

FreeWheel Academy Learning Platform

Self-Registration Process and Instructions for
Strata: Agency Clients

FREOWHEEL
A COMCAST COMPANY

WHAT IS THE FREEWHEEL ACADEMY LEARNING PLATFORM?

**FREEWHEEL HAS
REIMAGINED THE
WAY YOU LEARN.**

FREEWHEEL ACADEMY

Our mission is to help you understand the language, tools and processes necessary to become an expert using FreeWheel technology.

We recognize the complexities of the industry and strive to accomplish three things:

1. Offer a variety of live, virtual and online training opportunities
2. Design sessions which focus on hands-on application knowledge
3. Present topics which are user role and business need driven

Our goal is to accelerate your understanding of Freewheel technology, improve your knowledge of best practices making you an expert in the application.

A STREAMLINED, TAILORED LEARNING EXPERIENCE.

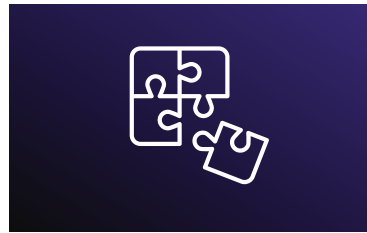
ONE DESTINATION

Access tutorials, browse additional learning, see your progress, and more – all in one easy-to-navigate platform.



DESIGNED FOR YOU

Self-paced, interactive tutorials are tailored to your specific role, so you can build proficiencies within the tools you use most.



AVAILABLE 24/7

Learning material can be accessed anytime, anywhere, so you always have the knowledge you need at your fingertips.



ALWAYS LEARNING

We'll automatically notify you of similar topics based on your user role so you can always keep learning.

REGISTRATION FOR FREEWHEEL ACADEMY LEARNING PLATFORM

REGISTRATION PROCESS

Registration Process	
1	Browse to URL
2	New user? Register
3	Enter User Profile Information
4	Enter Branch Code
5	Accept Privacy Policy and Terms & Conditions, Click Next
6	Complete User Role Questionnaire
7	Click Register
8	FreeWheel Team Monitors Pending Users
9	Approved Users Receive Confirmation Email

academy.freewheel.com/learn

FREOWHEEL ACADEMY

Sign In

Please insert your username and password to proceed


Username (Required)

Password (Required)

☐ Keep me logged in

SIGN IN

[Forgot your password?](#)

 **SIGN IN WITH SAML SSO**

New user? [Register](#)

FREOWHEEL ACADEMY

Hello [redacted]

Thank you for registering to the Freewheel Learning Management System. Your registration has been approved.

You may now login to the Freewheel Learning Management System using the Log In Now button at the bottom of this email and using the credentials listed below:

Username: [redacted]

Password: *****

Your password is the same as the one you created during your self-registration.

We have already enrolled you in the most pertinent learning plan(s) based on the user role that you selected during the self registration process. You will find these under the My Learning Plans section once you log in.

Description

Registration Process for the FreeWheel Academy Learning Platform.

BROWSE TO URL

Registration Process

1

Browse to URL

2

New user? Register

3

Enter User Profile Information

4

Enter Branch Code

5

Accept Privacy Policy and Terms & Conditions, Click Next

6

Complete User Role Questionnaire

7

Click Register

8

FreeWheel Team Monitors Pending Users

9

Approved Users Receive Confirmation Email

← → ↻ 🔒 academy.freewheel.com/learn

FREEWHEEL ACADEMY 1

Sign In

Please insert your username and password to proceed

Username (Required)

Password (Required)

☐ Keep me logged in

SIGN IN

[Forgot your password?](#)

SIGN IN WITH SAML SSO

New user? [Register](#)

Browse to URL

Browse to the following URL Web Address:

<https://academy.freewheel.com/learn>

The following desktop browsers are supported:

Microsoft Edge
Mozilla Firefox
Google Chrome
Safari

For a full list of system requirements:

<https://www.docebo.com/online-training-lms-system-requirements/>

NEW USER? REGISTER

Registration Process	
1	Browse to URL
2	New user? Register
3	Enter User Profile Information
4	Enter Branch Code
5	Accept Privacy Policy and Terms & Conditions, Click Next
6	Complete User Role Questionnaire
7	Click Register
8	FreeWheel Team Monitors Pending Users
9	Approved Users Receive Confirmation Email

← → ↻ academy.freewheel.com/learn

FREOWHEEL
ACADEMY

Sign In

Please insert your username and password to proceed

Username (Required)

Password (Required)

☐ Keep me logged in

SIGN IN

[Forgot your password?](#)

SIGN IN WITH SAML SSO

New user? [Register](#)

New User? Register

Select the **New User? Register** link at the bottom of the Sign In screen.

ENTER USER PROFILE INFORMATION

Registration Process	
1	Browse to URL
2	New user? Register
3	Enter User Profile Information
4	Enter Branch Code
5	Accept Privacy Policy and Terms & Conditions, Click Next
6	Complete User Role Questionnaire
7	Click Register
8	FreeWheel Team Monitors Pending Users
9	Approved Users Receive Confirmation Email

Register

Begin your new learning experience by simply filling out this form.

1 User Profile

2 Additional Fields

Email (Required) *i*

First Name (Required) **3**

Last Name (Required)

Password (Required)

Retype Password (Required)

Language (Required)

Time Zone
(GMT -05:00) America/Chicago

Branch code (Required)

☐ I accept the terms of the privacy policy [View Privacy Policy](#) (Required)

☐ I agree with the Terms and Conditions of the service. [View Terms & Conditions](#) (Required)

Already registered? [Sign In](#)

NEXT

Enter User Profile Information

Enter Email, First Name, Last Name, Password, Select Language and Time Zone.

i

You must use your work email address.

ENTER BRANCH CODE

Registration Process

- 1 Browse to URL
- 2 New user? Register
- 3 Enter User Profile Information
- 4 Enter Branch Code
- 5 Accept Privacy Policy and Terms & Conditions, Click Next
- 6 Complete User Role Questionnaire
- 7 Click Register
- 8 FreeWheel Team Monitors Pending Users
- 9 Approved Users Receive Confirmation Email

Register
Begin your new learning experience by simply filling out this form.

1 User Profile — 2 Additional Fields

Email (Required)

First Name (Required) 3 Last Name (Required)

Password (Required) Retype Password (Required)

Time Zone

Language (Required) (GMT -05:00) America/Chicago

Branch code (Required) 4

☐ I accept the terms of the privacy policy [View Privacy Policy](#) (Required)

☐ I agree with the Terms and Conditions of the service. [View Terms & Conditions](#) (Required)

Already registered? [Sign In](#)

NEXT

Enter Branch Code

The Branch code only needs to be entered once.



You can obtain the Branch Code via an invitation email or by accessing the [How to Register for the FreeWheel Academy Learning Platform](#) article in the Support Portal. Use your sCloud credentials to log into the Support Portal.

ACCEPT PRIVACY POLICY, TERMS & CONDITIONS AND CLICK NEXT

Registration Process

1

Browse to URL

2

New user? Register

3

Enter User Profile Information

4

Enter Branch Code

5

Accept Privacy Policy, Terms & Conditions and Click Next

6

Complete User Role Questionnaire

7

Click Register

8

FreeWheel Team Monitors Pending Users

9

Approved Users Receive Confirmation Email

Register

Begin your new learning experience by simply filling out this form.

1

User Profile

2

Additional Fields

Email (Required)

3

First Name (Required)

Last Name (Required)

Password (Required)

Retype Password (Required)

Language (Required)

Time Zone

Branch code (Required)

(GMT -05:00) America/Chicago

4

☐

I accept the terms of the privacy policy

[View Privacy Policy](#)

(Required)

☐

I agree with the Terms and Conditions of the service.

[View Terms & Conditions](#)

(Required)

Already registered? [Sign In](#)

5

NEXT

Accept Privacy Policy, Terms & Conditions and Click Next

Check the boxes next to Privacy Policy and Terms & Conditions, Click Next

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FREEWHEEL

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COMPLETE USER ROLE QUESTIONNAIRE, CLICK REGISTER

Registration Process	
1	Browse to URL
2	New user? Register
3	Enter User Profile Information
4	Enter Branch Code
5	Accept Privacy Policy and Terms & Conditions, Click Next
6	Complete User Role Questionnaire
7	Click Register
8	FreeWheel Team Monitors Pending Users
9	Approved Users Receive Confirmation Email

Register

Begin your new learning experience by simply filling out this form.

