

ADELPHIC DIGITAL PLATFORM INTRO DEMO – VIDEO TRANSCRIPT

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Hello and welcome to Adelphic's Programmatic University Software Certification Program. This program consists of short form videos and assessments for new and existing users alike. This program was built to get our users familiarized with key workflows in effort to plan, buy and measure across the entirety of the programmatic landscape leveraging the Adelphic software.

This certification program consists of three primary series: Software Essentials, Core Operations and Advanced Optimizations. The courses within these series are curated to bolster adoption and allow users to easily navigate through the complexities of programmatic using Adelphic. These series progressed from basic software and industry principles found in software essentials to core operational workflows found in core operations, and lastly covers advanced optimizations to help our users make the most out of their advertising investments. This progressive structure allows for new and experienced users to gain confidence in our software and is geared towards giving actionable insights for users on the go.

Once a user completes these three series they are certified for the year and can reference these videos whenever needed. Adelphic certification also includes extracurricular series and courses, which cover power user functionalities of the software as well as deeper review into advanced measurement. This elective content is always growing and users are invited to access this content at any time.

So with that, we wanted to thank you for your interest in the Adelphic certification program. We hope you find these videos informative and effective when planning, buying, and measuring across the programmatic ecosystem. Please reach out if you have any questions and we wish you much success using Adelphic software.