



DATA INTEGRATION



DATA MANAGEMENT



EXAM BLUEPRINT

DIGITAL DATA SOLUTIONS



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As a media and advertising professional today, not only do you need to stay current on the latest trends, tools, measurement tactics, and technologies, but you need to prove your knowledge and credibility to clients, employers, and peers.

IAB Certification programs establish and measure the baseline digital industry knowledge required for digital advertising professionals. Created by industry subject matter experts and a leading test development company, the certification programs are managed by an independent Certification Commission.

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RECENT IAB SALES CERTIFICATION HOLDERS*

91% would recommend IAB Digital Media Sales Certification to a colleague in advertising media sales

86% said the program expanded their working knowledge of digital media

*Source IAB Certification Sales Certification Survey Jan 2016

AGENCIES AND MEDIA BUYERS**

84% prefer to work with a media sales person who understands analytics, campaign management and performance metrics in digital media

81% of agencies and media buyers prefer to work with a media sales person who stays educated in digital media regularly

**Source IAB Certification Agency Survey Dec 2014



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turn shoppers into buyers

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The New York Times

Time Warner Cable Media
That's how.®

YAHOO!



As you prepare for the [Digital Data Solutions Certification](https://www.iab.com/dataresources) (DDSC) examination, you are strongly encouraged to review the examination blueprint. This document presents the major content areas on the exam, and the share of questions each content area represents. For your convenience, the examination blueprint outline is provided below, and may also be downloaded in its entirety through a link on the following page: www.iab.com/dataresources.

This certification program has been developed for Digital Data Solutions Managers working in digital media. A Digital Data Solutions Manager manages existing data supplies, expands product portfolios, and protects data users by establishing data policies, creating new data products, developing client data solutions, and activating data integrations. She often evaluates the integrity of data, builds business cases, and collaborates cross-functionally.

The DDSC credential is built on the belief that a successful and knowledgeable digital media data professional should have a foundational understanding of these four areas:

Establishing Data Policies. Companies with successful digital media data operations require clear policies governing its related rules and processes, to ensure data usefulness, integrity, and security. The data solutions professional works to define these policies, through her knowledge of the digital media ecosystem, the regulatory and legislative environment, and her organization's business goals. She evaluates data sources to determine fit with existing company policies and performs risk assessments to determine the financial, legal, and business impact of non-compliance. Where gaps exist, a digital data solutions professional will define steps to obtain policy compliance, educate relevant teams on data policy compliance, and communicate status to internal and external stakeholders. Finally, this professional audits products for data policy compliance and takes steps to help make products compliant.

Managing Data Supply. Once data policies are established and operationalized, a logical next step is determining which data the company will use. A successful digital data solutions manager defines her company's data needs, through knowledge of its business goals, existing data assets, external technologies, and market trends. She then selects data sources, scopes technical integrations, sets internal and external expectations and negotiates data-related contracts. Once these third-party relationships are established, the digital data solutions professional facilitates the ingestion and integration of data and maps the data to an appropriate organizational taxonomy. The digital media data professional manages quality assurance of the data supply and validates data integrity. Finally, she needs to know how to handle the business end of managing data supply, such as calculating and executing payouts with partners and monitoring and optimizing her company's related P&L.

Creating Data Products. In addition to comprehending the mechanics and business of data supply, a successful digital media data professional may also be asked to help create new data products. This involves defining market needs, performing feasibility analyses, building product requirements, and helping to determine a go-to market strategy for these new products. Sometimes, a customized solution is desired to meet a client's



specific data needs. In these cases, a data solutions manager should know how to assess the opportunity and determine whether to pursue it.

Activating Data Integrations. This section relates to the process of successfully routing and connecting sets of data. A digital data solutions manager must scope integration requirements, execute integrations, and identify and resolve any technical issues. She also must effectively report on data delivery – by defining KPIs, designing reports to track them, and distributing those reports to relevant stakeholders.

