



IAB DIGITAL AD OPERATIONS CERTIFICATION PROGRAM

RECERTIFICATION HANDBOOK

December 2015



1 | INTRODUCTION

Thank you for your interest in renewing your Digital Ad Operations (DAOC) certification offered by the Certification Commission of the Interactive Advertising Bureau (IAB). The DAOC is the highest industry credential for digital Ad Operations professionals, and was established to set industry standards, knowledge, and competency requirements in digital Ad Operations. Individuals who earn the DAOC have demonstrated their knowledge and competency in the area of digital Ad Operations, and are dedicated to upholding high standards of ethical and professional practice in the industry. DAOC certification is awarded for a period of two years. In order to maintain certification and continue use of the DAOC designation, certified individuals must meet the requirements for recertification. This handbook contains the application procedures, requirements for recertification, and the policies that guide the decisions on recertification.

2 | PHILOSOPHY OF RECERTIFICATION

The Recertification Program was developed to ensure that certified digital Ad Operations professionals remain competent and ethical in the industry, and encourages certificants to continuously enhance their knowledge and abilities. The requirements for recertification, and the means by which DAOC's demonstrate compliance with the recertification requirements, are based on the philosophy of *continued competence* through recertification. As such, specific recertification requirements have been established.

1. Recertification is defined as a process to ensure that certificants maintain continued competence in digital Ad Operations.
2. Upholding high standards of ethical and legal practice is a primary tenet of the certification program and therefore a requirement of recertification. As a condition of recertification, all DAOC's are required to sign and submit a Consent Statement (Appendix A) and Code of Ethics (Appendix B).
3. Maintaining competence is demonstrated through qualifying activities including formal and continuing education, continued work in digital Ad Operations, and other activities to be completed on an annual basis throughout the two-year recertification cycle.
4. DAOC's are responsible for conducting an ongoing assessment of their continued competence in digital Ad Operations, and measuring their own knowledge and skill level against the requirements for certification. Please refer to the DAOC Examination Blueprint to make sure the activities you submit for recertification have a direct link to the content domains of the exam. The Examination Blueprint is found in Appendix C.

Note to certificants:

Read this recertification document in its entirety, and keep this handbook for later reference. Also keep a copy of all documentation that provides evidence of your completion of recertification activities as 10% of all recertification applications are audited. Should your application be audited, you will be required to submit supporting documentation as evidence of completion of the recertification requirements.

3 | QUALIFYING RECERTIFICATION ACTIVITIES AND REQUIREMENTS

Qualified candidates for recertification shall have the option of ***either retaking the Certification examination or earning 24 Continuing Education credits over the two year certification period.*** Candidates who wish to take the examination should apply *at least three months before their certification is due to expire in order to have sufficient time to schedule and take the exam in a test window.* For those who choose to the Continuing Education option, credits are earned by engaging in continued competence activities, including continuing education, training and/or learning activities related to the competency requirements of the DAOC certification examination. The following activities qualify toward earning recertification credit:

Qualifying Activity	Credits	Documentation Required
Industry Conferences	1 credit for each 2-hour period	Receipt or proof of registration
Professional development classes, Seminars, Webinars, Training	1 credit for each full hour	Certificate of Attendance or Completion
Presentations at industry meetings, guest lectures, participation on a panel	4 credits per presentation	Copy of program; Date and location of presentation; evaluations, if applicable
College/University programs	5 credits per semester-long course 3 credits per trimester- or quarter-long course	Name of educational institution; Course Title(s) and Syllabus; Name of Instructors; Semester/Trimester/Quarter Completed
Published Works (articles published in third-party digital media journal, magazine, newsletter, industry blog)	3 credits per publication	Copy of article, date, publication name
Participation in industry task force with defined output (e.g. development of new standards, industry white paper)	4 credits per task force	Letter from industry group
Item Writer for DAOC certification examination	2 credits per in-person workshop	

