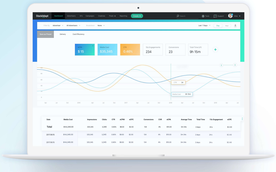
StackAdapt Platform Certification Course

Everything you need to become a StackAdapt platform expert

Start the Course



Why Take This Course?

Spearhead innovation at your company

Native advertising increasingly becoming the dominant force in online marketing. In fact, according to eMarketer, native advertising will account for more than half of digital ad spend in 2018. There is no better time to learn how to operate StackAdapt – the #1 performing native advertising platform as rated by G2 Crowd three years running.

Completing this flagship course you will:

- Learn how to create engagement campaigns and track time-on-site
- Learn to rock conversion campaigns, and handle campaign optimization like a pro
- Discover advanced audience targeting strategies using Custom Segment
- Learn platform and native ads creative best practices

What's Inside?

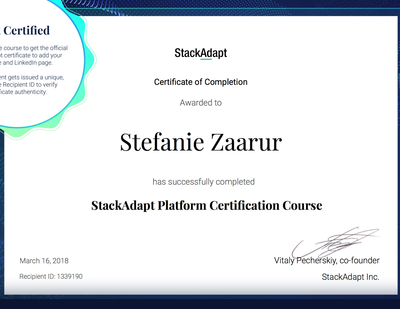
18 Videos | 5 Quizzes | 1 Survey

2 Texts | 4 Downloads | 2.0

Get Certified

Complete the course to get the official StackAdapt certificate to add your resume and LinkedIn page.

Every student gets issued a unique, traceable Recipient ID to verify certificate authenticity.



Curriculum

01 Platform Overview

- Your first login
- Understanding account structure
- Quiz 1

02 Starting your First Campaign

- Awareness and Engagement campaigns
- Conversion campaigns
- Creating a multi-flight campaign
- Targeting - Basics
- Targeting - Advanced
- Quiz 2

03 Dashboard and Analytics

- Navigating and Customizing Dashboard
- Understanding Reporting
- Campaign statistics
- Quiz 3

04 Tracking and Measurements

- How to integrate Google Analytics
- Conversion tracking
- Conversion Journey

05 Optimization and Best Practices

- Campaign optimizations
- Best practices

About Your Instructor

Vitaly Pechersky
Co Founder

Vitaly Pechersky is the co-founder of StackAdapt. Vitaly has been in the digital advertising industry for over 8 years. At StackAdapt Vitaly oversees product, design, and operations. Previously, he was recognized as 30 Under 30 by Marketing Magazine. He actively contributes to publications such as Forbes, AdExchanger, Native Advertising Institute, and Huffington Post.

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Pricing = Free

Free for StackAdapt customers

Enroll for Free

Bonus Material

eBook

Programmatic Native Advertising 101
pdf

A 40+ page beast that covers everything from the fundamentals of programmatic to native advertising

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Incrementality

Measure native ads incrementality 1-pager
pdf

This strategy is beneficial for agencies or brands trying to prove native advertising as a high performing channel.

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Benchmarks

Platform benchmarks 1-pager
pdf

StackAdapt platform benchmarks across devices, formats, and categories

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Let's Get Started

Start the Course

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