✓ User Profile

2 Additional Fields

Organization Name (Required)

Media Buying and/or Selling Experience (Required) ▾

Office Location (Required) 6 ▾

Media Buying - Primary Responsibility utili... (Required)

Primary Media Purchase (for buy side) ▾

Secondary Media Purchase (for buy side) ▾

Already registered? [Sign In](#)

PREVIOUS

7 REGISTER

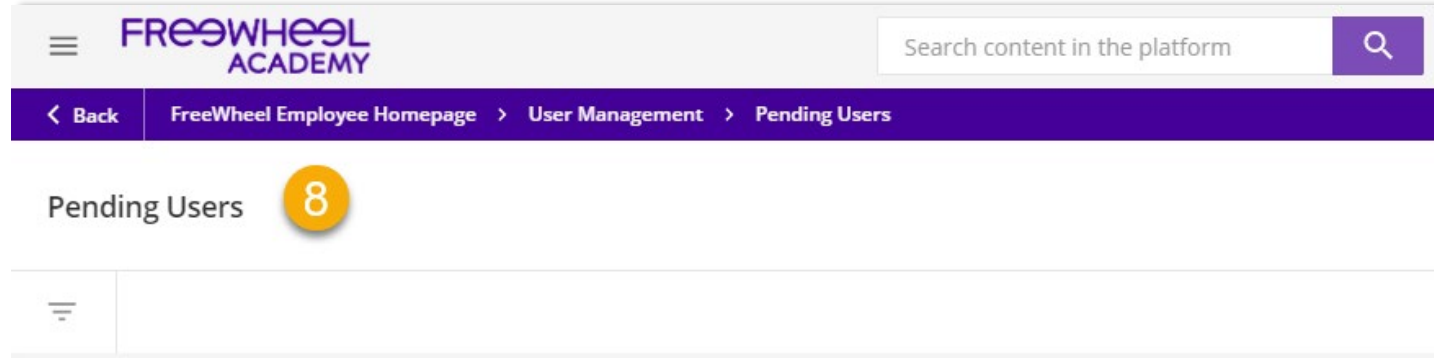
Complete User Role Questionnaire, Click Register

Enter your Organization Name into the field, select your Media Buying Experience level, select your Office Location, select your Media Buying – Primary Responsibility and the Primary and Secondary Media Purchase Type. Click Register to complete the Registration Process. The answers to these questions will allow us to enroll you in Learning Plans best suited to your role.

FREEWHEEL TEAM MONITORS PENDING USERS

Registration Process

- 1 Browse to URL
- 2 New user? Register
- 3 Enter User Profile Information
- 4 Enter Branch Code
- 5 Accept Privacy Policy and Terms & Conditions, Click Next
- 6 Complete User Role Questionnaire
- 7 Click Register
- 8 FreeWheel Team Monitors Pending Users
- 9 Approved Users Receive Confirmation Email



FreeWheel Team Monitors Pending Users

The FreeWheel training team monitors requests for access. After we have reviewed your submission you will receive a confirmation email.

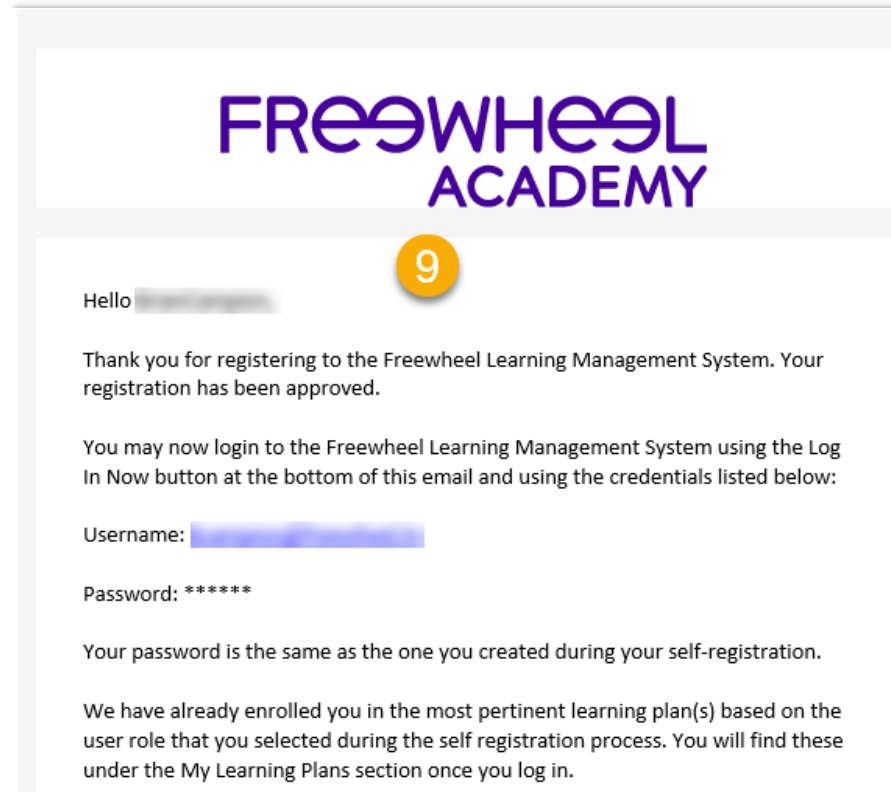
Our team reviews submissions on a daily basis and you should have a reply within 24 business hours.

If you have questions regarding your submission or have yet to receive your login credentials, please email us directly at any time:

FreeWheelAcademy@FreeWheel.com

APPROVED USERS RECEIVE CONFIRMATION EMAIL

Registration Process	
1	Browse to URL
2	New user? Register
3	Enter User Profile Information
4	Enter Branch Code
5	Accept Privacy Policy and Terms & Conditions, Click Next
6	Complete User Role Questionnaire
7	Click Register
8	FreeWheel Team Monitors Pending Users
9	Approved Users Receive Confirmation Email



Approved Users Receive Confirmation Email

Users approved for the Learning Platform will receive a confirmation email within 1 business day.

LOGGING INTO THE PLATFORM

LOGGING INTO THE PLATFORM

Logging Into the Platform

1 Browse to
academy.freewheel.com/learn

2 Enter Username

3 Enter Password

4 Click Sign In

The screenshot shows the login interface for FreeWheel Academy. At the top, the browser address bar displays 'academy.freewheel.com/learn' with a yellow circle '1' next to it. Below the header, the 'Sign In' section prompts the user to enter their credentials. The 'Username (Required)' field is marked with a yellow circle '2'. The 'Password (Required)' field is marked with a yellow circle '3' and includes a toggle for visibility. Below the password field is a checkbox labeled 'Keep me logged in'. A prominent purple 'SIGN IN' button is marked with a yellow circle '4'. Below the button are links for 'Forgot your password?' and 'SAML SSO'. At the bottom, there is a link for 'New user? Register'.

Description

We will now review the steps to log into the Learning Platform.

BROWSE TO ACADEMY.FREEWHEEL.COM/LEARN

Logging Into the Platform

1

Browse to
academy.freewheel.com/learn

2

Enter Username

3

Enter Password

4

Click Sign In

The screenshot shows the 'Sign In' page of the FreeWheel Academy. The browser address bar shows 'academy.freewheel.com/learn' with a yellow circle '1' next to it. The page header features the 'FREEWHEEL ACADEMY' logo. Below the header, the 'Sign In' section includes the instruction 'Please insert your username and password to proceed'. There are two input fields: 'Username (Required)' with a yellow circle '2' and 'Password (Required)' with a yellow circle '3'. A 'Keep me logged in' checkbox is located below the password field. A purple 'SIGN IN' button with a yellow circle '4' is positioned below the checkbox. Below the button, there is a link for 'Forgot your password?'. At the bottom of the form, there is a 'SAML SSO' button and a link for 'New user? Register'.

