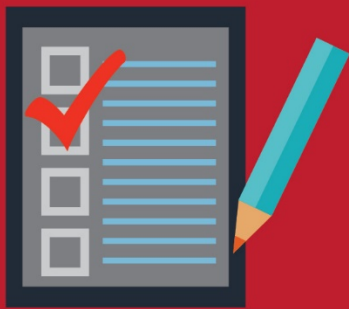




BUILDING RELATIONSHIPS



EFFECTIVE CAMPAIGNS



STUDY GUIDE

DIGITAL MEDIA SALES



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INTRODUCTION

Digital media salespeople are consultative, critical-thinking, marketing professionals tasked with driving revenue by selling digital advertising. They accomplish this by understanding the digital ecosystem, recognizing clients' marketing objectives, and providing impactful solutions.

This IAB Digital Media Sales Certification (DMSC) is the highest industry credential for digital media sales professionals. Individuals who earn the certification have demonstrated their knowledge and competency in the area of digital media sales, and are dedicated to upholding high standards of ethical and professional practice in the industry. Individuals meeting eligibility requirements must pass a multiple-choice exam in order to qualify for certification and earn the DMSC designation.

The purpose of this study guide is to improve candidates' preparedness for taking the DMSC exam. It contains useful information about exam and question format, requisite core digital media knowledge, and specialized content areas that will be tested. Spread throughout the guide are 15 sample exam questions (followed by detailed answer guides) to help acquaint candidates with question style and identify priority topics to review as they prepare for the exam. The study guide also provides links to areas on the IAB website as well as other helpful links which might provide useful in refreshing candidates' familiarity with specific knowledge, capabilities, and skills that may appear on the exam.

A Candidate Handbook is also available on our [Study Resources](#) page, which describes all aspects of the certification process and assists candidates in preparation for the exam. The handbook contains an overview of exam content, eligibility criteria, information on registering for the exam, guidelines for taking the exam, relevant policies and requirements, and links to the application and other relevant information.

HOW TO USE THIS GUIDE

Because the exam is designed to test the knowledge and skills of an experienced digital media seller, the content covered on it is very extensive. This study guide provides you with a brief overview of each content area, followed by links to additional sources on the Web for you to review. We encourage you to first review the overview of a section and the corresponding links to determine what you know well and what areas you need to study deeper before printing everything out.

If you would like additional help preparing for the exam, the IAB offers digital media education and exam preparation courses. For more information, contact the IAB at certification@iab.com or visit our [Study Resources](#) page.



CHAPTER 1 . ABOUT THE DMSC EXAM

EXAM FORMAT

The IAB Digital Media Sales certification exam consists of 100 multiple-choice questions, which you will have two hours to complete. Eighty of the questions are scored, and 20 are “pilot” questions for statistical purposes, but are not scored (however, you will not know which questions are real and which are pilots). You are scored only on the 80 exam questions and only correct answers are counted. You will not receive feedback on the pre-tested questions.

Your appointment at the testing lab is for two hours. You will have five minutes to agree to the nondisclosure agreement for the DMSC examination. Thereafter, you will have 1 hour and 55 minutes to take the exam. You are permitted to take a restroom break; however your break time counts in the 1 hour and 55 minutes allotted to test.

It is the policy of the IAB to develop examinations utilizing a psychometrically valid process. The examination was developed by subject-matter experts under the guidance of psychometricians (experts in measurement and test development) and is designed to measure the knowledge, skills, and abilities required to perform competently as a digital media sales-person. The exam questions were written and edited by subject-matter experts working with test development experts.

SCORING

The passing point or the score you need to achieve in order to pass was also determined utilizing valid psychometric procedures. The exam was built to be scored on a pass/fail basis, to assess whether an individual possesses a minimum level of knowledge, capabilities, and skills deemed necessary to successfully perform the job of a digital media sales professional. The IAB follows best practices in all of its test development activities and has a high degree of confidence that only those who meet the competency requirements pass the examination.

