



## Buying Online Inventory with Confidence

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| <b>Audience:</b>            | Media planners, media buyers, advertisers and marketers responsible for online advertising decisions   |
| <b>Learning Objectives:</b> | <p>Increase your knowledge of how a site's traffic is collated and measured</p> <p>Understand what industry agreed metrics mean and the process ABC employ to audit figures to industry agreed standards</p> |
| <b>Course Content:</b>      | <p>Why measure digital media?</p> <p>Understand counting and web analytic technologies</p> <p>What can be measured?</p> <p>Why does ABC audit 'count' and the benefits</p> <p>Audit metrics explained</p>    |
| <b>Course Hours</b>         | Half day (3 – 4 hours)   |
| <b>Price:</b>               | Price on application (contact <a href="mailto:training@abc.org.uk">training@abc.org.uk</a> )   |
| <b>Location:</b>            | Confirmed on booking   |
| <b>Inclusions:</b>          | <p>Course material</p> <p>Completion Certificate</p>   |