Browse to
<https://academy.freewheel.com/learn>

Browse to the URL
<https://academy.freewheel.com/learn>

ENTER USERNAME AND PASSWORD, CLICK SIGN IN

Logging Into the Platform

1 Browse to
academy.freewheel.com/learn

2 Enter Username

3 Enter Password

4 Click Sign In

The screenshot shows a web browser at the URL academy.freewheel.com/learn. The page header displays the FreeWheel Academy logo. The main heading is 'Sign In' with a subtext 'Please insert your username and password to proceed'. There are two input fields: 'Username (Required)' and 'Password (Required)'. Below the password field is a checkbox labeled 'Keep me logged in'. A prominent purple 'SIGN IN' button is located below the checkbox. Below the button is a link for 'Forgot your password?'. At the bottom, there is a 'SAML SSO' button and a link for 'New user? Register'. Numbered callouts are placed as follows: 1 on the browser address bar, 2 on the Username field, 3 on the Password field, and 4 on the SIGN IN button.

Enter your FreeWheel Credentials and Click Sign In

Enter the Username and Password you created when you registered. Click Sign In.

NAVIGATING THE STRATA: AGENCY HOMEPAGE

NAVIGATING THE STRATA: AGENCY HOMEPAGE

Strata: Agency Homepage	
1	Your Profile and Activity Summary
2	Latest News
3	My Enrolled Learning Plans
4	Navigating the Platform is Easy
5	Live Instructor-Led Training
6	Need Additional Support




Description

Let's review the options available on the Strata: Agency Homepage.

YOUR PROFILE AND ACTIVITY SUMMARY

Strata: Agency Homepage	
1	Your Profile and Activity Summary
2	Latest News
3	My Enrolled Learning Plans
4	Navigating the Platform is Easy
5	Live Instructor-Led Training
6	Need Additional Support

Your Profile and Activity Summary



Hello Allison Petty! Welcome to the FreeWheel Academy! This homepage provide the most up to date content. Open the navigation bar on the upper left to access the full course catalog, learning plans and other materials

Organization Name: FreeWheel

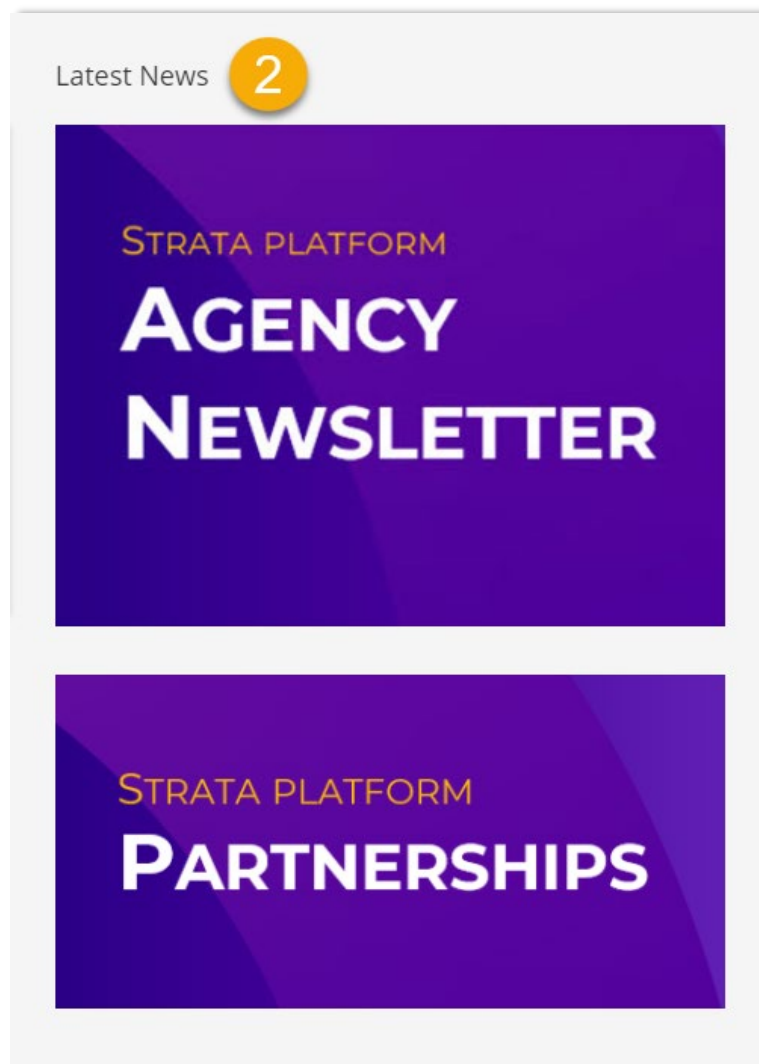
[CHANGE PASSWORD](#) [MY ACTIVITIES](#) [MY PROFILE](#)

Your Profile and Activity Summary

You can update your password, view your activities, change your language and time zone from these options.

LATEST NEWS

Strata: Agency Homepage	
1	Your Profile and Activity Summary
2	Latest News
3	My Enrolled Learning Plans
4	Navigating the Platform is Easy
5	Live Instructor-Led Training
6	Need Additional Support



Latest News

In the Latest News section you will find a link to the Agency Newsletter and a link the Strata: Agency Platform Partnerships.

MY ENROLLED LEARNING PLANS


Strata: Agency Homepage	
1	Your Profile and Activity Summary
2	Latest News
3	My Enrolled Learning Plans
4	Navigating the Platform is Easy
5	Live Instructor-Led Training
6	Need Additional Support

My Enrolled Learning Plans

Search within results...

NEWEST TO OLDEST

NEW




MEDIA FUNDAMENTALS

BUY| FreeWheel Fundamentals fo...

3 courses

NEW




MEDIA FUNDAMENTALS

BUY| Welcome FreeWheel Employee

2 courses

NEW



SPOT

BUY| Spot Planning & Buying for...

8 courses

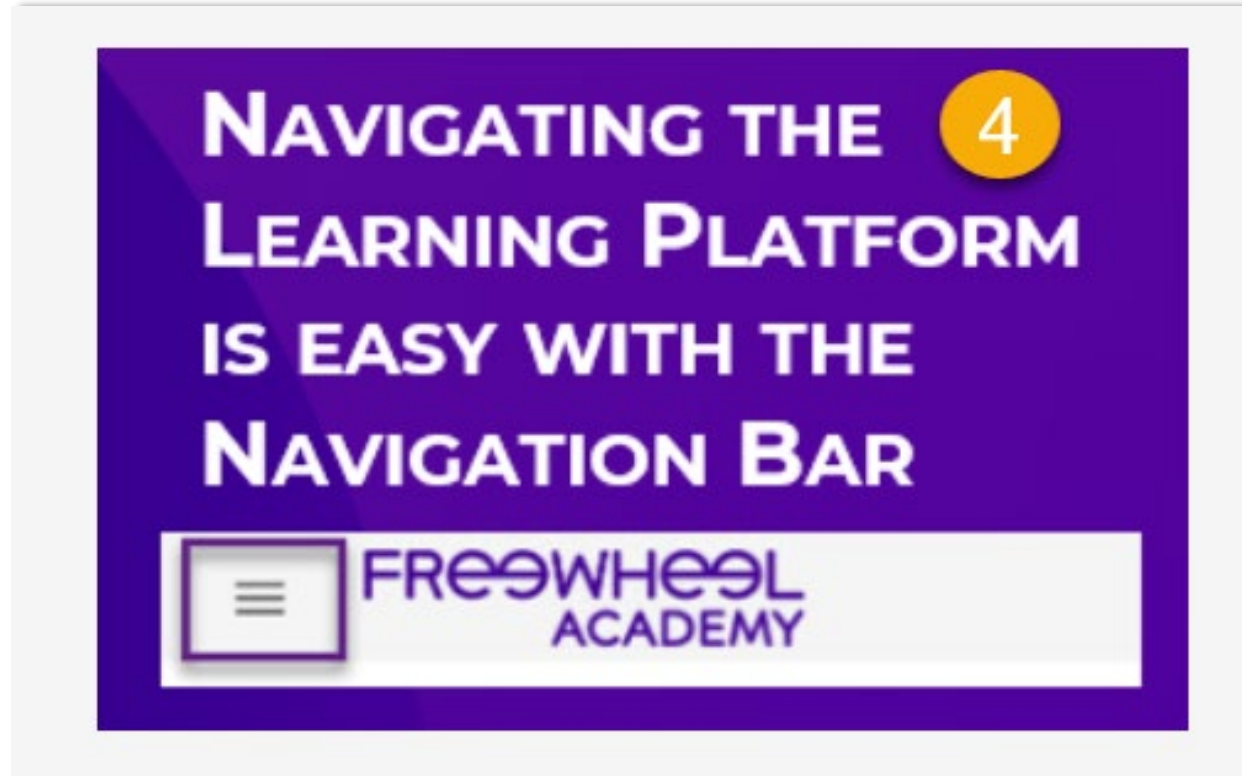
[VIEW ALL MY COURSES AND LEARNING PLANS](#)

My Enrolled Learning Plans

Here you will see your Enrolled Learning Plans. Completion of Learning Plans earn you certificates and badges that you can include in your LinkedIn Profile.

