AdTech
ACADEMY
By Basis Technologies

TABLE OF CONTENTS

We have education on the industry and content exclusive for Basis users.
Check out the breakdown below.

INDUSTRY EDUCATION

EXCLUSIVE BASIS EDUCATION

INDUSTRY EDUCATION

Created and designed for the modern learner, AdTech Academy meets you where you are and takes you where you want to go. We provide the education resources digital marketers need to become industry experts.

LEARN YOUR WAY

We're on a mission to make the adtech industry less complex by providing you different ways to learn—meeting you wherever you are, whenever works best for you. That's why we are proud to offer content for industry professionals, empowering the leaders of tomorrow with the insights they'll need to succeed for years to come.

Check out all our different learning opportunities!

+ Courses

From the 101 to the 201, these short lessons focus on key industry topics.

+ Learning Paths

Curated collections of related courses and videos designed to bolster your industry knowledge.

+ Certifications

Take your knowledge to the next level and showcase your skills by earning an official "Basis Certified" badge!

COURSES

From the 101 to the 201, these short lessons focus on key industry topics.

Ad Servers
Ad servers are helpful for advertisers who are running across multiple platforms. Learn what they are and the benefits of using one.

Ad Types
Learn about the standard display ad types available to digital advertisers—from what they are, to why they were created.

Attribution
Attribution is the key to knowing which ads, channels, and strategies are working for you. In this course, you'll learn how attribution works.

Audio
Learn about all the different advertising opportunities available in the world of audio—from podcasts to streaming music.

Behavioral
You can use behavioral targeting to tap into a variety of audiences and interests. Learn what it is and how it works!

Bid Shading
With first-price auctions now dominating the bidding landscape, bid shading has become increasingly important to programmatic advertisers. Learn what bid shading is and how it works.

Common Terms
Download this helpful list of the most commonly used digital advertising terms.

Connected TV
Learn all about connected TV and see how it differs from other formats.

Contextual
Contextual is a cookie-proof targeting tactic. Learn what it is and how it works.

Conversion Tracking
Learn about what conversion tracking is and why it's helpful for digital advertisers.

Cross-Device
Learn how to target individuals (or groups of people) across multiple devices.

First-Party Data
Learn about what first-party data is and how it is collected.

Header Bidding

Header bidding is an advanced technique where inventory can be offered to multiple ad exchanges. Learn how it works here.

Location Options
Learn about all of Basis's location targeting options—from hyper-local targeting, to state-level, and much, much more!

Manual optimizations
Manual optimizations are an option if you want full control over optimizations in a DSP. Learn how manual optimizations work and best practices.

Marketing Funnel
Learn about the marketing funnel and how the different stages help drive decisions for a digital advertising campaign.

COURSES

From the 101 to the 201, these short lessons focus on key industry topics.

Native
Native ads match the look and feel of a website. Learn more about what they are and how they work.

Objectives & KPIs
Defining your objectives and KPIs are one of the first steps to a successful campaign. Learn about the different types of objectives and correlating KPIs.

Optimizations
Having access to lots of clean data means many opportunities to optimize your campaign. Get a 101 on optimizations and learn how they work.

Optimizations Cadence
You might be wondering how often do optimize your campaign. Learn best practices on how often you should here.

Pacing & Optimizations
A key part of optimizations is ensuring that ads are delivered in a timely manner. See how pacing can impact optimizations here!

Pricing Models
Pricing models will differ depending on the goal of your campaign. Learn about the different models and what they are used for.

Private Marketplace
The Private Marketplace allows better access to premium publishers. Learn what it is and when to use it!

Programmatic Ecosystem
From RTB to DSPs to SSPs, there are many different players in the programmatic ecosystem. Learn how they all work together here.

Prospecting
You can use prospecting as a tactic across many different campaign types. Learn what it is, how it works, and best practices for executing.

Real Time Bidding
Gain an understanding of real time bidding, learn about different auction types, and see why RTB is critical to your programmatic career.

Retargeting
If you've been online, you've most likely been retargeted with an ad that's based on your activity. Learn how it all works here.

What is a DSP?
Ever wanted to know the ins and outs of demand side platforms (DSPs)? Learn how they work here.

What is a SSP?
A supply-side platform (SSP) is a key part of the programmatic ecosystem. Learn what they are and how they work with DSPs here.

What is an Exchange?
Exchanges are a key part of the programmatic ecosystem. Learn how exchanges work and the different types that are available.

What is Programmatic?
Programmatic advertising doesn't have to be confusing. Learn about how programmatic fits into the greater digital advertising landscape and see how it works!

LEARNING PATHS

BADGE ELIGIBLE

Curated collections of related courses and videos designed to bolster your industry knowledge.

