

EXECUTIVE EDUCATION BROCHURE

# Shield AdCore

A premium, plain-English guide to how programmatic advertising works across TV, radio, mobile, web, and connected devices.

Built for clarity. Designed for executive presentation. Written so a ninth grader can understand the process from advertiser request to real-time delivery.

## The promise

Automated media buying that helps advertisers reach the right audience, on the right device, at the right moment.

**Simple idea:** a super-fast ad auction happens while a person is using digital media.

### Advertiser

sets goal, budget, creative, and target audience

### Platform

evaluates live ad opportunities in milliseconds

### Auction

selects the qualified winning ad

### Delivery

serves the ad and measures performance

# What is programmatic advertising?

Programmatic advertising is the automated buying and selling of digital ad space. Software helps decide which ad should appear, where it should appear, who should see it, and how much the advertiser should pay.

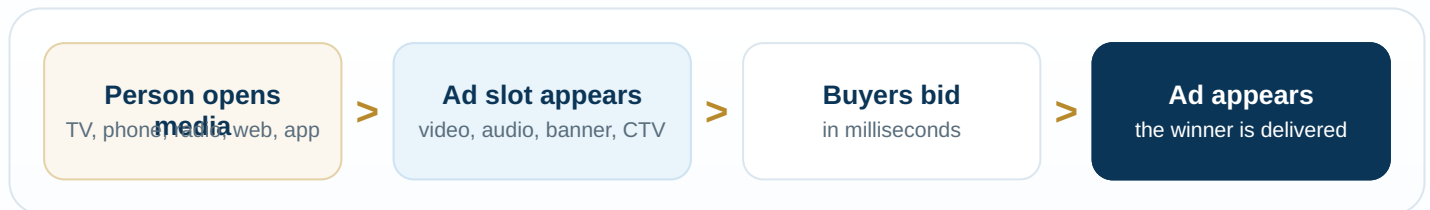
## Plain-English definition

Instead of calling every broadcaster, radio station, website, or app one by one, an advertiser uses a platform. The platform evaluates ad opportunities and buys the ones that fit the campaign.

## Simple analogy

**It is like an auction that happens before the video, page, or audio stream finishes loading.**

A person opens media. An ad slot becomes available. Buyers bid. The winning ad appears.



# Why programmatic matters now

People no longer consume media on one screen. They move between connected TV, phones, laptops, radio streams, podcasts, gaming consoles, smart speakers, cars, and public digital screens.

## The audience is fragmented

- One person may watch streaming TV at home.
- Then use a phone during the break.
- Then listen to digital audio in the car.
- Then browse a website on a laptop later.

## The campaign needs coordination

Programmatic advertising lets one campaign reach across different media environments with a single buying strategy, shared measurement, and faster optimization.