NAVIGATING THE PLATFORM IS EASY WITH THE NAVIGATION BAR

Strata: Agency Homepage	
1	Your Profile and Activity Summary
2	Latest News
3	My Enrolled Learning Plans
4	Navigating the Platform is Easy
5	Live Instructor-Led Training
6	Need Additional Support



Navigating the Platform is Easy with the Navigation Bar

This is an image to remind you that Navigating the LMS is easy with the Navigation Bar. This image, if clicked will bring you to the **Navigating the Learning Platform for Strata: Agency Clients** course in the Learning Platform. More on the Navigation bar is up next.

LIVE INSTRUCTOR-LED TRAINING

Strata: Agency Homepage	
1	Your Profile and Activity Summary
2	Latest News
3	My Enrolled Learning Plans
4	Navigating the Platform is Easy
5	Live Instructor-Led Training
6	Need Additional Support

LIVE INSTRUCTOR-LED TRAINING

Making the most of Live Instructor Sessions

[The Training Calendar](#)
[What happens once I register?](#)
[What to expect in class](#)
[Have more questions?](#)

14 itemsORDER CATALOGS BY: NEWEST TO OLDEST

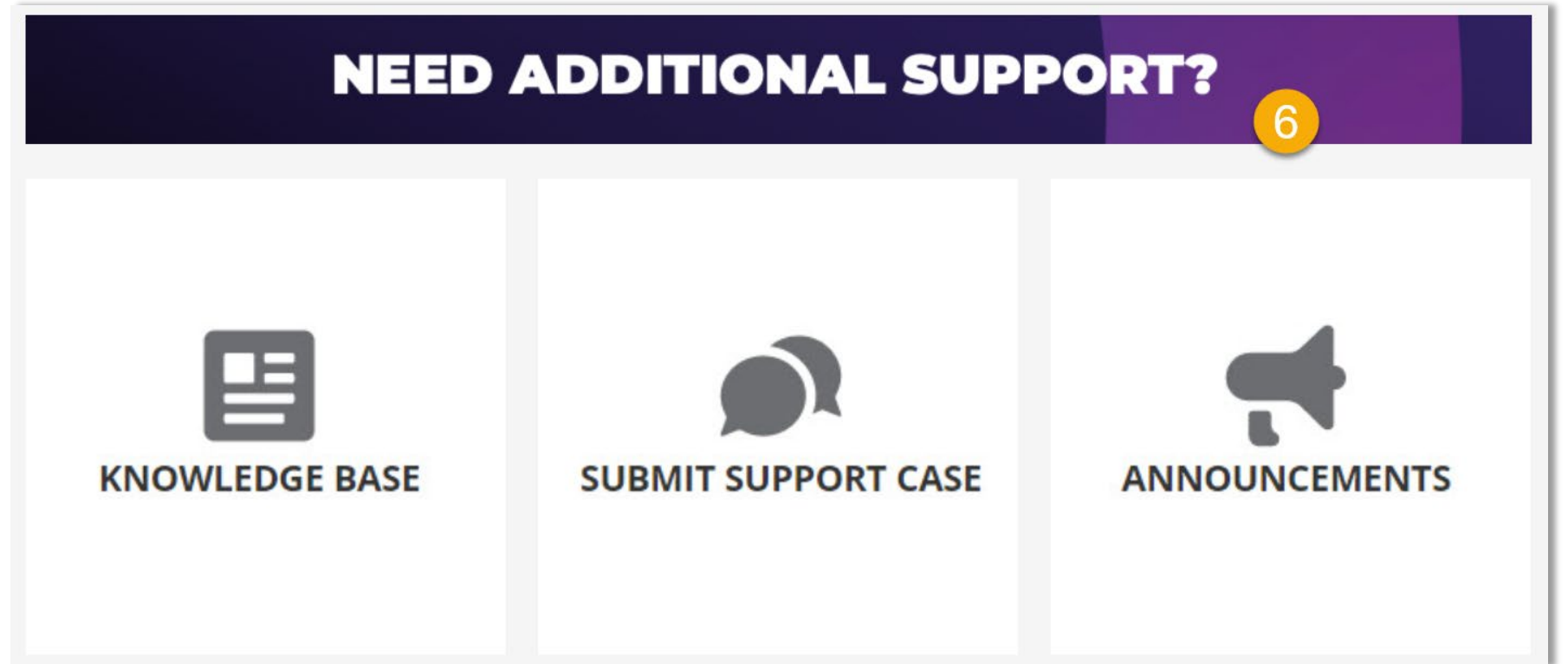
TODAY	<	>	December 2020	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YEAR: 2020
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday										
29	30	1 BUY Media 101 : An Introd... BUY Overview of the STRA...	2 BUY Intro to the Strata Buy... BUY SBMS Spot Media Mat...	3 BUY SBMS Spot Media Estu... BUY Request For Proposal (...)	4	5										
6	7	8 BUY Spot Media Buying: M...	9 BUY Spot Media Buying: Rc...	10 BUY sTraffic: Creating & Se...	11	12										
13	14	15 BUY Digital RFP in Adzezzle BUY Digital Planning and B...	16 BUY Digital Trafficking in A... BUY Digital Optimization in...	17 BUY Digital Actualization in...	18	19										

Live Instructor-Led Training

The Live Instructor-Led Training section contains information about how you make the most of these sessions as well as the calendar where you can find and register for sessions. More detail to come on this.

NEED ADDITIONAL SUPPORT

Strata: Agency Homepage	
1	Your Profile and Activity Summary
2	Latest News
3	My Enrolled Learning Plans
4	Navigating the Platform is Easy
5	Live Instructor-Led Training
6	Need Additional Support



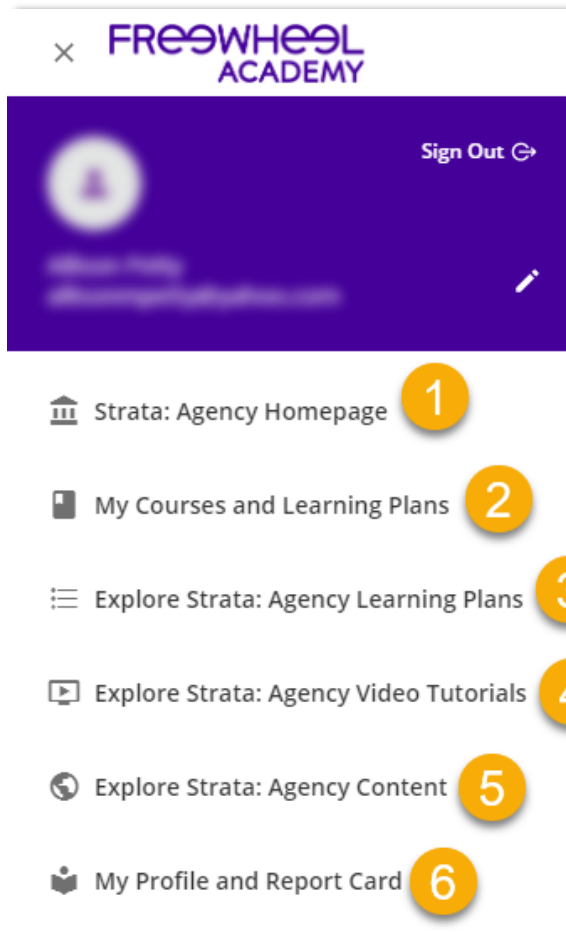
Need Additional Support

In this section, you will find three icons; Knowledge Base, Submit Support Case and Announcements. Each of these icons link to that section of the Strata: Agency Support Portal.