Role-Based Learning Paths

Digital Media Associate
Dedicated courses for the new digital media associate. Includes topics like programmatic 101, the programmatic ecosystem, and different ad types.

Digital Media Buyer
A bundle of courses for the new digital media buying. Learn about best practices on pacing, budget recommendations, and KPIs.

Digital Media Strategist
A dedicated bundle of courses perfect for the new digital media strategist. Begin to build your knowledge on strategy, execution, and aligning campaign goals and KPIs.

Executives (coming soon)
Dedicated courses for the new marketing executive. Learn what you need to know in order to strive, including things like bringing programmatic in-house and outlining business objectives.

Topic Learning Paths

Bidding
Learn about bid shading, real time bidding, header bidding, and more in this bidding deep dive.

Data
Learn the ins and outs of data, including first-party data, second-party data, third-party data, and the future of data.

Optimizations
These courses will help give you a baseline understanding of what optimizations you can leverage in your advertising campaigns.

Programmatic
Learn about what programmatic is and get familiar with the ecosystem, when you use it, and its benefits.

Tactics
Learn about the different tactics you can use, what they do, and how they can help you with different objectives & KPIs.

CERTIFICATIONS

BADGE ELIGIBLE

Take your knowledge to the next level and showcase your skills by earning an official "Basis Certified" badge!

Contextual Essentials

Learn what contextual targeting is, how technology has helped it evolve, its benefits, and meet some of the different contextual partners available.

Data Essentials

Build a strong foundation in digital data basics and learn how advertisers can use data to target audiences and measure performance. Journey through the state of data today, get a high-level overview of the main advertiser identifiers, see the differences between first-, second-, and third-party data, and learn how to activate on audiences.

Digital Media Essentials

Get up to speed on all your digital advertising basics! Learn common definitions, tactics, and data types. See how to define success, dig into digital channels, and gain a solid understanding of digital media and media planning.

Direct Buying Essentials

Learn the ins and outs of direct buying! See the benefits of running a guaranteed direct buy, learn what the differences are between a direct buy and a programmatic buy (and how to strategically work with both types of buys in campaigns), and unlock the best practices of direct buying and negotiating tactics.

Private Marketplace Essentials

Private marketplaces are becoming increasingly important with the deprecation of cookies on the horizon. Learn what private marketplaces are, the differences between private vs. open marketplaces, unlock best practices, and see what the benefits are.

Programmatic Essentials

Looking for a solid foundation of programmatic advertising knowledge? Look no further. Learn about the history of programmatic, real-time bidding, common acronyms, targeting, and inventory. You'll also learn how a DSP works and get to dig into strategy.

Search Essentials

Journey through the essentials of paid search. Learn all about what paid search is and how it works, see the differences between the main platforms, and discuss key terms.

EXCLUSIVE BASIS EDUCATION

Created and designed for the modern learner, AdTech Academy meets you where you are and takes you where you want to go. We unlock the tools you need to become a Basis expert and an adtech aficionado!

LEARN YOUR WAY

We're on a mission to make the adtech industry less complex by providing you different ways to learn—meeting you wherever you are, whenever works best for you. That's why we are proud to offer exclusive content for our Basis users, empowering the leaders of tomorrow with the insights they'll need to succeed for years to come.

Check out all our different learning opportunities!

+ Onboarding

For our path to self-serve customers, this on-demand training will help guide you as you get ready to take on Basis.

+ Courses

Short, single-topic tutorial videos that take you through use cases, how-to's, and best practices for key Basis features.

+ Learning Paths

Curated collections of related courses and videos designed to bolster your knowledge of industry topics and Basis features.

+ Certification

Take your knowledge to the next level and showcase your skills by earning an official "Basis Certified" badge! We offer a wide range of options for our Basis users.

ONBOARDING

For our path to self-serve customers, this on-demand training will help guide you as you get ready to take on Basis.

Module 1: Intro to Basis

Let's get you set up! In this module, you'll learn about basic UI Navigation, how to set up your account and organization, the importance and how-to of hierarchy, and Basis best practices.

Module 2: Collaboration & Communication

In this module, you'll learn the ins and outs of the Message Center, see how to use the Comments feature, and discover what Basis Assistant can help you achieve.

Module 3: Reporting

In this lesson, you'll learn about all the ways you can access reporting in Basis—including Campaign Reports, DSP Reports, Insights, and 3rd-party reporting—and get tips on how to best use the analytics screen.

Module 4: DSP: Functionality

Get acquainted with Basis! This includes a basic overview of programmatic buying, details the settings and set up involved in our DSP, reviews creative asset management, and finishes with some Basis tips & tricks.

Module 5: DSP: Overview & Tactics

Discover what is offered in Basis DSP. In this module, you'll learn the differences between the open marketplace vs private marketplace, domain lists, prospecting, location options, device types, audiences, contextual and brand protection, custom segments, and more.