Candidates will receive their score report at the test center, which will designate their pass/fail status. Detailed raw and/or percentage scores will not be provided, since the exam was developed for diagnostic, rather than comparative, purposes. Successful candidates will be notified that they have passed and will be provided instructions for completing the certification process. Candidates who fail will receive a diagnostic report of their overall performance on each content area of the exam. This information is provided so candidates can see their areas of greatest weakness, and prepare themselves to retake the exam.

EXAM CONTENT OVERVIEW

Successful digital media salespeople should have a fundamental understanding of the four areas covered in the exam:

1. Comprehending the Digital Advertising Ecosystem. The digital ecosystem has become ever more complex in the past few years. What was once a relatively simple buyer-seller transaction now includes a host of intermediaries, various formats, and multiple platforms. Successful sales professionals understand the digital landscape. They possess a deep working knowledge of current digital media formats, platforms, tools, and technologies; and are adept at applying industry-accepted standards and policies to their work.

2. Selling Digital Media. Possessing knowledge and skills about digital media is important, but successfully applying that knowledge in serving clients is the mark of true digital media sales professionals. They can identify client needs and align their recommendations with client objectives. Successful digital media sellers work with their client to establish campaign KPIs, are able to design and present compelling client proposals, and negotiate contractual agreements.



3. Managing Digital Advertising Campaigns. Successful digital media sales professionals understand the operational processes required to implement campaigns. While they might not be hands-on during the period when campaigns are launched and monitored, they do remain actively informed of campaign progress and are able to make optimization recommendations to meet campaign delivery requirements.

4. Analyzing Campaign Performance. Digital media campaigns offer a world of data, and successful salespeople have the ability to analyze results, convey them in a way that is clear and compelling to their clients, and open the dialogue for new opportunities.

EXAM BLUEPRINT

The Exam Blueprint shows what content areas will be tested, as well as their approximate weighting on the exam.

Content Areas	Weight
Comprehend Digital Advertising Ecosystem	37.50%
Explain marketing models	5.00%
Describe the digital landscape	6.25%
Describe digital advertising formats and platforms	15.00%
Define key digital advertising tools and technologies	6.25%
Adhere to compliance standards/policies	5.00%
Sell Digital Advertising Solutions	32.50%
Identify client	1.25%
Determine client needs	3.75%
Align digital advertising solutions with client needs	8.75%
Establish client KPIs	6.25%
Design and present client proposal	6.25%
Negotiate contractual agreement	6.25%
Manage Digital Advertising Campaigns	15.00%
Launch digital advertising campaign	7.50%
Monitor digital advertising campaign	3.75%
Optimize digital advertising campaign	3.75%
Evaluate Performance	15.00%
Analyze campaign delivery	3.75%
Analyze campaign performance against KPIs	7.50%
Review opportunities to renew or upsell digital advertising campaign	3.75%
Total	100.00%

In this study guide, each major content area (A, B, C, D above) is given its own heading, and tasks under each heading (numbered items above) are given their own sub-headings. Wherever possible, this document also provides the necessary knowledge, skills, abilities, and attributes required to conduct a specific task, as well as links to IAB and/or industry resources for reviewing them.



CHAPTER 2 . CORE DIGITAL MEDIA SALES KNOWLEDGE

The best starting point for studying for the DMSC exam is to make sure you feel comfortable with the specialized knowledge, skills, abilities, and various tools, equipment and resources commonly used by successful digital media sellers. Some test questions may specifically assess your familiarity with these core knowledge items, and all test questions have been written assuming that you have a command of them.

CALCULATIONS

Digital media sales professionals should know how to define and utilize the most frequently used digital media pricing and performance-based math formulas. You will need to know how to calculate pricing math and performance math, such as:

- Cost Per Thousand (CPM)
 - $CPM = \text{Cost} \times 1,000 \div \text{impressions}$
- Cost Per Action (CPA)
 - $CPA = \text{Cost} \div \text{Actions}$
- Cost Per Click (CPC)
 - $CPC = \text{Cost} \div \text{Clicks}$
- Cost Per Sale (CPS)
 - $\text{CPS} = \text{Cost} \div \text{Sales}$
- Effective Cost Per Thousand (eCPM)*
 - $eCPM = \text{Cost(s)} \times 1000 \div \text{Total Impressions}$
- Click Through Rate (CTR):
 - $CTR = \text{Clicks} \div \text{Impressions}$