USER MENU NAVIGATION BAR

USER MENU NAVIGATION BAR

Navigation Bar	
1	Strata: Agency Homepage
2	My Courses and Learning Plans
3	Explore Strata: Agency Learning Plans
4	Explore Strata: Agency Video Tutorials
5	Explore Strata: Agency Content
6	My Profile and Report Card



User Menu Navigation Bar

The User Menu Navigation Bar makes navigating the FreeWheel Academy Learning Platform easier.

STRATA: AGENCY HOMEPAGE

Navigation Bar

1 Strata: Agency Homepage

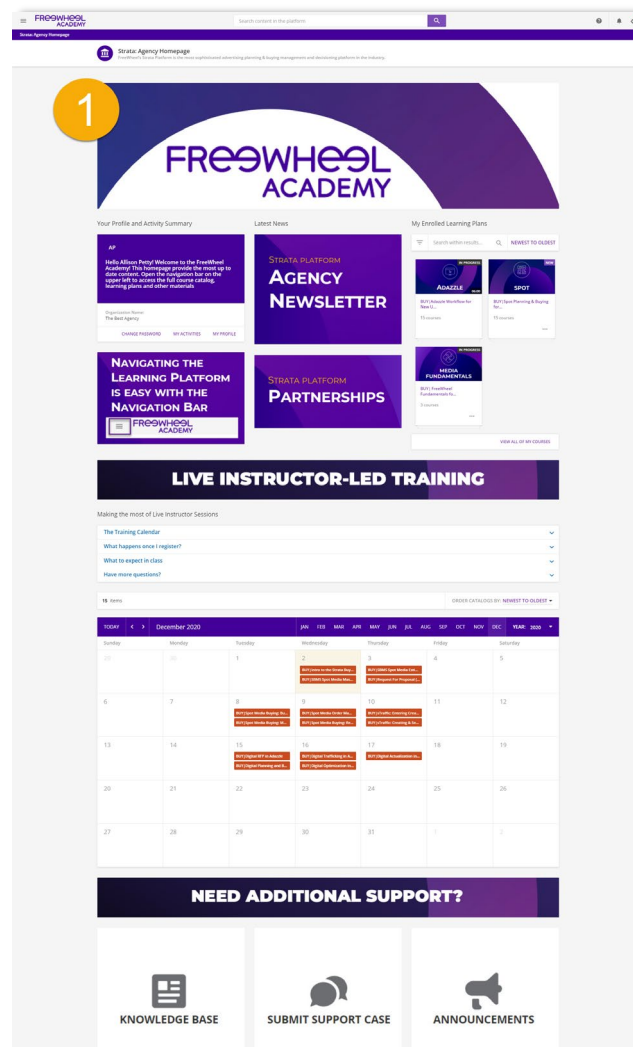
2 My Courses and Learning Plans

3 Explore Strata: Agency Learning Plans

4 Explore Strata: Agency Video Tutorials

5 Explore Strata: Agency Content

6 My Profile and Report Card



Strata: Agency Homepage

The Strata: Agency Homepage is your homepage for the Learning Platform. You can use this page to access the latest Newsletter, your Enrolled Learning Plans, the Live Instructor-Led Training Calendar to register for Strata: Agency Live Instructor-Led Training Sessions. You can also find the Additional Support Options at the bottom.

MY COURSES AND LEARNING PLANS

Navigation Bar

1 Strata: Agency Homepage

2 My Courses and Learning Plans

3 Explore Strata: Agency Learning Plans

4 Explore Strata: Agency Video Tutorials

5 Explore Strata: Agency Content

6 My Profile and Report Card

The screenshot displays the 'My Courses and Learning Plans' page in the FreeWheel Academy interface. The page features a navigation bar at the top with a search bar and a 'Back' button. Below the navigation bar, the page title 'My Courses and Learning Plans' is followed by a subtitle: 'All of your courses and learning plans in which you're enrolled, including all of your courses in progress and already completed.' The main content area is a grid of course cards, each with a status indicator (e.g., 'Not Started', 'Waiting List', 'In progress', 'Completed') and a title. The cards are organized into two rows. The first row includes cards for 'NEW FEATURES', 'INSTRUCTOR TRAINING', 'QUICK EXPLAINER', 'ASK THE TRAINER', and 'INSTRUCTOR TRAINING'. The second row includes cards for 'ASSESSMENT', 'SPOT', 'QUICK EXPLAINER', 'INSTRUCTOR TRAINING', 'INSTRUCTOR TRAINING', and 'RECORDED SESSION'. Each card also displays the course title, duration, and a 'Webinar' or 'E-Learning' icon. The page is sorted by 'NEWEST TO OLDEST (ENROLLMENT)'.

My Courses and Learning Plans

This page will show you your courses and learning plans in which you're enrolled, including all of your courses, not started, in progress and already completed.

EXPLORE STRATA: AGENCY LEARNING PLANS

Navigation Bar

1 Strata: Agency Homepage

2 My Courses and Learning Plans

3 Explore Strata: Agency Learning Plans

4 Explore Strata: Agency Video Tutorials

5 Explore Strata: Agency Content

6 My Profile and Report Card

FreeWheel Academy

Explore Strata: Agency Learning Plans

This page will show you Strata Learning Plans for our Strata: Agency Clients. Please enroll in any Learning Plan that suits your needs or role.

EXPLORE STRATA: AGENCY VIDEO TUTORIALS

Navigation Bar

1 Strata: Agency Homepage

2 My Courses and Learning Plans

3 Explore Strata: Agency Learning Plans

4 Explore Strata: Agency Video Tutorials

5 Explore Strata: Agency Content

6 My Profile and Report Card

FreeWheel Academy

Search content in the platform

Strata: Agency Homepage > Explore Strata: Agency Video Tutorials

Explore Strata: Agency Video Tutorials

Self-Faced video demonstrations and interactive tutorials are a great way to get started immediately with the Strata Platform.

4 EXPLORE VIDEO TUTORIALS

CATEGORIES FILTERS Search... NEWEST TO OLDEST

FreeWheel Buy Side - Spot/Linear
This catalog contains materials relevant to purchasing Spot/Linear media in the Strata: Agency Platform.

2/4

RECORDED SESSION	QUICK EXPLAINER	RECORDED SESSION	QUICK EXPLAINER	RECORDED SESSION	QUICK EXPLAINER
SBMS & 3rd Party Financial Systems	SBMS Spot Master Data Management Overview	SBMS Spot Media Master Data: Setting up SBMS	Spot Media Planning Overview	SBMS Spot Media Estimates & Goals: Creating an Outline & Guidelines for...	RFP Spot Request for Proposal Process Overview
EN 40m 00s	ENROLLED EN 04m 00s	EN 45m 00s	ENROLLED EN 05m 36s	EN 45m 00s	ENROLLED EN 05m 00s

FreeWheel Buy Side - Fundamentals
The FreeWheel Strata Platform offers an automated, streamlined, and accountable media-buying process for over 1200 agencies across the globe.

1/2

RECORDED SESSION	RECORDED SESSION	RECORDED SESSION	ASSESSMENT	QUICK EXPLAINER	QUICK EXPLAINER
SBMS Intro to the Strata Buy Management System	Overview of the Strata Platform	Media 101: An Introduction to Media Planning and Buying	Media Overview - Digital Landscape Assessment	Media Overview - Media Personas	Media Overview - TV Landscape Types of Videos
EN 30m 00s	EN 45m 00s	EN 1h 15m	EN 05m 00s	EN 05m 25s	EN 03m 49s

FreeWheel Academy

Explore Strata: Agency Video Tutorials

This page will show Buy Side Video Tutorials for our Strata: Agency Clients. Please watch any video that may interest you.

EXPLORE STRATA: AGENCY CONTENT

Navigation Bar

1 Strata: Agency Homepage

2 My Courses and Learning Plans

3 Explore Strata: Agency Learning Plans

4 Explore Strata: Agency Video Tutorials

5 Explore Strata: Agency Content

6 My Profile and Report Card

FreeWheel Academy

Search content in the platform

Back Strata: Agency Homepage Explore Strata: Agency Content

Explore Strata: Agency Content
This page will provide a list of all available Strata: Agency Courses.