Module 6: DSP: Strategy Optimization & Pacing

In this module, you'll see how to set up your campaign optimization strategies. Learn all about budget pacing recommendations, manual optimizations, and the tech-based optimizations available in Basis DSP.

Module 7: DSP: Quality & Compliance

Sensitive categories such as cannabis/CBD, alcohol, and gambling have more advertising rules and regulations than other industries. In this lesson, you'll learn what they are and which exchanges you can use.

Module 8: Research & Planning

Learn about how to use Basis features like Inventory Directory, Market Trends, the DSP Inventory Forecast to set benchmarks and plan your campaigns.

Module 9: Direct Buying & Workflow

Learn how to submit a Request for Proposal (RFP) and use Basis' direct buying workflow features.

Module 10: Integrations

Basis is more than a DSP—find out how you can integrate Search, Social, Ad Serving and Billing into this true omnichannel platform.

COURSES

Short, single-topic tutorial videos that take you through use cases, how-to's, and best practices for key Basis features.

Algorithmic Optimizations

Algorithmic optimization maximizes a campaign's performance by adjusting bid prices and status to reach your tactic KPI goals. Learn about best practices, how to use it, and when to use it.

Analytics Screen

This Analytics screen allows you to view metrics and performance data for live or approved campaigns and to optimize your DSP line items. Learn how to navigate the screen and see how best use this information.

Audience

Audience targeting reaches pre-built audiences, either with your own audience pixels or those provided by third-party data providers. Learn who our partners are and how to best use this feature here.

Audience Capture

Learn how you can gather information about the audiences you are collecting from your campaign.

Basis Assistant

A feature that lets you take note of campaign changes from one digital platform to another. Learn how it works here.

Bid Guide

Download this helpful bidding guide to help navigate bidding decisions.

Behavioral In Basis

You can use behavioral targeting to tap into a variety of audiences and interests. Learn about what it is, how it works, and best practices for executing in Basis.

Bid Multiplier

Bid multipliers let you control a tactic's bid price in a variety of ways. Learn how you can use this feature strategically to get you the best inventory.

Bid Shading

Bid shading automatically reduces the bid price you pay to win an auction. Learn how and when to use it in Basis.

Brand Protection

Brand protection differs per advertiser. Learn what it is, how to set it up, and best practices in Basis.

Budget recommendations

Between daily budgets, group budgets, tactic budgets, it's difficult to know what the correct setup is for success. Learn how to set up budgets and uncover best practices.

Building Tactics

The tactic is where you set up targeting rules and settings for your campaigns. Learn how to set up the name, default bid, budget, and location before you launch.

Building Groups

Groups allow you to organize and control related DSP tactics. Learn how a group's status, budget, flight dates, and pacing controls apply to all tactics in the group.

Building Line Items

Building line items are one of the first things you'll do when setting up a campaign in Basis. Learn about best practices on how to do it here.

Bulk edit

See how you can use the bulk edit feature to help streamline your day.

COURSES

Short, single-topic tutorial videos that take you through use cases, how-to's, and best practices for key Basis features.

Campaign Reports
Campaign Reports are at the campaign line-item level. Learn about daily delivery, performance, creative performance, and campaign performance presentation reporting here.

Comments
Learn how to use the Basis comments feature, one of the many ways Basis makes it easy to to communicate with yourself or others within the platform.

Contextual In Basisl
Contextual is a cookie-proof targeting tactic that allows advertisers to align with website content. Learn about Basis's offering and best practices for employing this tactic!

Data Canvas
Data Canvas is a reporting tool within Basis that uses various data dashboards to easily access, visualize, and analyze client performance data in real time. Learn how to use the different templates offered and how to customize Data Canvas.

Device
Learn how to set up and use device-based audience targeting in Basis.

Domain Lists
Domain lists let you customize your Allow and Block lists. Learn best practices and how to execute.

DSP Inventory Forecast
Learn best practices for the DSP Inventory Forecast feature, which will help you determine how your campaigns will scale in the DSP.

DSP Reports
DSP Reports give you more data about campaigns to help you optimize. Learn about different report types here, including delivery/performance, data, geo, device, cross device, and frequency.

Finding Advertiser ID
The advertiser ID is used when creating custom segments or submitting a help ticket. Learn where to find it in Basis.

Finding Vendor Info
Learn how to use Basis' built-in vendor directory and see how to get the most out of this resource.

First Party Data in Basis
Learn about what first-party data is, the different types, and how to view these audiences in Basis.

FSQ Integration
Basis has an integration with Foursquare to help you target users who have visited past locations. Learn how to use this integration to your advantage!

Group Budget Optimizations
Group budget optimization calculates potential daily spend in a group and allocates budgets based on performance. Learn how it works and when to implement it.