**Key value:** smarter reach across many devices.

## One campaign can follow the media journey

**Connected TV**  
home screen

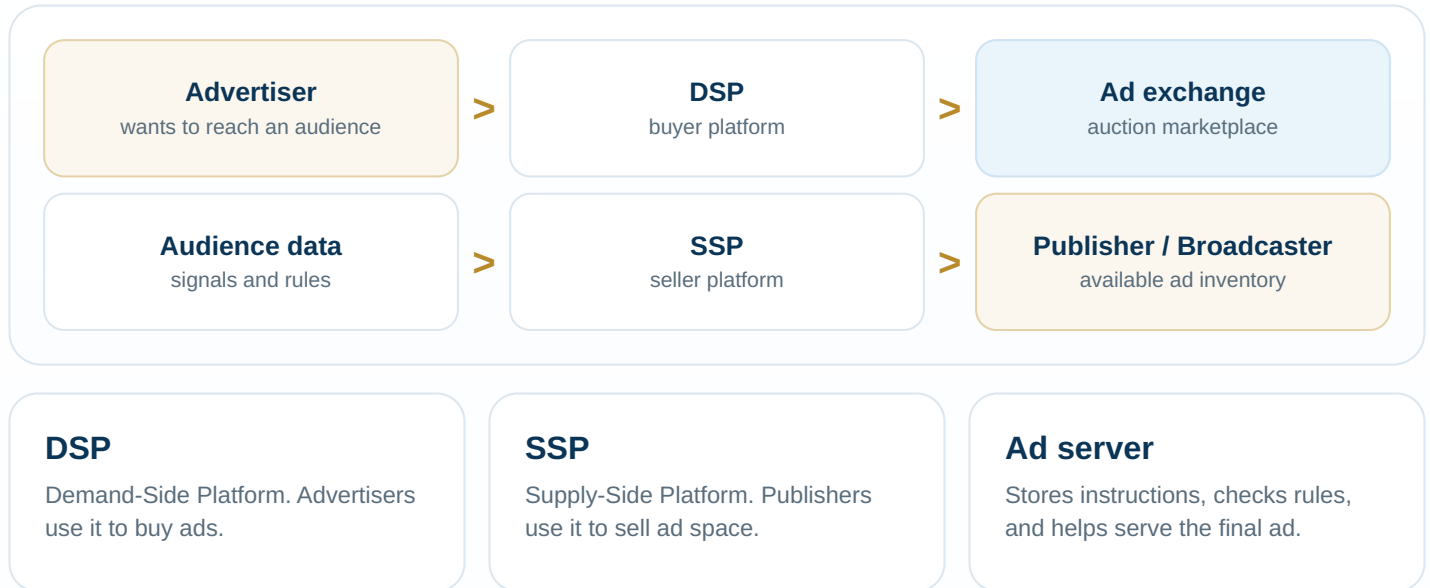
**Mobile**  
app or web

**Audio**  
radio or podcast

**Desktop**  
later research

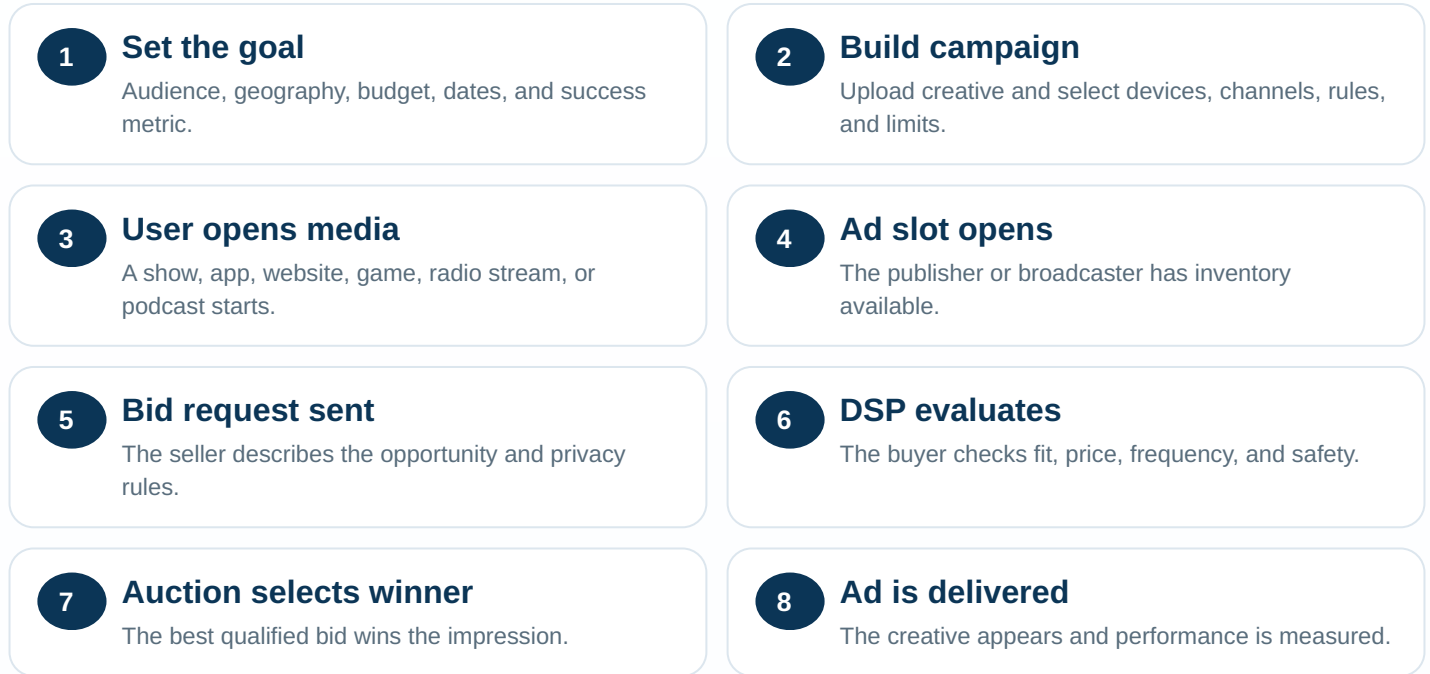
# The main players

Programmatic works because buyer systems and seller systems communicate through marketplaces and ad servers.