- Other types of learning and thought leadership activities not listed above may be considered by the Commission.
- Certificants are responsible for tracking and reporting their recertification activities and will be required to submit appropriate documentation (transcripts, certificates, etc.) for each CE activity. *Specific procedures for howto apply for recertification and to submit credits will be released within the next few weeks.*
- All credits claimed must be earned during the certification cycle and credits may not be carried over into the next recertification cycle.
- Certificants are responsible for conducting an ongoing assessment of their continued competence in digital Ad Operations, and measuring their own knowledge and skill level against the requirements for certification.
- Candidates for recertification will be asked to refer to the DAOC exam blueprint on the IAB website at **www.iab.com/adopsresources** to ensure that Continuing Education activities submitted for recertification have a direct link to the content domains of the exam.

4 | RECERTIFICATION POLICIES

Policy: Recertification Requirements

Certification is awarded for a period of two years. In order to remain certified, certificants must meet the recertification requirements by established deadlines. Certificants must agree to continue to abide by and uphold the Code of Ethics and the policies of the Commission, which includes continued appropriate and authorized use of the certificate, logo, and marks. Certificants must pay the current recertification fee.

Recertification requirements are based upon the philosophy of continued competence, and as such, certificants must meet the recertification requirements as determined and defined by the Commission, in order to recertify. Failure to comply with recertification requirements will result in the expiration of certification and removal of the DAOC credential. Credits applied toward meeting the recertification requirements must be completed during the certification cycle. Credits may not be carried over from one certification cycle to the next.

Policy: Submitting Recertification Applications

All applications for recertification shall be reviewed by the certification staff. The application must be filled out in its entirety, with complete and accurate information at the time of submission. Failure to do so will result in a denial of recertification. Payment must accompany the application. The agreement to uphold and abide by the Code of Ethics and the Policies of the Commission shall be verified and must be submitted with the application. Certificants will be notified within thirty business days of receipt of the application and approval of recertification status.

Policy: Denial of Recertification

Certificants who do not meet the recertification requirements will be notified that their recertification has been denied within thirty days of receipt of the application. The reasons for the denial shall be indicated, and the certificant shall receive instructions on how to reapply.

Policy: Appeal of Denial of Recertification

Certificants who are denied recertification following resubmission of their application, may request reconsideration of the decision of denial by making an Appeal to the Commission. Requests for an appeal must be made no later than 30 days after the notification of denial. Within 60 days of the receipt of the written appeal, the Commission must conclude its deliberations. The decision the Appeals is final.

Policy: Auditing Recertification Applications

The Certification staff shall audit 10% of recertification applications to verify attainment of reported recertification activities. Individuals whose application is subject to an audit will be notified by e-mail and will be required to submit supporting documentation. Failure to comply with an audit will stop the application process and the certificant will not be permitted to recertify. The certificant will not be permitted to appeal this decision and certification shall expire.

Policy: Issuing Certificates

A certificate with the dates of renewal is issued to certificants upon successful completion of all recertification requirements.

Policy: Extensions

Certified person(s) may be granted an extension to meet all recertification requirements for a period of three months. In extenuating circumstances, candidates may have their certification extended up to one year, for example, but not limited to, in the event of military deployment, state of emergency, or other circumstances approved by IAB. Extensions are granted on a case-by-case basis and at the discretion of certification personnel. The certified person's original date of expiration will remain fixed when the new certificate is issued. If the certified person(s) does not recertify within the designated time period, certification will expire and the certified person(s)'s record shall be purged. If in the future the individual wishes to become certified, a new application will be required. All eligibility, examination and fee requirements shall apply.

Policy: Recertification Fees

Recertification fees are due at the time of submission of the recertification application and must be paid in full. Refunds of partial or the full recertification fee are not provided should recertification be denied. The cost of recertification is \$175 (member) or \$225 (non-member), which includes a \$50 non-refundable application fee. Recertification costs are the same whether a certificant opts to earn and submit continuing education credits or retake the exam.

