



Expert Session Quiz

Expert: Brian Stempeck – The Trade Desk

Title: Intro to Programmatic Advertising

1. What is the first thing to understand about media consumption?
 - a. Consumers are changing the way they consume media
 - b. Social Media has the most influence on consumers
 - c. All media is consumed the same
 - d. Consumers consume media the same way they did twenty years ago
2. What massive change is happening in media?
 - a. It is going digital
 - b. Social media consumption is decreasing
 - c. Google is controlling all media
 - d. It is not as useful as people think
3. Why has it become difficult for marketers to get a message out to the public in the same way they used to?
 - a. Consumers have fragmented their media consumption behavior
 - b. Consumers are not listening anymore
 - c. People can skip ads on Youtube
 - d. Too many consumers don't give any personal information about what they like to purchase
4. How much time do consumers spend in the walled garden of Google and Facebook
 - a. More than half
 - b. 25%
 - c. All of their free time
 - d. Half their time
5. Brian compares programmatic advertising to what?
 - a. Stock trading
 - b. Gambling
 - c. A soccer game
 - d. An office
6. What is the first component of programmatic ad buying?
 - a. It happens in an automated fashion.
 - b. Marketers don't need to buy any ad space
 - c. Programmatic ad buying is free
 - d. Programmatic ad buying can reach anybody
7. What are the four reasons for marketers to use programmatic marketing?
 - a. Reach, Customer Journey, Choice, Increased ROI
 - b. Reach, Customer Journey, Ad Buying, Increased ROI
 - c. Ease of use, Customer Journey, Ad Buying, Increased ROI

- d. Reach, Customer Journey, Choice, Ease of use
8. What does Brian mean when he says programmatic advertising is omnichannel?
- a. Ads can be seen on multiple different channels
 - b. You can put ads on every T.V. channel
 - c. You can only put your ads on one channel
 - d. Programmatic advertising only works on Facebook
9. How does programmatic advertising allow for more choice?
- a. The consumer sees more relevant ads and the advertisers choose who sees their ads
 - b. Consumers choose to see your ads
 - c. An advertiser gets to choose what the add looks like to the consumer
 - d. Consumers choose the ad they watch but not the length of the ad
10. What is an example of the insights that programmatic marketing brings to marketers?
- a. How ads are performing in certain geographical areas
 - b. How much money they made last year
 - c. If they should delete their ads
 - d. Why certain people are not clicking on their ads