Sellers should be able to solve for any unknown variable among these formulas. Let's look at CPM, as an example: $CPM = (\text{Cost} \div \text{Ad Impressions}) \times 1000$ OR $\text{Cost} = CPM \times (\text{Impressions} \div 1000)$

This formula divides the cost of an ad by the size of the audience in thousands. A related exam question might provide Media Cost and Ad Impressions, then ask you to solve for CPM. Or, it might provide the CPM and either Media Cost or Ad Impressions, then ask you to solve for the other missing variable.

In the course of managing his or her daily business, a digital media sales professional should know how to use both a calculator and spreadsheet software in order to perform media mathematics. Hand-held calculators will not be permitted into the computer-based testing labs where you will take your Certification exam, however an electronic calculator will be provided on the computer you will use there.

Appendix C: Media Math Formulas contains a list of helpful pricing and performance formulas.

SPECIALIZED KNOWLEDGE

You should be prepared to demonstrate an understanding of any of the following specialized knowledge items while you take the certification exam. You will not be permitted to bring along any kind of "cheat sheet" defining the following items into the testing center.

The following table lists the specialized knowledge areas you will utilize as a digital media seller. We suggest that you spend time familiarizing yourself with the table as a whole, but focus most of your attention on items that are particularly unfamiliar to you, rather than memorizing every item included. This study guide covers an immense amount of information, so be careful to break the information up into small pieces in order to avoid feeling overwhelmed.



SPECIALIZED KNOWLEDGE REQUIRED OF DIGITAL MEDIA SALESPERSONS

Specialized Knowledge	
account management	ad operations
ad serving	aggregators
approved third party tools and technologies	assets
audience profiles	audience segmentation
audio	automated buying
automated guaranteed	available inventory
basic legal language	benchmarks
billing reconciliation parameters	budget or pricing opportunities
campaign flighting	campaign goals (awareness, conversions)
campaign pacing	campaign timing
case studies	categories
category benchmarks	category insights
category media spending	changes in product during flight
client and agency relationship	client expectations
client incentives	client proposal
client segmentation	client tasks and approvals
client's budget	client's customers and/or prospects
client's existing creative	client's existing products
client's existing vendor relationships	client's flexibility
client's formatting requirements	client's future assets
client's future goals	client's goals and objectives
client's KPIs	client's media strategy
client's motivations	client's needs
client's new product launches	client's original KPIs
client's past failures	client's performance insights
client's product issues and challenges	client's promotional calendar
client's sales cycle	client's timing and/or seasonality
clients' competitors	clients' delivery costs
competitive landscape	competitive separation
connected devices (over the top, gaming consoles, smart TVs)	conquesting
consumer decision journey	consumption
content creators	content disruption
content management systems	content reading tools
content restrictions	conversion funnel
creative	creative assets
creative restrictions	data management platforms
data metrics	data mining
data providers	deal terms
demand side platforms	desired outcome
desktop	digital advertising capabilities
digital advertising solutions	digital media tools and technologies
display (desktop and mobile/tablet)	distributors
email	fraudulent inventory standards