The following blueprint summarizes the content areas that will be tested, as well as their approximate weighting on the 100-question exam. Use the blueprint to guide you in identifying any content areas you need extra time and resources to prepare for, and ask yourself these questions.

- Which content areas represent the greatest number of test questions?
- How much time do you need to focus on these areas to prepare for the exam, versus other areas?
- How do your current knowledge and skills compare to the content areas of the exam? Are you strong in some, but weak on others?
- How much training or work have you done in the areas on the exam?

Your analysis of the content outline and your answers to the questions above will help you determine where you need to spend your study time.

Questions: iab.com/datacert or email certification@iab.com



	Content Area	Percent of Exam
A	Establishing Data Policies	15%
1	Define Policies	
2	Evaluate Data Sources	
3	Perform Risk Assessment	
4	Ensure Policy Compliance	
B	Managing Data Supply	35%
1	Define Data Needs	
2	Select Data Sources	
3	Scope Technical Integration	
4	Set Internal and External Expectations	
5	Negotiate Data Contracts	
6	Ingest Data	
7	Map Data to Taxonomy	
8	Manage Data QA	
9	Validate Data Integrity	
10	Calculate and Execute Pay-Outs	
11	Monitor and Optimize P&L	
C	Creating Data Products	35%
1	Define Market Data Needs	
2	Perform Feasibility Analysis	
3	Build Product Requirements	
4	Determine Go-To-Market Strategy	
5	Assess Customized Solution	
D	Activating Data Integrations	15%
1	Scope Integration Requirements	
2	Maintain Data Integration	
3	Report on Delivery of Data	



Duties, Tasks, and Steps	Knowledge	Skills, Abilities, and Attributes	Tools, Equipment, and Resources
A. Establishing Data Policies			
A.1 Define Policies			
	<ul style="list-style-type: none"> • knowledge of digital ecosystem • knowledge of the regulatory and legislative environment • knowledge of the value of varying data types • knowledge of your organization's business model • knowledge of industry advocacy trends • knowledge of legal language and concepts • knowledge of vertical sensitivity (i.e., health, pharma, financial) 	<ul style="list-style-type: none"> • attention to detail • ability to use legal language and concepts • ability to interpret legal language and concepts • strategic acumen • communication skills • intellectual curiosity • authoritative 	<ul style="list-style-type: none"> • internet • legal counsel • contract templates • privacy policies • data governance frameworks • compliant industry associations (NAI, IAB, DAA, OPA, ECCO) • HIPAA, GLB, COPPA
A.2 Evaluate Data Sources			
	<ul style="list-style-type: none"> • knowledge of data ownership • knowledge of first, second, and third party data • knowledge of identifiers (PII vs non-PII) • knowledge of data attributes 	<ul style="list-style-type: none"> • organizational skills • attention to detail 	<ul style="list-style-type: none"> • data providers • spreadsheet software • database software • internet



Duties, Tasks, and Steps				Knowledge	Skills, Abilities, and Attributes	Tools, Equipment, and Resources
				<ul style="list-style-type: none"> • knowledge of data derivation (declared, inferred, etc.) • knowledge of device specific policies • knowledge of business policies • knowledge of intended data usage 		
A.3 Perform Risk Assessment						
				<ul style="list-style-type: none"> • knowledge of data security • knowledge of data security and handling best practices • knowledge of industry MSA best practices • knowledge of data integration methodologies • knowledge of data use cases • knowledge of industry contracts • knowledge of impacts of potential data breaches on public 	<ul style="list-style-type: none"> • organization skills • attention to detail • ability to apply risk management framework • sense of urgency • willingness to escalate • ability to simulate scenarios 	<ul style="list-style-type: none"> • industry contracts • legal Research • Ghostery • Charles • Firebug • Chrome developer tools
A.4 Ensure Policy Compliance						