Hierarchy
Take some time to learn best practices on Basis' hierarchy (which we promise will save you lots of time in the long run!)

Insights
Insights is a powerful, dynamic, reporting tool that helps you slice and dice your data, apply custom filters, and subtotal your data in an endless number of ways. Learn about default report types and best use cases.

COURSES

Short, single-topic tutorial videos that take you through use cases, how-to's, and best practices for key Basis features.

Inventory Directory
Learn how to use the Inventory Directory, which will give you information on inventory available in Basis.

Linking Ads
Linking ads in Basis is easy! Learn how to upload and link ads here.

Location
From hyper-local targeting to zip code targeting, Basis can help you target locations both broadly and granularly. Learn all the different options and best practices here.

Location Options In Basis
Learn about all of Basis's location targeting options—from hyper-local targeting, to state-level, and much, much more!

Machine Learning Optimizations
Machine learning optimization leverages machine learning and a unique algorithm to maximize a tactic's performance. Learn about best practices and how to use it and when.

Manual Optimizations
Basis offers manual optimizations as an option if you want full control over optimizations in the DSP. Learn how manual optimizations work, best practices, and when you would use them.

Market Trends
Market Trends shows advertising trends based on Basis' data and research, which help you create data-driven media plans. Learn how to best use this feature here.

Message Center
The message center helps you communicate with your team in Basis. Learn how it works and how to streamline your day.

My Audience
Basis offers several ways to help you can collect data about your users. Explore those options and see how to use that data use it for future campaigns.

Private Marketplace in Basis
The Private Marketplace allows better access to premium publishers. Learn about Basis's Private Marketplace deals and best practices on how to use them!

Property Walkthrough in Inventory Directory
Learn how to navigate properties in the Inventory Directory and find what you need.

Prospecting in Basis
You can use prospecting as a tactic across many different campaign types. Learn what it is, how it works, and how to create it in Basis.

Retargeting Rules
Learn the best rules to apply when retargeting audience lists during your campaigns.

RFP Direct
You can RFP vendors for direct buys in Basis. Learn how and see best practices here.

Sensitive Categories
From alcohol advertising to cannabis advertising, different categories can come with different regulations. Learn what they are and get tips on how to execute to maximize scale for your campaign.

COURSES

Short, single-topic tutorial videos that take you through use cases, how-to's, and best practices for key Basis features.

Setting up Connected TV Campaigns
Learn how you can set up connected TV campaigns through the Device tab in Basis.

Universal Pixel
The universal pixel allows you to put only one pixel on a website vs. multiple for tracking conversions. Learn how-to's and best practices here.

Viewability
Learn when and how to use the viewability features in Basis (available pre- and post-bid) and uncover best practices.

Uploading Ads
You can upload one ad or bulk upload ads in Basis. Learn about the different ad types available to upload and where to do it.

Uploading custom PMP
Learn how you can upload a custom private marketplace deal that you've negotiated into Basis.

Video
There are lots of video setting options in Basis. Learn what they are, how to use them, and how to scale your Basis video campaigns.

Viewability
Learn when and how to use the viewability features in Basis (available pre- and post-bid) and uncover best practices.

BADGE ELIGIBLE

LEARNING PATHS

Curated collections of related courses and videos designed to bolster your knowledge of industry topics and Basis features.

Basis Buyer: Bidding

Learn the ins and outs of bidding. You'll get to know how bid shading works in Basis, best practices on bid multipliers, bidding strategies, and what the appropriate starting bids should be for your campaigns.

Basis Buyer: Optimization Suite

From manual optimizations to group budget optimization to tech-based optimizations, Basis offers a many different ways to help you maximize your performance. Learn all about the options and why you would use one over the other.

Basis Buyer: DSP Tactics

Take a deeper dive into DSP tactics and see what each of them can do. Learn about best practices and use cases for tactics and channels such as retargeting, cross-device targeting, and connected TV.

Basis Buyer: Collaboration & Communication

Between the message center and comments, there are lots of ways to communicate and collaborate in Basis. Learn when to use each feature to maximize your efficiency with Basis.

BADGE ELIGIBLE

CERTIFICATIONS

Take your knowledge to the next level and showcase your skills by earning an official "Basis Certified" badge! We offer a wide range of options for our Basis users.

Basis Foundations

For the Basis user that has launched 1-5 campaigns on their own and have met with their onboarding teams. Dig into the foundations of conversion tracking, data, private marketplaces, optimizations, real-time bidding, and more!

Basis Foundations 2.0

For the Basis user looking to level up their skillset. Dive into the next layer of digital media—review campaign optimizations, cross-device, audio, and video!

CONTACT US

LEARN MORE

www.basis.net

QUESTIONS?

Don't hesitate to reach out to

adtechacademy@basis.net