

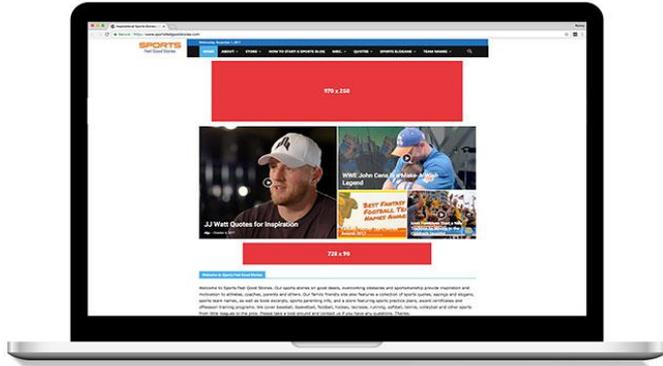
Reminders From Amanda

- **THE TEST CLOSSES AT 9:00 AM PDT THIS FRIDAY, OCTOBER 30!**
 - **37 multiple choice questions**
 - If you do not pass, you will be notified via email when the next program is planned
 - Once you pass, give us up to 5 business days to create your account.
 - You'll receive a welcome email when your account is ready.
- Join the Facebook Group at <https://www.facebook.com/groups/juststartprogram/>
- Direct questions to juststart@ezoic.com
 - Response times can be up to 24-48 hours (during business days)
 - Our Knowledge Base is a great resource for troubleshooting or finding answers to questions: <https://support.ezoic.com/>

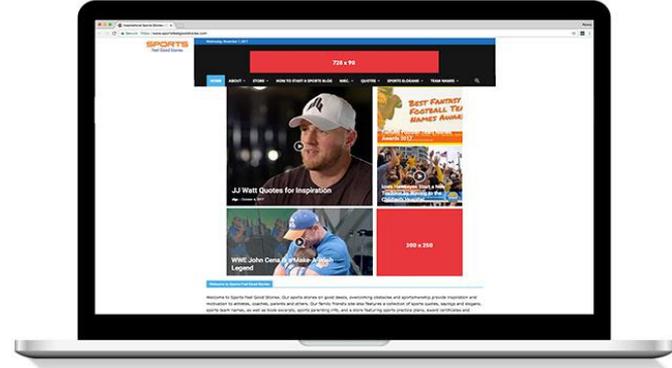


Just **Start** Program
October 28, 2020 Tutoring Session

Andrew wants to know sports. He goes to this site and sees this:



Meanwhile, Taylor knows sports and just wants an update. She goes to this site and sees this:



What the heck?

- Ezoic optimizes revenue and UX on a per visitor basis, don't stress
- Ezoic is broken, for sure
- Ad inventory wasn't valuable enough to show Taylor bigger ads—she already knows about sports
- Both A and C
- None of the above

What the heck?

- a. Ezoic optimizes revenue and UX on a per visitor basis, don't stress
- b. Ezoic is broken, for sure
- c. Ad inventory wasn't valuable enough to show Taylor bigger ads—she already knows about sports
- d. Both A and C
- e. None of the above

Another reason Ezoic would show a different ad size to two different visitors in the same location is Ezoic knows that ad bidders pay more for the size shown to these different visitors

T/F: The audience attributes that advertisers potentially bid on are no more than 40.

TRUE

FALSE

T/F: The audience attributes that advertisers potentially bid on are no more than 40.

FALSE

There are **thousands** of audience attributes that advertisers potentially bid on.

**Fill in the blank: Header bidding is a(n) _____
that publishers use to increase their yield.**

- a. Niche ad network
- b. Major ad exchange
- c. Programmatic technique
- d. None of the above

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Header bidding is known as pre-bidding, publishers offer their ad inventory to multiple ad exchanges before making a call to their ad server. By allowing multiple demand sources to bid on the same inventory at the same time, publishers are sometimes able to make more money from each impression.

QUESTIONS???