B. Managing Data Supply

B.1 Define Data Needs

	<ul style="list-style-type: none"> • knowledge of first, second, and third party data • knowledge of the market • knowledge of client needs • knowledge of the digital ecosystem • knowledge of the tech-scape • knowledge of data attributes • knowledge of user identification methods (cookie, device ID, IP address) • knowledge of deterministic matching • knowledge of probabilistic matching • knowledge of the technical limitations • knowledge of data sources 	<ul style="list-style-type: none"> • analytical skills • data analysis skills • strategic acumen 	<ul style="list-style-type: none"> • IAB data usage and control primer • spreadsheet software • internet • customer records • internal data • industry publications • product documentation
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B.2 Select Data Sources

	<ul style="list-style-type: none"> • knowledge of data providers (e.g., lotame, neustar, eXelate) • knowledge of data sellers (e.g., V12, polk, dunhumby) • knowledge of primary data sources (e.g., point of sale, auto registration, site visitation) • knowledge of data collection methodologies • knowledge of online and offline data sources • knowledge of the process of aggregating online and offline data • knowledge of attribution methodologies • knowledge of tags • knowledge of basic statistics • knowledge of match rate, overlap and validation concepts • knowledge of data validation processes 	<ul style="list-style-type: none"> • analytical skills • strategic acumen • decision making skills • ability to discern the fidelity of information 	<ul style="list-style-type: none"> • spreadsheet software • industry white papers
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B.3 Scope Technical Integration

	<ul style="list-style-type: none"> • knowledge of tags • knowledge of integration methodologies • knowledge of data migration processes and best practices • knowledge of use cases • knowledge of functional requirements • knowledge of technical requirements • knowledge of current infrastructure • knowledge of needed infrastructure • knowledge of financial limitations • knowledge of compliance frameworks • knowledge of downstream data usage • knowledge of ingestion methods (e.g., batch, pixel, server to server) • knowledge of ID synching • knowledge of ETL tools 	<ul style="list-style-type: none"> • prioritization skills • ability to translate business requirements into technical requirements • ability to interpret business implications of technical decisions • ability to develop economic models 	<ul style="list-style-type: none"> • access to engineering • API documentation • server-to-server documentation • servers • SLAs • ETL
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B.4 Set Internal and External Expectations

	<ul style="list-style-type: none"> • knowledge of roles and responsibilities of stakeholders • knowledge of internal processes • knowledge of client needs • knowledge of market sizing 	<ul style="list-style-type: none"> • project management skills • ability to be realistic • communication skills • ability to keep a client happy • prioritization skills • ability to escalate • sense of urgency • political skills • ability to estimate opportunity costs • collaboration skills • troubleshooting skills • problem-solving skills 	<ul style="list-style-type: none"> • project management software • communication tools (email, phone) • SLAs • financial forecast • benchmarks
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B.5 Negotiate Data Contracts

	<ul style="list-style-type: none"> • knowledge of contract processes • knowledge of procurement processes • knowledge of common legal clauses • knowledge of baseline economics • knowledge of common billing terms and conditions 	<ul style="list-style-type: none"> • negotiation skills • communication skills • legal acumen 	<ul style="list-style-type: none"> • legal
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B.6 Ingest Data

	<ul style="list-style-type: none"> • knowledge of integration methodologies • knowledge of data and file formats • knowledge of tags • knowledge of expected results and ongoing maintenance • knowledge of downstream data usage • knowledge of SQL • knowledge of how to build a test case • knowledge of data validation methods • knowledge of ID support by device type (e.g., mobile, set top box) • knowledge of device IDs (e.g., IDFA, SHA-1) 	<ul style="list-style-type: none"> • HTML proficiency • decision making skills • attention to detail • communication skills • ability to set expectations 	<ul style="list-style-type: none"> • integration tools • coding language (e.g., SAS, python) • querying language • Hadoop (map reduce)
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B.7 Map Data to Taxonomy