# The full process in 8 simple steps

This is the journey from campaign idea to delivered ad.



**Remember:** the advertiser sets the goal first. The platform then evaluates real ad opportunities as they happen.

# Step 1 - The advertiser creates the campaign

The advertiser gives the platform instructions. Those instructions tell the system what to buy and what to avoid.

## Campaign ingredients

- Goal: awareness, leads, sales, donations, tune-ins, or subscriptions.
- Audience: age range, location, interests, behavior, or context.
- Budget: total spend, daily limits, and bid caps.
- Creative: video, banner, audio, native, or CTV unit.
- Rules: brand safety, frequency caps, schedule, and blocked content.

## Example setup

Field	Example
Goal	Brand awareness
Audience	Adults 35-64, family content viewers
Devices	Connected TV, mobile, audio, web
Budget	\$50,000 monthly cap
Optimization	Lower cost per completed view

## Step 2 - A bid request goes out

A bid request is a short message that describes the ad opportunity. It does not need to expose a person's private file. It gives the buyer enough approved information to decide whether to bid.

### A bid request may include

- Ad type: video, audio, display, native, or CTV.
- Device type: TV, phone, desktop, speaker, or car.
- Approximate location: city, region, state, or market area.
- Content context: news, sports, family, faith, cooking, music.
- Audience signals: approved identifiers or matched segments.
- Rules: floor price, creative length, and blocked categories.

### Why speed matters

The person is already waiting for the media to load. The buying decision must be fast enough that the ad can appear smoothly.

The decision is measured in milliseconds, not minutes.

**Privacy rule:** a professional platform should only use data it has the legal right to use.

## Step 3 - Advertisers bid in milliseconds

The DSP decides whether the opportunity fits the campaign. It checks audience fit, price, frequency, privacy rules, brand safety, budget, and creative approval.

### Example bidders

Advertiser	Bid	Reason
Auto dealer	\$22 CPM	Local family audience
Book publisher	\$14 CPM	Relevant content
Streaming app	\$18 CPM	CTV viewer
Restaurant chain	\$9 CPM	Wrong geography

