

OpenX Training



Objective

To gain a better understanding of the OpenX ad serving platform through instruction, practical examples and interactive tutorials.

Preparation

- Will we work on a live instance of OpenX?
- What is the current level of experience of delegates?
- How will OpenX be used within the organisation
- Introduction to online advertising terminology
- High level overview of how OpenX works
- Ad metrics: CPC/CPM/CPA/eCPM

Focus topics

- An introduction to OpenX
- Creating campaigns
- How priority levels work
- Syncing ads to single page: companion positioning
- Capping ad views per session
- Banner types
 - Banner, Button or Rectangle
 - Interstitial or Floating DHTML
 - Text ads
- Types of media: image, flash, etc
- What is required from the advertiser
- Useful reports and stats
- User access for sales people and advertisers
- Delivering value for your advertisers

Requested Topics

- Most effective set up for serving ads
- Is our installation bug free & performance OK?
- Best way to organise banners

- Setting start dates for campaigns in the future
- Correct procedure for deactivating, amending or removing ads that are already served
- How to add click through URLs for Flash banners
- How to setup reporting for advertisers and publishers
- Automatic emailing of reports
- Setting weights and priorities

Advanced topics

- Delivery constraints
- Invocation code tag types
- Linking banners to channels
- Trackers