5 | RECERTIFICATION APPLICATION

The recertification application is currently being designed. This section will be updated within the next several weeks. You will receive notification regarding the recertification process including:

- **Applying for Recertification**
- **Selecting and completing one of the following options:**
 1. ***Submitting Continuing Education credits***
 2. ***Retaking the Certification exam***

APPENDIX A | CONSENT STATEMENT

I, _____ (*Print Full Name*), certify that all information contained in my recertification application for the Digital Ad Operations Certification is true and accurate to the best of my knowledge. Further, I agree to notify IAB promptly of any change in name, address, or contact information, or in the event of any occurrence bearing upon my ability to maintain certification status.

I hereby authorize IAB Staff to review my application, to contact employers listed on my application, and to determine my eligibility for meeting the recertification requirements. I agree to cooperate promptly and fully in this review, including submitting any documents or information deemed necessary to confirm the information in my application, and authorizing the above designated parties to communicate with individuals they deem appropriate to determine the outcome of my application.

I have read and I understand the instructions and policies related to the recertification program, and I agree to abide by their terms. If any statement made on my application or hereafter supplied to IAB is false or inaccurate, or if I violate any other rules or regulations of the Founding Commission on Certification, I acknowledge and agree that the penalties for doing so include, but are not limited to: denial of recertification, or suspension of, revocation of, or the placement of limitations upon, my certification.

I agree to indemnify and hold harmless the above-designated parties for any action taken pursuant to the rules and standards of IAB with regard to this application, except claims based upon gross negligence or lack of good faith by the Founding Commission on Certification.

Upon notification of renewal of certification status, I agree that IAB may release my name and certification status. I agree further that IAB may include my name and contact information in a listing of certified individuals available to the public in print and/or electronic format. I understand and agree that it will be my responsibility to maintain my status by complying with all certification and recertification requirements and procedures.

I understand that signing this Agreement does not mean that my certification has been renewed. I understand that meeting all requirements for recertification includes agreeing to uphold and abide by the Code of Ethics.

I, the undersigned, have read, understand, and agree to abide by the statements above.

(Signature required at time of application)

APPENDIX B | CODE OF ETHICS

The Digital Ad Operations Certification (DAOC) is the highest industry credential for digital ad operations professionals. Individuals who earn the DAOC have demonstrated their knowledge and competency in the area of digital ad operations, and are dedicated to upholding high standards of ethical and professional practice in the industry. In earning the designation, DAOC's recognize that certification is a privilege that must be earned and maintained, and doing so is the responsibility of the highest order. This document sets forth the Code of Ethics to be upheld by DAOC's and is a requirement of earning and maintaining certification. The Code of Ethics establishes the professional conduct and minimal ethical behavior requirements of certificants. DAOC's who intentionally or knowingly violate any provision of the Code of Ethics are subject to investigation and sanctions which may result in revocation of the certification.

The Certified Digital Ad Operations Professional shall:

1. Act in a moral and ethical manner at all times and conduct all interactions with clients and prospective clients with honesty and integrity.
2. Refuse to participate in actions, agreements, policies or practices which may be detrimental to clients, prospective clients, competitors or suppliers; or established economic, social or legal standards.
3. Refuse engagements which present a conflict-of-interest or outside influence or might otherwise compromise objectivity or professional judgment.
4. Truthfully and accurately represent advertising and marketing products and services in a manner that mutually benefits the buyer and seller.
5. Work in the best interest of the client to achieving marketing solutions.
6. Respect, protect and maintain the confidentiality of sensitive and proprietary client information.
7. Accurately represent professional qualifications and credentials.
8. Be truthful and accurate with all information provided to earn and maintain certification.
9. Maintain confidentiality and security of the certification examination and other sensitive and proprietary information.
10. Maintain competency requirements through recertification.
11. Acknowledge that the certificate is the property of IAB Certification Commission.
12. Uphold and abide by the policies and procedures required to remain in good standing with the IAB Certification Commission.
13. Use the certification logo and marks as authorized.
14. Cooperate with the IAB Certification Commission concerning ethics inquiries and investigations.
15. Report conduct that may violate this Code of Ethics.