SPECIALIZED KNOWLEDGE REQUIRED OF DIGITAL MEDIA SALESPERSONS

Specialized Knowledge	
go-to-market strategy	historical media spending
history of client relationship	how consumers interact with media types
IAB standards	industry benchmarks
industry standards	insertion orders
internal flexibility	internal goals
internal impacts	internal resources
internal sales initiatives	internet of things (wearables, appliances)
inventory	key decision makers
launch process (e.g., turnaround time, creative due dates)	launch verification (e.g., screenshots)
legal restrictions on advertising	licensing
marketing communication channels (paid, owned, earned)	measurement tools
media math	media plan
media terms and conditions	mobile (smartphones, tablets)
native	new companies within a category
new content or products	non-negotiables
offline advertising metrics	online advertising metrics
open exchange	optimization process
order management system	out of home
pacing	packaging
packaging strategy	performance data
pixels	pricing
pricing range	privacy policies
private marketplace	product portfolio
product restrictions and limitations	programmatic
prospecting tools	publishers
real time guaranteed	reporting deadlines
reporting discrepancies	reporting platforms
reporting schedule	reporting timeframes and parameters
research studies	research tools
roles and responsibilities of client	scalability
search	sensitive material
share of voice	site analytics tools
social	social media monitoring
sources of targeting data	sponsored content
standard terms and conditions	success metrics
success stories within categories or vertical	supply side platforms
syndicators	tag formats
tags	target audience for proposal
targeting restrictions	technical requirements
technology capabilities	technology partners
third party discrepancies	traditional
transparency guidelines	types of agencies



SPECIALIZED KNOWLEDGE REQUIRED OF DIGITAL MEDIA SALESPERSONS

Specialized Knowledge	
types of data (first, second, third party)	types of targeting (e.g., behavioral, demographic, contextual)
verification tools	video
viewability standards	virtual reality
website analytics	what agency a client uses for media
where clients are based geographically	wrap-up reports

SKILLS, ABILITIES, AND ATTRIBUTES OF DIGITAL MEDIA SALESPERSONS

Digital media sales requires a specific skill set. You should feel confident in your own skills and abilities in the following areas before taking the exam.

Skills, Abilities, and Attributes	
ability to articulate	ability to build an internal network
ability to calculate metrics	ability to compare results against category benchmarks
ability to create assets	ability to define an audience
ability to deliver presentations in client's language or voice	ability to educate client on future initiatives
ability to find an audience	ability to identify fraudulent activity
ability to interpret data	ability to keep client's engaged
ability to manage expectations	ability to match proposal to client's objectives
ability to meet expectations	ability to prioritize
ability to repurpose assets	ability to set expectations
ability to stay calm	ability to synthesize
ability to upsell	ability to use spreadsheet software
ability to work with other teams	accountability
adaptability	analytical skills
collaboration skills	communication skills
consultative skills	creativity
critical thinking skills	data interpretation skills
data manipulation skills	detail oriented
flexibility	internal and external communication skills
level-headed	listening skills
mathematics skills	media planning skills
negotiation skills	networking skills
organizational skills	patience
presentation design skills	presentation skills
proactive	project management skills
research skills	strategic thinking skills
time management skills	transparent
troubleshooting skills	trustworthiness
writing skills	



TOOLS, EQUIPMENT, AND RESOURCES USED BY DIGITAL MEDIA SALESPERSONS

The following tools, equipment and resources are vital to successful completion of many regular tasks in the day to day life of a digital media salesperson.

Tools, Equipment, and Resources	
access to devices and platforms	account management team
ad operations team	ad server
agencies	agency family trees
beacons	campaign management software
case studies	client's data
client's industry trade publications	client's reporting system
client's reports	client's website
company financials	competitors' websites
cookies	creative
data provider	device IDs
editorial team	first party registration data
first party reporting	historical case studies
IAB	IAB compliance codes
IAB standards	industry events
industry organizations	industry publications
internal marketing materials	internal training
inventory tools	kick-off calls
legal team	Lumescape
marketing	marketing team
needs assessment	news alerts
online tutorials	other teams (e.g., social, legal, PR)
planning teams	point of sale or service interaction
presentation software	pricing and planning team
privacy council	product manuals
product team	program schedule
programming team	recent company PR
related industry conferences (e.g., consumer electronics show)	reporting software
reporting tools	research team
research tools	screenshot software
search engines	site analytics logins
social media	social team
spec sheets	spreadsheet software
strategy and planning teams	success stories
surveys	third party reporting
third party verification tools	trade publications
vendor marketing materials	



RESOURCES USED BY DIGITAL MEDIA SALESPERSONS

Environments or Platforms
Connected devices (over the top, gaming consoles, smart TVs)
Desktop
Digital out of home
Internet of things (wearables, appliances)
Mobile (smartphones, tablets)
Search
Social
Traditional (radio, TV, print, out of home)
Virtual reality