5 EXPLORE CONTENT

CATEGORIES FILTERS Search... NAME A-Z

FreeWheel Buy Side - Fundamentals

The FreeWheel Strata Platform offers an automated, streamlined, and accountable media-buying process for over 1200 agencies across the globe.

1/4 < >

- ASK THE TRAINER** (LIVE) - Ask the Trainers May 7, 2021. ENROLLED. EN
- ASK THE TRAINER** (LIVE) - Ask the Trainers April 23, 2021. EN
- NEW FEATURES** (LIVE) - 1st Quarter 2021 New Features in the Strata Platform. ENROLLED. EN
- MEDIA FUNDAMENTALS** (LIVE) - FreeWheel Buy Side Fundamentals for All Users - Videos. 3 courses | 2h 30m.
- MEDIA FUNDAMENTALS** (LIVE) - FreeWheel Buy Side Fundamentals for All Users - Live Sessions. ENROLLED. 3 courses
- RECORDED SESSION** - SBMS | Intro to the Strata Buy Management System. EN | 30m 00s

FreeWheel Buy Side - Spot/Linear

This catalog contains materials relevant to purchasing Spot/Linear media in the Strata: Agency Platform.

1/4 < >

- RECORDED SESSION** - sTraffic: Creating & Sending Traffic Instructions. ENROLLED. EN | 1h 08m
- RECORDED SESSION** - sTraffic: Entering Spot Media Creative Information & Configuring Default... EN | 45m 00s
- ASK THE TRAINER** (LIVE) - Ask the Trainers April 23, 2021. EN
- ASK THE TRAINER** (LIVE) - Ask the Trainers May 7, 2021. ENROLLED. EN
- RECORDED SESSION** - Digital Video Vendor Partnerships & Integrations. EN | 1h 00m
- RECORDED SESSION** - Sending Linear & Digital Video Orders Electronically and Reporting in the Strat... EN | 1h 04m

Explore Strata: Agency Content

This page will show you all the Strata: Agency Content; including Live Instructor-Led Training courses, Videos and Learning Plans.

MY PROFILE AND REPORT CARD

Navigation Bar

1 Strata: Agency Homepage

2 My Courses and Learning Plans

3 Explore Strata: Agency Learning Plans

4 Explore Strata: Agency Video Tutorials

5 Explore Strata: Agency Content

6 My Profile and Report Card

6 MY PROFILE AND REPORT CARD

My Profile

AP

Hello Allison Petty! Welcome to the FreeWheel Academy! This homepage provide the most up to date content. Open the navigation bar on the upper left to access the full course catalog, learning plans and other materials.

allisonpetty@yahoo.com

[CHANGE PASSWORD](#) [MY ACTIVITIES](#) [MY PROFILE](#)

My Activity

Courses

- 47 Not Started
- 10 In Progress
- 3 Completed

MY TASK LIST AND CALENDAR

My Task List

ILTWEBINAR NOT STARTED

Ask the Trainers May 7, 2021

ASK THE TRAINER English | Learner

My Calendar

Search within results...

MONTHLY

TODAY < > May 2021 MAY 2021 EXPORT

Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

MY CALENDAR

My Profile and Report Card

Your Profile and Report Card is a great way to see what you have accomplished so far and what else there is to learn. You will also find your Task List and Calendar on this page.

ENROLLING IN A LIVE INSTRUCTOR-LED TRAINING

ENROLLING IN A LIVE INSTRUCTOR-LED TRAINING

YOU CAN ENROLL FROM THE CALENDAR OR THE CONTENT PAGES

Enrolling in a Session

1

Strata: Agency Homepage

2

Browse the Calendar

3

Click Item on the Calendar

4

Click the Blue Text to Enroll

5

Expand the Arrow Next to the Desired Session Date

6

Click Enroll Into This Session

The screenshot displays the FreeWheel Academy platform. At the top, there is a navigation bar with a hamburger menu, the logo, and a search bar. Below this is a breadcrumb trail: < Back > Strata: Agency Homepage > My Courses and Learning Plans > Spot Media Buying: Reporting Options in SBMS. A purple banner with a 'LIVE' icon and 'INSTRUCTOR TRAINING' text is visible. The main content area shows the course title 'Spot Media Buying: Reporting Options in SBMS' and a description: 'This course will walk users through pulling the most commonly used reports within the Strata system. These reports can be used internally and externally.' Below this, a message states: 'You have not selected a session yet. Please select one, and click ENROLL INTO THIS SESSION.' A calendar widget shows the date 'May 12th' selected, with a time slot of '03:00 pm' and a duration of '1h 0m'. An 'ENROLL INTO THIS SESSION' button is located at the bottom right of the calendar widget.

Description

We welcome you to register for live instructor-led training sessions in the Learning Platform.

STRATA: AGENCY HOMEPAGE

Enrolling in a Session

1

Strata: Agency Homepage

2

Browse the Calendar

3

Click Item on the Calendar

4

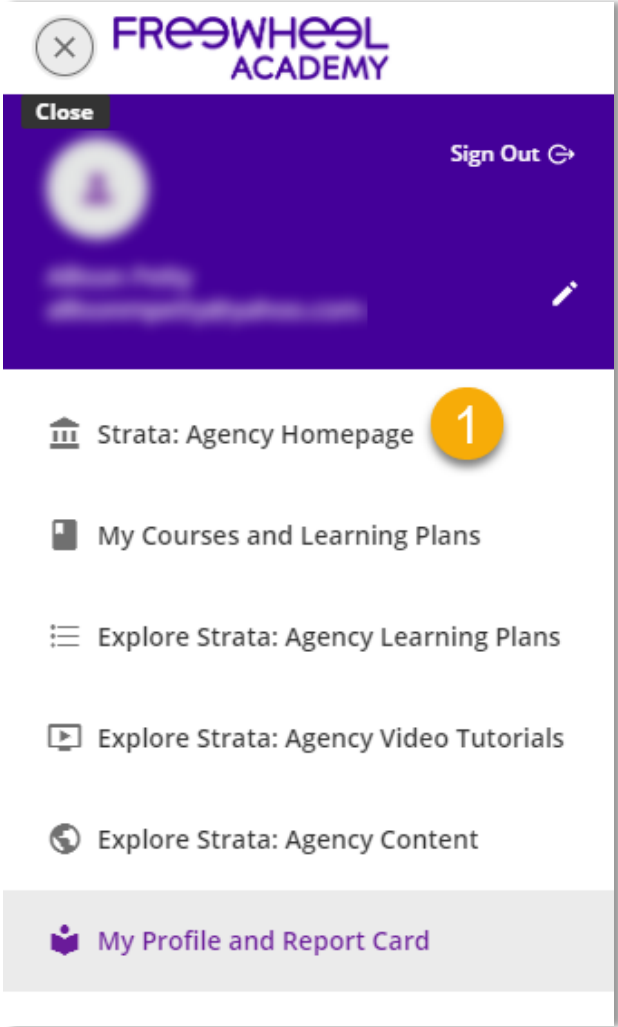
Click the Blue Text to Enroll

5

Expand the Arrow Next to the Desired Session Date

6

Click Enroll Into This Session



Strata: Agency Homepage

From the Navigation Menu, access the Strata: Agency Homepage to browse the calendar.

i

You can also find Live Sessions when browsing the Content pages. If you start on a content page, you can skip to Step 5.

