

YAHOO ACADEMY LEARNING CENTER



Advance your career as a digital marketer.

The Yahoo Academy Learning Center is an on-demand education hub designed to help marketers reach their customers across every screen on one of the largest DSPs in the world.

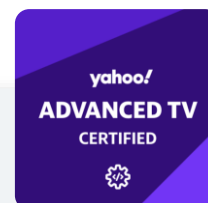
We currently offer two courses, each with an opportunity to earn a certification badge!

Advanced TV Certification - NEW!

- **30-minute certification course**
 - **Open to all**
 - Discover the benefits of Advanced TV and its growing value for marketers. Upon completion, you'll be able to:
 - Target defined audiences at 1:1 or household level
 - Optimize budgets based on audiences' cross-screen viewing habits
 - Know the three key questions to ask at the beginning of every Advanced TV campaign

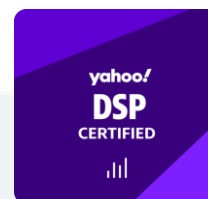
Yahoo DSP Certification

- **5-hour certification course**
 - **Exclusively for Yahoo DSP users**
 - Advance your programmatic advertising skills. Upon completion, you will be able to:
 - Future-proof your business for a cookie-less world.
 - Build audiences that perform and scale.
 - Set up an entire campaign and successfully launch high-performing campaigns in the Yahoo DSP.



How to get started

- DSP users: visit academy.yahooinc.com and sign-in with your DSP credentials
- All others: visit academy.yahooinc.com and self-register.



How to get started

- DSP users: visit academy.yahooinc.com, sign in with your DSP credentials.
- Reach out to your account teams if you don't have a DSP login.