Ecosystem Players
Advertisers
Agencies
Consumers
Publishers
Technologies/Tools

Ad Types
Audio
Content
Display
Email
Social
Text
Video



TERMINOLOGY USED BY DIGITAL MEDIA SALESPERSONS

Digital media professionals often use jargon for referencing frequently discussed, relevant concepts, and so the exam presumes you can define and understand common industry terms, such as:

Terminology	
Ad Network	Ad Servers
Age Gate	Apps
Assets	Authentication services
Automated Guaranteed	Banner
Beacon	Black List
Bots	Bounce Rate
Buffering	Buy-side server
Cloud	Completion rate
Connected Devices	Connected TV
Consumption targeting	Conversion tracking
Creative optimization	Creatives
Cross platform	Data Aggregators
Data Platform	Data Suppliers
Device ID	Digital advertising networks
Digital media properties	Direct
Dynamic Creative	Dynamic format
E-Addressable	Earned
E-Newsletters	Exchanges
Flighting	Frequency
Frequency caps	Geofencing
Hashed Emails	Hashtag
In-App	Indirect
inslate	In-Stream Advertising
Interstitial	Keyword targeting
Licensing Agreement	List Matching
Logo links	Longtail
Look-alike targeting	Malware
Managed Tag	Marketing mix
Media buyers	Media Mgmt Systems
Media mix	Media planners
Midroll	Mobile App
Mobile Optimized	Mobile Web
Native	Non-Reserved Inventory
Overlay	Owned
Pace/Pacing	Page views
Paid	Performance-based pricing (CPC, CPA)



TERMINOLOGY USED BY DIGITAL MEDIA SALESPERSONS

Terminology	
Pixels	Polite load
Portals	Post
Postroll	Preroll
Price Floor	Programmatic
Programmatic Direct	Programmatic TV
Prospecting	Publisher Tools
Reach	Real-time guaranteed
Remarketing	Remnant
Reserved Inventory	Responsive Design
Retargeting	Revenue operation
Rich media	Search engine
Sell-side server	Social Media
Social Tools	Sponsored Content
Sponsorships	SSP
Tag Management	Tags
Text ads	Text links
Trading desk	Uniques
Universe Estimates	Verification services
Viewability	Viral
Wearables	White List
Widget	Yield management

You can find definitions for all these terms in the Interactive Advertising Wiki at <https://wiki.iab.com/index.php/Category:Glossary>

This is a centralized database of definitions developed by the IAB that marketers, agencies and publishers can collaboratively populate and resource for information on digital advertising.

You're also welcome to check out the [IAB Glossary of Terminology](#) on IAB.com.



ACRONYMS USED BY DIGITAL MEDIA SALESPERSONS

Finally, you should feel comfortable defining and using key industry acronyms vital to communicating with digital media buyers and colleagues. Common abbreviations that may appear on the exam are provided below, along with their expansions.

Acronym	Description
ATF	Above the fold
Ad Ops	Ad Operations
BT	Behavioral targeting
BTF	Below the fold
CTR	Click Through Rate
CTC	Click To Continue
CTV	Click To View
C7	Commercial Ratings Plus Seven Days
C3	Commercial Ratings Plus Three Days
CMS	Content Management System
CPA	Cost Per Acquisition
CPC	Cost Per Click
CPCV	Cost Per Completed View
CPD	Cost Per Download
CPE	Cost Per Engagement
CPO	Cost Per Order
CPS	Cost Per Sale
CPM	Cost Per Thousand
CPV	Cost Per View
DMP	Data Management Platform
DSP	Demand Side Platform
DMA	Designated Market Area
DR	Direct Response
DAI	Dynamic ad insertion
eCPM	effective Cost Per Thousand
FEP	Full Episode Player
GRP	Gross Rating Point
HTML	HyperText Markup Language
HTML5	HyperText Markup Language - 5
HTTP	Hypertext Transfer Protocol
HTTPS	Hypertext Transfer Protocol Secure
IO	Insertion Order
IAB	Interactive Advertising Bureau
IOT	Internet of Things
IP	Internet Protocol
ISP	Internet Service Provider
KPI	Key Performance Indicator(s)
LDA	Legal Drinking Age
MSA	Master Service Agreement
MMM	Mixed Media Modeling
MSO	Multiple Service Operator