	<ul style="list-style-type: none"> • knowledge of organizational taxonomies • knowledge of marketing data points • knowledge of the nature of data types • knowledge of downstream data usage • knowledge of structured vs unstructured data 	<ul style="list-style-type: none"> • ability to interpret taxonomies • ability to categorize data based upon a hierarchy • ability to create taxonomies • ability to maintain the hygiene of taxonomies • attention to detail 	<ul style="list-style-type: none"> • taxonomy • spreadsheet software
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B.8 Manage Data QA

	<ul style="list-style-type: none"> • knowledge of client needs and expectations • knowledge of tags • knowledge of sync • knowledge of ingestion methods • knowledge of server logs • knowledge of large files • knowledge of data cleansing techniques • knowledge of typical match rates and potential discrepancies (e.g., using different denominators) 	<ul style="list-style-type: none"> • troubleshooting skills • communication skills • attention to detail • ability to manipulate large files • ability to work with servers 	<ul style="list-style-type: none"> • data specifications • benchmarks
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B.9 Validate Data Integrity

	<ul style="list-style-type: none"> • knowledge of data hygiene • knowledge of what constitutes clean user data • knowledge of what constitutes bot traffic • knowledge of data origin issues • knowledge of what datasets should look like • knowledge of data norms • knowledge of downstream data usage • knowledge of organizational policies • knowledge of industry policies, regulations, standards, best practices • knowledge of whether or not the data source has any business rules • knowledge of the impact of key decisions • knowledge of common tag formats 	<ul style="list-style-type: none"> • ability to evaluate data sources based on attributes • ability to create a data confidence index • ability determine if data meets expectations • detail oriented • communication skills • common sense • decision making skills • documentation skills • ability to discern the fidelity of information • ability to evaluate the value of data • ability to use databases 	<ul style="list-style-type: none"> • databases • human source QA • automated verification tools • trusted data set • benchmarks • checksum
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B.10 Calculate and Execute Pay-Outs

	<ul style="list-style-type: none"> • knowledge of partner-level pricing agreements • knowledge of internal billing systems • knowledge of industry terminology • knowledge of industry pricing models • knowledge of industry best practice • knowledge of financial or AP process • knowledge of contractual language • knowledge of revenue expectations • knowledge of payment terms (e.g., net 30) 	<ul style="list-style-type: none"> • ability to use spreadsheet software • math skills • ability to forecast 	<ul style="list-style-type: none"> • billing systems • spreadsheet software • IAB terms and conditions • IAB Data Ownership Provisions
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B.11 Monitor and Optimize P&L



	<ul style="list-style-type: none"> • knowledge of opportunity costs • knowledge of overall business model • knowledge of optimization strategies • knowledge of revenue attribution logic • knowledge of organizational P&L metrics • knowledge of organizational budgets • knowledge of media math 	<ul style="list-style-type: none"> • ability to prioritize partners • ability to interpret contracts • ability to manage a budget • math skills • ability to calculate P&L • strategic acumen • ability to forecast 	<ul style="list-style-type: none"> • spreadsheet software • finance department • reporting tools
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C. Creating Data Products

C.1 Define Market Data Needs

	<ul style="list-style-type: none"> • knowledge of the tech-scape • knowledge of industry trends • knowledge of commercial implications • knowledge of internal capabilities 	<ul style="list-style-type: none"> • ability to build models • ability to conduct financial forecasts • forecasting skills • predictive skills • strategic acumen • salesmanship • ability to communicate a vision 	<ul style="list-style-type: none"> • peer review • spreadsheet software • financial modeling software • industry publications • internet • BRD/PRD template • gap analysis
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C.2 Perform Feasibility Analysis

EXAM BLUEPRINT



	<ul style="list-style-type: none">• knowledge of integration costs• knowledge of technology trends• knowledge of capacity building• knowledge of organizational core competencies• knowledge of organizational policies• knowledge of organizational market position• knowledge of the minimally viable product• knowledge of tradeoff decision frameworks• knowledge of distribution channels	<ul style="list-style-type: none">• ability to estimate costs• ability to think outside of the box• ability to build a business case• ability to mediate• ability to make decisions	<ul style="list-style-type: none">• spreadsheet software
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C.3 Build Product Requirements

