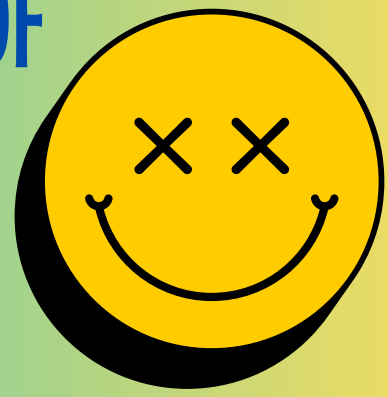


# THE PURSUIT OF BANNER AD HAPPINESS



## TRAINING AGENDA

### Population Selection 101: Newbie Edition

What is a population selection?

What information does a pop sel pull?

How do I find the name of the table I want to use for criteria?

What is SQL?

What are the 3 parts of a SQL statement?

- Select Clause
- From Clause
- Where Clause
  - criteria, condition, rules, etc.

What are the and and or options and how do they work?

What are operators and how do they work?

- equals
- not equals
- in
- not in
- like
- not like
- between
- is null
- is not null

Setup and run a simple pop sel

Q&A