ACRONYMS USED BY DIGITAL MEDIA SALESPERSONS

Acronym	Description
NHT	Non Human Traffic
NDA	Non-Disclosure Agreement
OPA	Online Publisher Ad
OVP	Online Video Platform
OOH	Out of Home
OTT	Over the Top
O&O	Owned and Operated
PII	Personally Identifiable Information
POP	Point Of Purchase
PMP	Private Marketplace
RSS	Real Simple Syndication
RTB	Real Time Bidding
RFI	Request For Information
RFP	Request For Proposal
ROAS	Return On Ad Spend
ROI	Return On Investment
RPM	Revenue Per Thousand
MRAID	Rich Media Player Ad Interface Definition
RON	Run of Network
ROS	Run Of Site
SEM	Search Engine Marketing
SEO	Search Engine Optimization
SLA	Service Level Agreement
STB	Set Top Box
SOV	Share Of Voice
SSP	Supply Side Platform
TRP	Target Rating Point
T&C	Terms and conditions
TVE	TV Everywhere
URL	Universal Resource Locator
UGC	User Generated Content
VAST	Video Ad Serving Template
VCR	Video Completion Rate
VMAP	Video Mobile Ad Player
VOD	Video On Demand
VPAID	Video Player Ad Interface Definition
VCPM	Viewable Cost Per Thousand
WAP	Wireless Application Protocol
WWW	World Wide Web

CHAPTER 3. COMPREHENDING THE DIGITAL ADVERTISING ECOSYSTEM

This section corresponds to Section A in the Exam Blueprint. 37.5% of the questions on the Certification Exam will be devoted to topics outlined in this chapter.

EXPLAIN MARKETING MODELS (BLUEPRINT SECTION: A1)

While digital is still often referred to as “new media,” it is rooted in foundational marketing principals common to all types of media. Salespeople’s recommendations regarding media placements, pricing structure, and creative considerations should vary relative to their clients’ goals along the purchase path. Consequently, it is important for digital media salespeople to understand the most common purchase path models, and how they might be incorporated into digital advertising strategies.

The traditional consumer buying funnel, sometimes called the traditional purchase path, sales funnel, or decision-making funnel has many variations, however they all illustrate the way consumers move from “awareness” of a new product or brand, through to “interest” or “consideration” in learning more about it and creating a “desire” or “preference” for it, and ending in an ultimate “action ” typically in the form of a purchase.

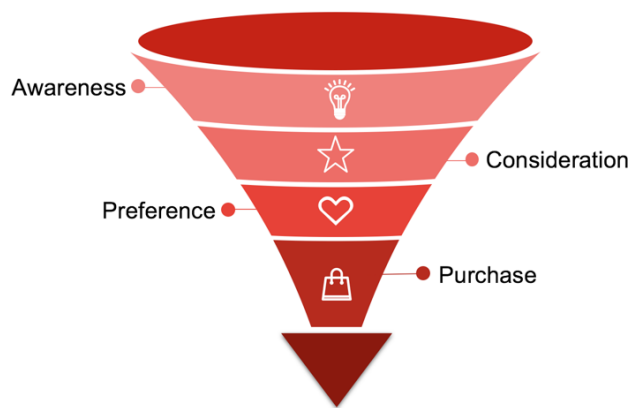


Exhibit 1. The Traditional Consumer Buying Funnel

The consumer decision journey is an updated take on the traditional linear buying funnel. Reflecting the digital connectedness and social nature of consumers today, this model promotes a “purchase loop” that recognizes the roles of active information gathering, post-purchase experiences, and loyalty in consumer purchase behavior.



