations and workflow between teams
- Managing PMPs
- PMP troubleshooting
- Common questions
- Case Studies

Sales Strategies

- Identifying key decision makers
- Asking the right questions in meetings
- Incorporating data into the sales conversation
- Driving incremental through programmatic channels
- Upselling from open exchange into private marketplaces and programmatic guaranteed deals
- Incorporating data into programmatic guaranteed deals
- Scaling audiences in PMPs



Programmaddicts

Account Planning

Improving Programmatic Sales	
Duration & Price	1 hour per seller, \$400/person
Objective	Identify key programmatic clients and customize pitches for each
Content	<p>This is a tactical workshop designed to arm sellers with a specific go-to-market plan for each of their key accounts. We will isolate the top programmatic prospects, identify key decision makers as well as customize the outreach approach based on the current partnership and what we know about their goals and objectives.</p> <p>Data will be organized across the team's accounts for easy tracking.</p>
Delivery Method	On-site / Video Conference
Audience	Sales



Programmaddicts

Training Workshops

Session Name

Attendees

Length

Programmatic Fundamentals

Sales

3 hours (can be broken into multiple sessions)

DSP and SSP Walkthroughs

Sales and Account Management

1 hour

Internal speaker events

Sales

1.5 hours

Account Planning

Sales

1 hour per seller

PMP Management. Up-selling and Optimization

Sales & Account Management

1.5 hours

Leadership Training

Heads of sales, marketing, ops, product, etc.

1 hour

Audience Workshops; Leveraging 1P Data

Sales and Marketing

1 hour

Programmatic Pitch Practice

Sales

15 Min / Seller