(Signature required at time of application)

APPENDIX C | EXAM BLUEPRINT

The following is a summary of specialized knowledge and content outline for the IAB Digital Ad Operations Certification examination. A successful and knowledgeable digital ad operations professional should have a fundamental understanding of these seven areas:

Executing Campaign Launch. Ensuring a successful launch requires end-to-end operations management that starts well before a campaign goes live. In the important planning stages, a digital ad operations professional helps to define campaign goals, identify execution strategy and check inventory and availability against the desired targeting criteria. As the campaign moves toward implementation, a digital ad operations person needs to implement tags on an advertiser's site, enter order details, build a creative strategy, executive creative delivery from the agency side, and deliver and/or intake final creative and/or tags. At this phase, a digital ad operations professional minimizes potential for problems by performing a vendor QA check, reviewing the media plan, aligning assets with the media plan, implementing creative assets, and performing pre-launch testing. After all of this pre-launch work, the digital ad operations person is finally to launch and configure assets, verify a successful launch, develop campaign workflow, and implement creative separation.

Managing Live Campaigns. Digital media offers greater interactivity, targetability, measurability, and optimization than traditional media. To ensure optimal performance, a digital ad operations professional performs ongoing review and intervention for each live campaign throughout its lifecycle. This includes managing client expectations, assessing campaign performance, troubleshooting live issues, identifying opportunities to optimize, and actually optimizing the campaign. She provides campaign reporting, discrepancy investigation, media plan modification, and campaign wrap-up activities. A digital ad operations professional is also responsible for client communications, especially related to analytic performance overviews, defining monitoring or alerting requirements, carrying out ongoing security checks, and monitoring fraudulent activity.

Managing Emerging Technologies. Over the course of planning, executing, and overseeing live campaigns, a digital ad operations professional is often required to consider and incorporate emerging technologies. A successful operations person must evaluate the feasibility of specific technologies, research their industry adoption, evaluate their supportability, and conduct beta testing. An operations professional often advises on product definition and new business development related to the adoption and usage of emerging technologies in future campaigns.

Creating, Maintaining, and Documenting Product Offerings. To ensure the success of future campaigns, a digital operations professional often works to establish campaign metrics and contribute to pricing structure, products, and packaging of the company's advertising products. She provides product feedback to vendors and partners, and documents bugs, workarounds, and enhancement requirements. She evaluates success metrics, contributes to product / feature sunset strategy, provides custom solutions, and contributes to case studies related to specific advertising product offerings.

Managing Incidents. Despite the best pre-launch planning and troubleshooting, unanticipated campaign delivery and reporting problems do sometimes arise, and it is the digital ad operations professional's job to manage them. After performing initial diagnostics and identifying the severity of an incident, a digital ad operations person will communicate expectations, updates, and resolutions to internal and external clients. She will also advise on business impact and resolutions, and create and supply a post-mortem analysis of the incident to all relevant parties.

Inventory Management and Integrity. Campaign delivery incidents are less likely to arise if a sound inventory management system and strategy is in place from the start. A digital ad operations professional may be tasked with helping to develop, construct, and maintain network architecture for inventory management. She helps determine monetization strategy for unsold inventory and a cost structure for third-party inventory acquisition. The digital ad operations professional coordinates site tag implementation, the creation of a

package and order system, and package forecasting. She performs technical integrations, monitors third- and fourth-party interactions, and provides fiscal analysis of these relationships.

