



# Ad Ops - Simple Steps to Win, Insights and Opportunities for Maxing Out Success

*Gerard Blokdiik*

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## **Ad Ops - Simple Steps to Win, Insights and Opportunities for Maxing Out Success** Gerard Blokdijk

The one-stop-source powering Ad Ops success, jam-packed with ready to use insights for results, loaded with all the data you need to decide how to gain and move ahead.

Based on extensive research, this lays out the thinking of the most successful Ad Ops knowledge experts, those who are adept at continually innovating and seeing opportunities.

This is the first place to go for Ad Ops innovation - INCLUDED are numerous real-world Ad Ops blueprints, presentations and templates ready for you to access and use.

Also, if you are looking for answers to one or more of these questions then THIS is the title for you:

What are the best Chrome Extensions for Ad Ops? What kind of questions are asked when interviewing for an Ad Ops role? What are the best practices for ad ops? What are the typical responsibilities of an Ad Ops team? As a traffic manager in ad ops, what could be the job evolution? What are some of the best outsourced ad ops firms for small/medium sized publishers? What are the best companies or consultancies for outsourced Ad Ops setup and management for a new web publishing startup? Display Advertising: What Ad Ops Platform Can Measure View Through Conversions for Banner Ads? What makes a good head of ad ops? Looking for an ad-ops expert in the NYC area for a part time consulting job. Anyone have any recommendations? Is there a standard of cookie nomenclature during cookie syncing between DSP and SSP in Ad Ops? What are some examples of tools used by ad ops/campaign management professionals (publisher-side) to plan out inventory availability, ad scheduling, etc.? Can I get to be a marketing/media manager if my grad job is in ad ops? Will the experience and skills learnt help me? RFP (Request for Proposal): Does your sales team use a third party solution like DSM or do they get the help of your ad ops trafficker to manually pull data from Google Analytics? ...and much more...

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