BROWSE THE CALENDAR

Enrolling in a Session

1

Strata: Agency Homepage

2

Browse the Calendar

3

Click Item on the Calendar

4

Click the Blue Text to Enroll

5

Expand the Arrow Next to the Desired Session Date

6

Click Enroll Into This Session

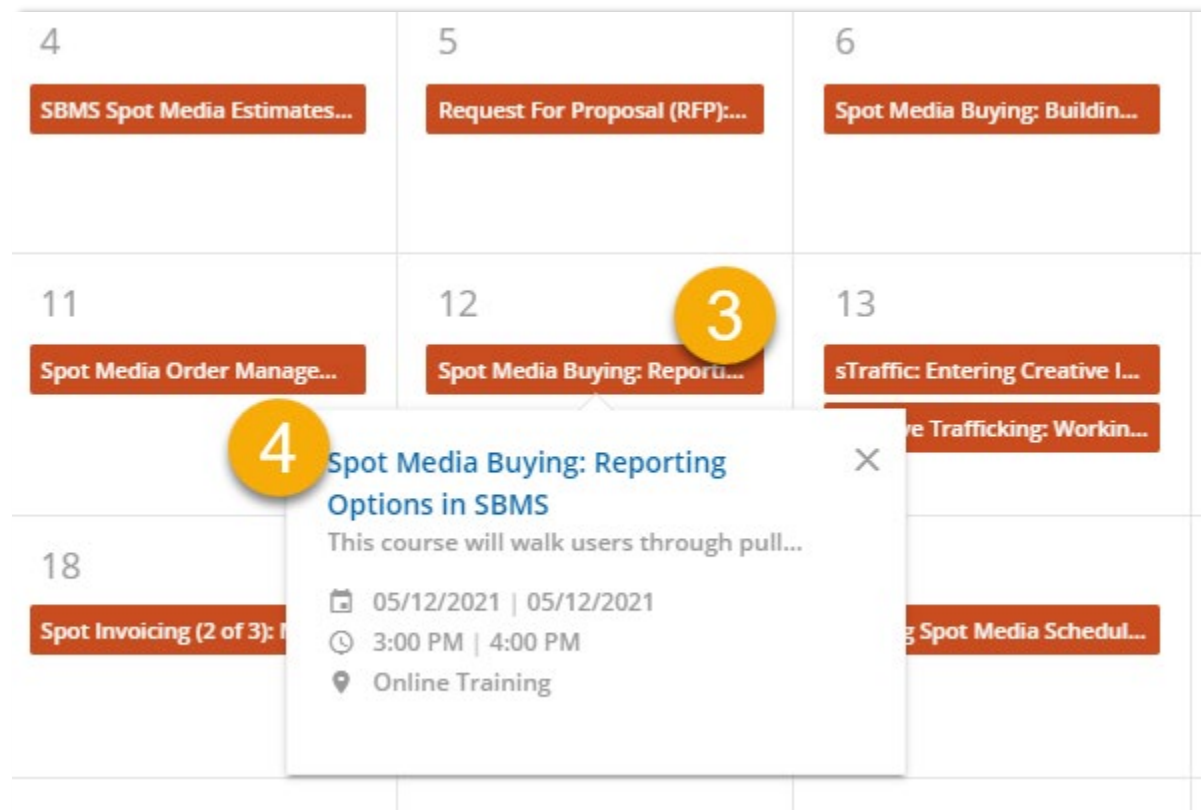
TODAY	<	>	May 2021	2	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YEAR: 2021	▼
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday												
25	26	27	28 Network & National Cable ...	29	30	1												
2	3 SBMS Spot Media Master D...	4 SBMS Spot Media Estimates...	5 Request For Proposal (RFP)...	6 Spot Media Buying: Buildin...	7 Ask the Trainers May 7, 2021	8												
9	10 Spot Media Buying: Managi...	11 Spot Media Order Manage...	12 Spot Media Buying: Report...	13 sTraffic: Entering Creative L...	14 sTraffic: Creating & Sending...	15												
16	17 Spot Invoicing (1 of 3): Usin...	18 Spot Invoicing (2 of 3): Matc...	19 Spot Invoicing (3 of 3): Clear...	20 Posting Spot Media Schedul...	21	22												
23	24 Digital RFP in Adazzele	25 Digital Planning and Buying...	26 Digital Optimization in Ada...	27 Digital Trafficking in Adazzele	28	29												
30	31	1	2	3	4	5												

Browse the Calendar

Use the options at the top to browse the calendar from month to month.

CLICK ITEM ON THE CALENDAR, CLICK THE BLUE TEXT TO ENROLL

- | Enrolling in a Session | |
|------------------------|---|
| 1 | Strata: Agency Homepage |
| 2 | Browse the Calendar |
| 3 | Click Item on the Calendar |
| 4 | Click the Blue Text to Enroll |
| 5 | Expand the Arrow Next to the Desired Session Date |
| 6 | Click Enroll Into This Session |



Click Item on the Calendar, Click the Blue Text to Enroll

Click the item on the Calendar to see more details including the time of the session. Click the Blue text to enroll in the session.

EXPAND THE ARROW NEXT TO THE DESIRED SESSION DATE

Enrolling in a Session

- 1 Strata: Agency Homepage
- 2 Browse the Calendar
- 3 Click Item on the Calendar
- 4 Click the Blue Text to Enroll
- 5 Expand the Arrow Next to the Desired Session Date
- 6 Click Enroll Into This Session

FreeWheel ACADEMY

Search content in the platform

< Back Strata: Agency Homepage > My Courses and Learning Plans > Spot Media Buying: Reporting Options in SBMS

Spot Media Buying: Reporting Options in SBMS

This course will walk users through pulling the most commonly used reports within the Strata system. These reports can be used internally and externally.

You have not selected a session yet. Please select one, and click ENROLL INTO THIS SESSION.

May 12th: Spot Media Buying: Reporting Options in SBMS
START 05/12/2021 → END 05/12/2021

Expand the Arrow Next to the Desired Session Date

On the Course Overview page, expand the arrow next to the desired session date.

Keep in mind, the Course Overview page can be accessed from the content pages.

Explore Strata: Agency Content

This page will provide a list of all available Strata: Agency Courses.

FreeWheel Buy Side - Fundamentals

Overview of the STRATA Platform

Media 101: An Introduction to Media Planning and Buying

ENROLLED EN

CLICK ENROLL INTO THIS SESSION

Enrolling in a Session

1

Strata: Agency Homepage

2

Browse the Calendar

3

Click Item on the Calendar

4

Click the Blue Text to Enroll

5

Expand the Arrow Next to the Desired Session Date

6

Click Enroll Into This Session

LIVE

INSTRUCTOR TRAINING

Spot Media Buying: Reporting Options in SBMS

This course will walk users through pulling the most commonly used reports within the Strata system. These reports can be used internally and externally.

You have not selected a session yet. Please select one, and click ENROLL INTO THIS SESSION.

May 12th: Spot Media Buying: Reporting Options in SBMS

05/12/2021

May 12th

03:00 pm

1h 0m

6

ENROLL INTO THIS SESSION

Click Enroll Into This Session

Click Enroll Into This Session to complete the enrollment process.

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FREEWHEEL

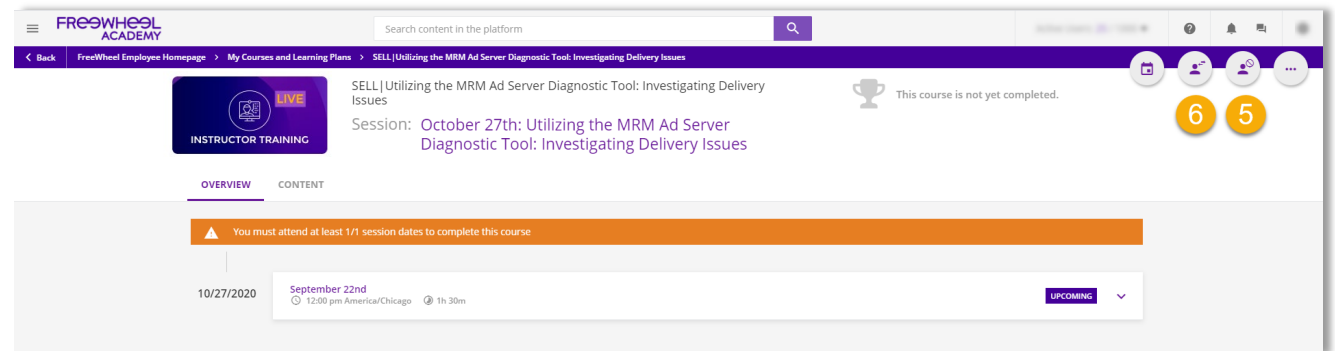
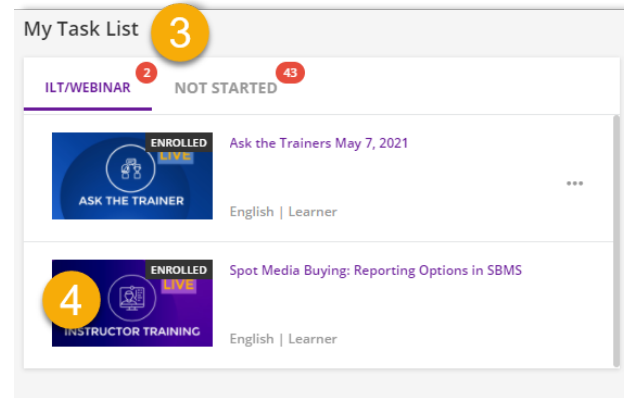
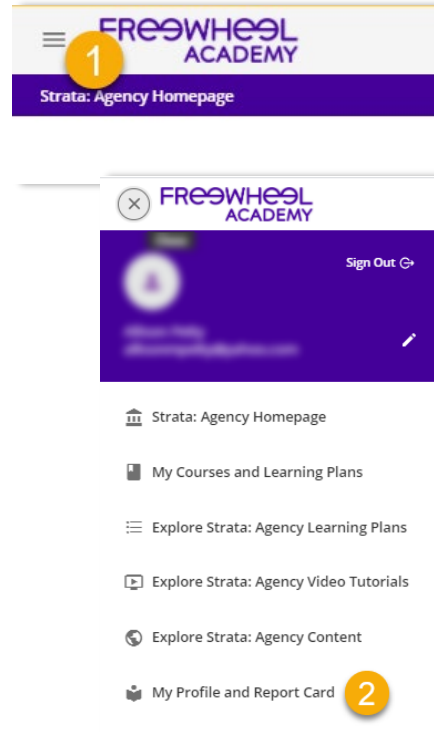
CHANGING/UNENROLLING FROM A LIVE INSTRUCTOR- LED TRAINING