Managing Client and Partner Relationships. Typically, several vendors and partners – such as resellers, aggregators, ad servers, and rich media technologies, just to name a few – sit between a publisher’s website, an ad agency, and the advertiser. A digital ad operations professional ensures successful campaign implementation by evaluating specific vendors against business needs, assessing the feasibility of these third-party relationships, and managing publisher and partner certifications. Once a vendor is approved, the operations person onboards the partner, performs necessary technical integrations, and develops a partner feedback loop and a client-specific workflow.

To see the comprehensive Examination Blueprint, including knowledge, skills, abilities and resources, visit the IAB website at iab.com/adopsresources.

EXAMINATION BLUEPRINT

Content Areas		Percent of Exam
A	Executing Campaign Launch:	28.75%
1	Define Campaign Goals	
2	Identify Execution Strategy	
3	Check Inventory and Availability	
4	Implement Conversion Tags on Advertiser's Site	
5	Enter Order Details	
6	Build a Creative Strategy	
7	Execute Creative Delivery from Agency Side	
8	Deliver Finalized Creative and/or Tags	
9	Perform Asset Intake	
10	Perform Vendor QA Check	
11	Review Plan	
12	Align Assets with the Media Plan	
13	Implement Creative Assets	
14	Perform Pre-Launch Testing	
15	Launch and Configure Assets	
16	Verify Successful Launch	
17	Develop Campaign Workflow	
18	Implement Competitive Separation	
B	Managing Live Campaign:	25.00%
1	Manage Client Expectations	
2	Assess Campaign Performance	
3	Troubleshoot Live Issues	
4	Identify Opportunities to Optimize	
5	Optimize Campaign	
6	Provide Campaign Reporting	
7	Investigate Discrepancy	
8	Manage Client Communications	
9	Modify the Media Plan	
10	Perform Campaign Wrap-Up Activities	
11	Perform Analytic Overview	
12	Define Monitoring or Alerting Requirements	
13	Carryout Ongoing Security Checks	
14	Monitor Fraudulent Activity	
C	Managing Emerging Technologies:	7.50%
1	Evaluate Feasibility of Emerging Technologies	
2	Research Industry Adoption of Emerging Technology	
3	Evaluate Supportability of Emerging Technology	
4	Conduct Beta Testing	
5	Advise on Product Definition	
6	Advise on New Business Development	

D	Creating, Maintaining, and Documenting Product Offerings:	10.00%
1	Establish Success Metrics	
2	Contribute to Pricing Structure, Products, and Packaging	
3	Provide Product Feedback to Vendors and Partners	
4	Document Bugs, Workarounds, and Enhancement Requirements	
5	Evaluate Success Metrics	
6	Contribute to Product or Feature Sunset Strategy	
7	Provide Custom Solutions	
8	Contribute to Case Studies	
E	Managing Incidents:	7.50%
1	Perform Initial Diagnostics	
2	Identify Incident Severity	
3	Communicate Expectations, Updates, and Resolutions to Internal and External Clients	
4	Advise on Business Impact and Client Resolutions	
5	Create and Supply Post-Mortems	
F	Inventory Management and Integrity:	12.50%
1	Develop and Construct Network Architecture	
2	Maintain Network Architecture	
3	Determine Monetization Strategy for Unsold Inventory	
4	Determine Cost Structure for 3rd Party Inventory Acquisition	
5	Coordinate Site Tag Implementation	
6	Create Package and Order System	
7	Provide Package Forecasting	
8	Perform Technical Integrations	
9	Monitor 3rd and 4th Party Interactions on Site	
10	Provide Fiscal Justifications	
G	Managing Client and Partner Relationships:	8.75%
1	Evaluate Vendors Against Business Needs	
2	Assess Feasibility of Client or Partner Relationships	
3	Manage Publisher and Partner Certifications	
4	Onboard Vendors	
5	Perform 3rd Party Technical Integrations	
6	Develop Client and Partner Feedback Loop	
7	Develop Client-Specific Workflow	
Total		100.00%