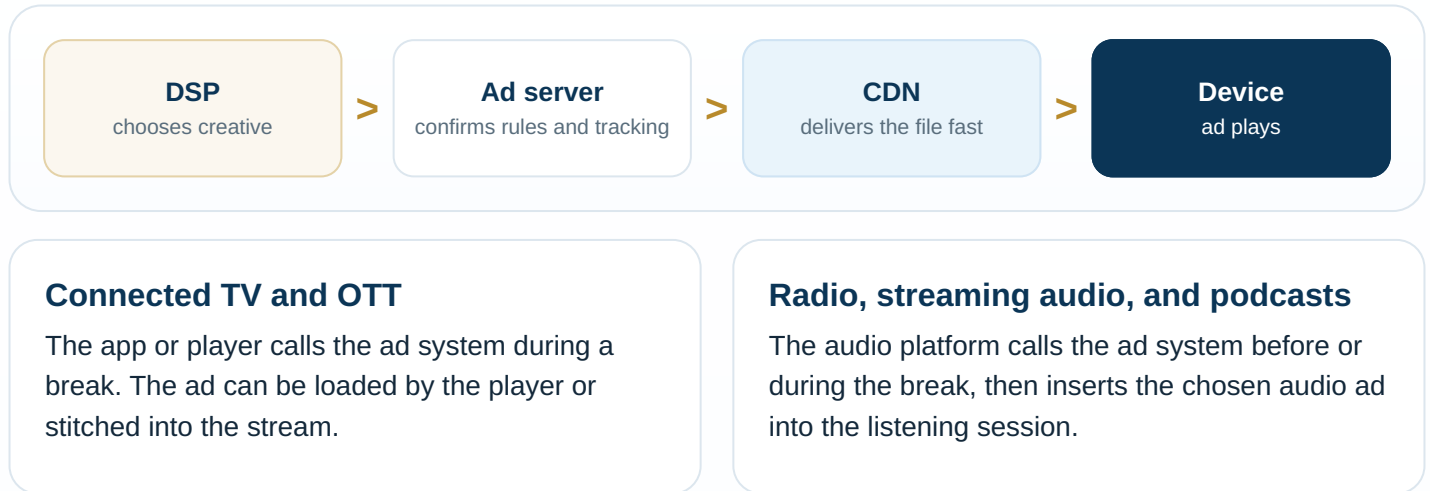
### The winner

## The highest qualified bid wins.

The highest bid does not always win if rules fail. A campaign can lose because of brand safety, privacy, frequency, creative length, or budget limits.

# How the ad is delivered to broadcasters and devices

After the auction, the winning ad has to travel through delivery systems so it can play on the correct screen or speaker.



# Devices Shield AdCore can explain and support

Programmatic advertising can reach many device types. The key requirement is that the inventory is connected to a digital ad system.

CTV

## Connected TV

Smart TVs, Roku, Fire TV, Apple TV, Android TV, streaming apps.

PH

## Cell phones

Mobile apps, mobile web, social feeds, video, and games.

TAB

## Tablets

Apps, websites, video, games, and reading environments.

WEB

## Desktop/laptop

Websites, news pages, web video, business platforms.

AUD

## Digital radio/audio

Internet radio, music apps, podcasts, live audio.

SPK

## Smart speakers

Voice-enabled audio devices and streaming assistants.

GAME

## Gaming consoles

Console dashboards, video apps, in-game inventory where supported.

DOOH

## Digital billboards

Screens in stores, gyms, airports, arenas, and public places.

CAR

## Connected cars

Infotainment screens and streaming audio systems.

IOT

## Other devices

Other internet-connected screens or audio environments.

# How audience targeting and data matching work

Advertisers may want to reach a demographic or interest group. Programmatic platforms match that request to available audience and context signals.

## Common signal types

- First-party customer or viewer data.
- Hashed email matching where permitted.
- CRM matching for known customer lists.
- Publisher login or subscriber data.
- Device identifiers where allowed.
- Contextual signals from the content itself.
- Clean rooms and identity graphs where legally permitted.

## What responsible matching means

Responsible systems do not simply expose private personal data. They use controlled matching, consent rules, privacy settings, secure data handling, and legal review.

**Plain English:** the platform is trying to decide whether a device, household, content moment, or audience group fits the campaign - not reveal a person's private life.

# How broadcasters sell programmatic inventory

Broadcasters and publishers connect their available ad space to ad platforms. This allows advertisers to buy those opportunities automatically instead of only through manual sales calls.

## Common selling paths

- Open auction: many buyers can bid.
- Private marketplace: selected buyers are invited.
- Preferred deal: buyer gets a special buying path.
- Programmatic guaranteed: a fixed agreement is executed through technology.

## Why broadcasters use it

- More demand for unsold inventory.
- Better control over price floors and blocked categories.
- Faster reporting.
- Ability to package audiences, channels, and content categories.



# How campaigns are measured and improved

Programmatic is not set it and forget it. The platform measures performance and shifts the campaign toward what works.

## Metrics that matter

**1 Impressions**  
How many times the ad appeared.

**2 Reach**  
How many different people or households saw it.

**3 Frequency**  
How often the same audience saw it.

**4 Completion**  
How many watched or heard the full ad.

**5 Conversions**  
Sales, leads, donations, signups, calls, or installs.

## Optimization loop

Report > Learn > Adjust

**Spend better**  
shift dollars toward what performs

The campaign can adjust by device, audience, time of day, geography, placement, or creative message.

# Guardrails: privacy, brand safety, and fraud protection

A premium platform should protect both the advertiser and the audience. That means clear rules, secure data practices, and quality controls.

## Privacy controls

- Use consent-based data where required.
- Respect opt-outs and privacy laws.
- Use secure matching methods.
- Avoid sensitive targeting without legal approval.

