



Today, data management is both a reality and a challenge for marketers and advertisers. The IAB Data Center of Excellence is an independently funded and staffed unit within IAB, founded to enhance existing IAB resources and to drive the “data agenda” for the digital media, marketing, and advertising industry. The Data Center’s mission is to define boundaries, reduce friction, and increase value along the data chain, for consumers, marketers, and the ecosystem that supports them.

The Data Center will:

- Gather industry thought leaders to set the **data agenda**
- Fund industry **research** to provide benchmarks and actionable insights on data management across platforms
- Create **educational** materials including certification, videos, and webinars
- Host data focused **events** that feature industry luminaries
- Develop industry **best practices, guidelines, and standards** for privacy, data security

### RESEARCH STUDIES

- Benchmarking studies
- Data driven organization
- Programmatic revenue report

### BEST PRACTICES & STANDARDS

- Develop best practices, roundtables, and whitepapers for data quality in the marketing organization

### EDUCATION & EVENTS

- Data Solutions Certification Program
- Advanced Programmatic Training Courses
- Legal and Programmatic Webinars
- Programmatic Summit

### ALIGN WITH THESE IAB COUNCILS:

#### DATA COUNCIL

The Data Council is dedicated to demystifying data usage and control and to enable revenue growth through quality, transparency, accountability, and consumer protection in data usage.

#### PROGRAMMATIC COUNCIL

The Programmatic Council brings together publishers, buyers, and ad technology providers to discuss the key business issues in the evolving programmatic marketplace.

THOUGHT LEADERSHIP

SET THE AGENDA

ACTIONABLE INSIGHTS

#### IAB DATA CENTER OF EXCELLENCE BOARD MEMBERS



**GAIN VISIBILITY & TAKE THE LEAD** • The Data Center welcomes industry thought leaders from technology and data service providers to publishers, research companies, and other interested parties. This opportunity will position your company as a leader in this growing segment of the media, marketing, and advertising industry.

FOR MORE INFORMATION, CONTACT PATRICK DOLAN, [PATRICK@IAB.COM](mailto:PATRICK@IAB.COM) • [IAB.COM/DATACENTER](http://IAB.COM/DATACENTER)