	<ul style="list-style-type: none"> • knowledge of the product lifecycle • knowledge of product development methodologies and timelines • knowledge of organizational stakeholders and decision makers • knowledge of internal vetting and approvals process 	<ul style="list-style-type: none"> • decision making skills • ability to draft a product requirement document • ability to write concisely • ability to collaborate cross-functionally • product management • ability to identify data partners/customers • ability to define use cases/user stories 	<ul style="list-style-type: none"> • stakeholders • wireframe • product requirement template • product management tools • engineers • designers • BRD/PRD
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C.4 Determine Go-To-Market Strategy

	<ul style="list-style-type: none"> • knowledge of who the audience is • knowledge of competitive intelligence • knowledge of product specifications • knowledge of product capabilities • knowledge of operational workflow • knowledge of localization • knowledge of market awareness 	<ul style="list-style-type: none"> • communication skills • storytelling skills • writing skills • analytical skills • empathy • training or teaching skills • forecasting skills • reporting skills • qualitative analysis skills 	<ul style="list-style-type: none"> • presentation software • industry publications • spreadsheet software • agency • survey software
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C.5 Assess Customized Solution

	<ul style="list-style-type: none"> • knowledge of how organization's conduct cost benefit analyses • knowledge of product roadmaps • knowledge of available organizational resources • knowledge of organizational receptiveness • knowledge of the market • knowledge of the competitive landscape 	<ul style="list-style-type: none"> • ability to build a business case • influential • conviction • fortitude • decision making skills • forward thinking 	<ul style="list-style-type: none"> • management support • policy support • spreadsheet software • presentation software
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D. Activating Data Integrations

D.1 Scope Integration Requirements

	<ul style="list-style-type: none"> • knowledge of partner documentation • knowledge of specs • knowledge of integration methods • knowledge of expected results or outcomes • knowledge of timelines for integrating data • knowledge of policies • knowledge of file transfer protocols • knowledge of tag capabilities • knowledge of API requirements • knowledge of ID syncing across disparate data sets 	<ul style="list-style-type: none"> • project management skills • communication skills • technical competencies • negotiation skills • ability to identify potential points of failure • ability to perform a risk assessment • ability to influence prioritization • ability to manipulate and combine big data 	<ul style="list-style-type: none"> • project management software • channels of communication • access to internal and partner systems • access to teams (sales, engineering, technical, etc.) • tools for querying big data
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D.2 Maintain Data Integration

	<ul style="list-style-type: none"> • knowledge of SLAs • knowledge of contractual expectations • knowledge of timelines • knowledge of the difference between specs and expectations • knowledge of performance • knowledge of product functionality 	<ul style="list-style-type: none"> • patience • communication skills • attention to detail • ability to understand SLAs • ability to interpret contractual language • willingness to escalate • technical acumen 	<ul style="list-style-type: none"> • monitoring tools • dashboards • contracts • specs • scope • SLAs
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D.3 Report on Delivery of Data

	<ul style="list-style-type: none"> • knowledge of who reports are being delivered to • knowledge of success metrics • knowledge of success criteria • knowledge of client needs • knowledge of baseline metrics • knowledge of reporting metrics (e.g., impressions, CTR, CPA, CPL, CPO) • knowledge of data visualization practices • knowledge of who reporting metrics may be disclosed to • knowledge of media and website analytics tools • knowledge of media and analytics website terminology 	<ul style="list-style-type: none"> • ability to identify outliers • ability to identify anomalies in data delivery • ability to identify analytics metrics that reflect business goals • ability to identify analytics tools that measure business goals 	<ul style="list-style-type: none"> • reporting software • visualization software (e.g., Tableau, Looker)
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