CHANGING/UNENROLLING FROM A LIVE INSTRUCTOR-LED TRAINING

SCHEDULES CHANGE AND YOU MAY NEED TO CHANGE OR COMPLETELY UNENROLL FROM A SESSION

Changing a Session

- 1 Navigation Bar
- 2 My Profile and Report Card
- 3 My Task List
ILT/Webinar Tab
- 4 Select Live Session
You Need to Change
- 5 Click Unenroll from
Course to Unenroll
- 6 If available/wanted,
click Change Session



Description

We understand that your schedule may change. Here is what you need to do to unenroll from a session to change to a new one.

NAVIGATION BAR AND SELECT MY PROFILE AND REPORT CARD

Changing a Session

1

Navigation Bar

2

My Profile and Report Card

3

My Task List
ILT/Webinar Tab

4

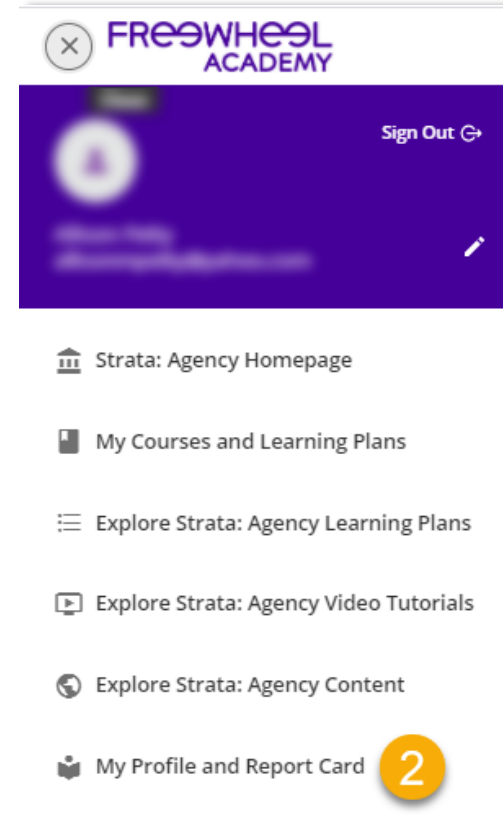
Select Live Session
You Need to Change

5

Click Unenroll from
Course to Unenroll

6

If available/wanted,
click Change Session



Navigation Bar and Select My Profile and Report Card

From the Navigation Menu select My Profile and Report Card

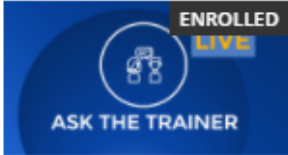

MY TASK LIST ILT/WEBINAR TAB

SELECT THE LIVE SESSION YOU NEED TO CHANGE

- 1 **Navigation Bar**
- 2 **My Profile and Report Card**
- 3 **My Task List ILT/Webinar Tab**
- 4 **Select Live Session You Need to Change**
- 5 **Click Unenroll from Course to Unenroll**
- 6 **If available/wanted, click Change Session**

My Task List **3**

2 **ILT/WEBINAR** **43** **NOT STARTED**

 ENROLLED LIVE	Ask the Trainers May 7, 2021	...
English Learner		
4  ENROLLED LIVE	Spot Media Buying: Reporting Options in SBMS	
English Learner		

My Task List ILT/Webinar Tab and Select the Live Session You Need to Change

Navigate to the My Task List section and make sure you have the ILT/Webinar tab selected. Select the Live Session you need to change to access the Course Overview Page.

CLICK UNENROLL FROM COURSE TO UNENROLL

Changing a Session

1

Navigation Bar

2

My Profile and Report Card

3

My Task List
ILT/Webinar Tab

4

Select Live Session
You Need to Change

5

Click Unenroll from
Course to Unenroll

6

If available/wanted,
click Change Session

The screenshot displays the FreeWheel Academy user interface. At the top, there is a navigation bar with a search bar and a purple header bar containing the breadcrumb trail: < Back > FreeWheel Employee Homepage > My Courses and Learning Plans > SELL|Utilizing the MRM Ad Server Diagnostic Tool: Investigating Delivery Issues. Below the header, a course card for 'SELL | Utilizing the MRM Ad Server Diagnostic Tool: Investigating Delivery Issues' is shown, marked as 'LIVE' and 'INSTRUCTOR TRAINING'. A message states 'This course is not yet completed.' with a trophy icon. A modal dialog titled 'Unenrollment' is open in the center, asking 'Please select where you want to be unenrolled from'. It offers two radio button options: 'This course' (unselected) and 'Current session' (selected). The 'Current session' option is further detailed as 'October 27th: Utilizing the MRM Ad Server Diagnostic Tool: Investigating Delivery Issues'. At the bottom of the dialog, there is a checked checkbox for 'Yes, I want to proceed' and two buttons: 'CANCEL' and 'CONFIRM'. In the top right corner of the interface, a yellow circle with the number '5' highlights the user profile icon.

Click Unenroll from Course to Unenroll

Click Unenroll from Course to Unenroll. This will be your only option if there are no additional sessions scheduled. Select “This course” if you don’t plan to enroll in another session. Select “Current session” if you want to stay enrolled in the course and plan to attend a future session.

IF AVAILABLE/WANTED, CLICK CHANGE SESSION

Changing a Session

1

Navigation Bar

2

My Profile and Report Card

3

My Task List
ILT/Webinar Tab

4

Select Live Session
You Need to Change

5

Click Unenroll from
Course to Unenroll

6

If available/wanted,
click Change Session

The screenshot displays the FreeWheel Academy user interface. At the top, there is a navigation bar with a search bar and a purple header containing the course title: 'SELL | Utilizing the MRM Ad Server Diagnostic Tool: Investigating Delivery Issues'. Below the header, a purple card indicates 'INSTRUCTOR TRAINING' and 'LIVE'. A warning banner states: 'You must attend at least 1/1 session dates to complete this course'. The main content area shows the current session: 'October 27th: Utilizing the MRM Ad Server Diagnostic Tool: Investigating Delivery Issues' on '10/27/2020'. A modal dialog box titled 'Change Session' is open, asking for confirmation to change sessions. It lists the current session and a new available session: 'December 1st: Utilizing the MRM Ad Server Diagnostic Tool: Investigating Delivery Issues' on '12/1/2020 09:30...'. The dialog has 'CANCEL' and 'CONFIRM' buttons. A yellow circle with the number '6' is overlaid on the top right of the interface, corresponding to step 6 in the sidebar.

If available/wanted, click Change Session

If there is an additional session available and you want to see if you can change to that, click Change Session. On the next screen, you can Confirm the Change Session.

THANK YOU

Questions?

Please email freewheelacademy@freewheel.com

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