## Brand safety controls

- Block unsuitable content categories.
- Control where ads can appear.
- Review creative before launch.
- Use frequency caps to avoid overexposure.

## Fraud protection

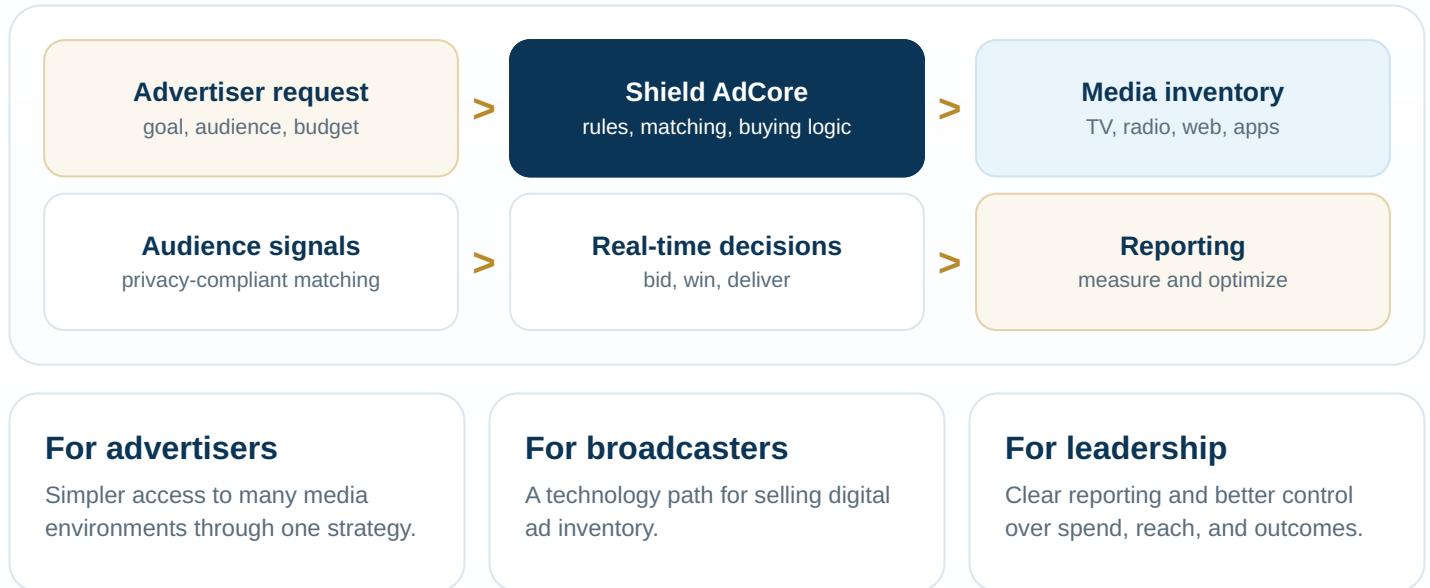
- Watch for fake traffic.
- Review invalid impressions.
- Use verification partners when needed.
- Measure viewability and completion quality.

## Plain-English standard

A trustworthy programmatic system should be fast, measurable, privacy-aware, and safe for brands.

# Shield AdCore operating model

Shield AdCore can be presented as the intelligent connection point between advertisers, audience data, broadcasters, publishers, and connected devices.



# Plain-English recap

Programmatic advertising is automated ad buying. It helps advertisers reach the right audience across many connected devices while measuring what works.

**1 Goal**  
The advertiser decides who to reach and what outcome matters.

**2 Signal**  
The platform uses approved audience and context signals.

**3 Auction**  
Ad opportunities are evaluated and bid on in milliseconds.

**4 Delivery**  
The winning ad is served to the device or stream.

**5 Measurement**  
The platform tracks impressions, reach, completion, and results.

**6 Optimization**  
Budget shifts toward the best-performing opportunities.

**The simplest explanation:** Shield AdCore helps advertisers buy the best digital ad opportunities automatically, across many devices, with reporting and controls.

Educational references used for the underlying concepts include standard industry definitions and documentation from major advertising technology and digital media organizations, including IAB-related standards, Google ad technology documentation, Amazon Ads educational materials, and FTC privacy guidance.