

The Path to In-House Ad Tech



In order to guide advertisers toward in-house programmatic advertising, we've launched Yieldr Enterprise in conjunction with Yieldr Academy. Read on to find out how we're leading the ad-tech revolution.

The Programmatic Landscape

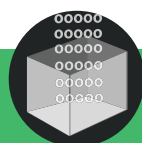
There are three major trends that are transforming the programmatic landscape:

Transparency



The current business model involving agencies, trading desks and opaque vendors has created a programmatic blackbox. Advertisers invest money and see an output, but nothing in between, and thus don't know how their money is being spent. Advertisers are clamoring for a world of performance and financial transparency, without sacrificing performance.

Data Activation



Lots of companies are sitting on mounds of first-party data, which presents the challenge of finding an efficient and effective way to drive actionable results from the data while safeguarding sensitive information.

Control



This is the overarching theme: advertisers want to be in control of their campaign performance as well as their data. By bringing these two elements together, they can create more efficient and effective revenue driving communications channels.

The best way for advertisers to satisfy these needs is by shifting their programmatic buying in house – that's why **Yieldr Enterprise** and **Yieldr Academy** were developed.

What is Yieldr Enterprise?

Yieldr Enterprise is the platform built for in-house programmatic. This is the tool advertisers need in order to take control of their programmatic buying. The platform's dashboard is specially designed to include transparent performance and cost breakdowns. Yieldr Enterprise's offerings are highlighted below.



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What is Yieldr Academy?

While *Yieldr Enterprise* is the tool, *Yieldr Academy* is the manual. *Yieldr Academy* will provide the education, training and ongoing support to put in-house advertisers in the driver's seat. It utilizes a fast paced, hands on, accelerated learning program to foster, grow and support programmatic-advertising talent.



Yieldr Academy offers:

- A comprehensive knowledge base
- Self-study courses
- Exams
- Webinars
- Onsite training
- Certification of programmatic proficiency and knowledge
- An Educational Funding Program

Who is Yieldr Academy For?

The Academy includes four different curriculums:

- **Executive Training**

We educate marketing executives on programmatic strategy and leadership.

- **Performance Training**

We train the marketers who will operate the day-to-day executions of Yieldr Enterprise.

- **Consultancy Training**

We instruct agencies and consultants on how to use Yieldr Enterprise and how to best advise clients, which is concluded with a trusted partner certification.

- **Performance Training + Talent recruiting**

We train recent college graduates on the ins and outs of programmatic. At the conclusion of the course, Yieldr Enterprise clients make offers to the candidates to join their in-house team.