Exhibit 2. A Consumer Decision Journey Framework



Also with the rise of socially connected consumers, web content publishing has evolved dramatically over time. Today, brands need to worry not only about content they own (e.g. a website) and buy (e.g. paid advertising) but also user-generated content created by consumers. As a result, successful digital media salespeople need to be able to identify the difference between paid, owned, earned, and shared media. In 2009, Forrester offered a fairly straight forward explanation of media types, as illustrated here:

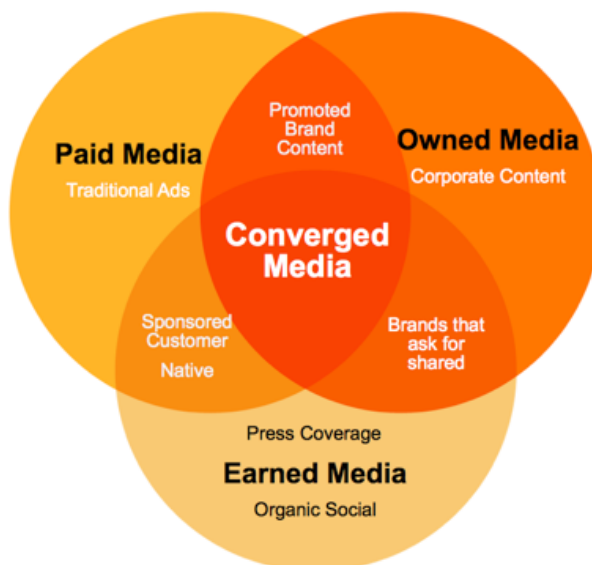
Media Type	Definition	Examples	The Role	Benefits	Challenges
Owned Media	Channel a brand controls	<ul style="list-style-type: none"> Website Mobile site Blog Twitter profile 	Build for longer-term relationships with existing potential customers and earn media	<ul style="list-style-type: none"> Control Cost efficiency Longevity Versatility Niche audiences 	<ul style="list-style-type: none"> No guarantees Company communication not trusted Takes time to scale
Paid Media	Brand pays to leverage a channel	<ul style="list-style-type: none"> Display ads Paid search Sponsorships 	Shift from foundation to a catalyst that feeds owned and creates earned media	<ul style="list-style-type: none"> In demand Immediacy Scale Control 	<ul style="list-style-type: none"> Clutter Declining response rates Poor credibility
Earned Media	When customers become the channel	<ul style="list-style-type: none"> WOM Buzz Going viral 	Listen and respond – is often the result of well-executed owned AND paid media	<ul style="list-style-type: none"> Most credible Key role in most sales Transparent and lives on 	<ul style="list-style-type: none"> No control Can be negative Scale Hard to measure

Source: Forrester Research, 2009

Exhibit 3. Types of Digital Media

“Shared” media is simply the combination of Earned Media with either Paid or Owned Media. In the illustration below, the areas of overlap between Earned Media with the other two types represent shared media or converged media.

Exhibit 4. Media Types Working Together



Source: Altimeter, 2012



Effective salespeople know how to evangelize digital media as a whole, and are skilled at expanding traditional media budgets to include digital opportunities. They understand traditional media enough to appreciate the attributes of each medium and can succinctly describe the advantages of digital media over traditional media to buyers. Specifically, they know how to explain the measurement and optimization possibilities with digital media and explain the targeting possibilities with digital media that cannot be attained through traditional advertising.

To accomplish this task, digital media salespeople are expected to have working knowledge of relative:

- Performance standards
- Turnaround times
- Costs of entry
- Targetability
- Technologies

Exhibit 5 summarizes some comparative benefits between digital and traditional media. Through this framework, digital “wins” on most of these attributes, including interactivity, measurability, optimization, targetability, consumer receptivity, and turnaround times. Traditional advertising “wins” on permanence and visibility.

Exhibit 5. Benefits of Digital vs. Traditional Media

	Digital Advertising	Traditional Advertising
Cost of entry	Lower average costs	Higher average costs
Interactivity	Two-way, reciprocal	One-way, non-reciprocal
Measurability	More measureable	Less measureable
Optimization	Easy in-campaign tweaking	Post-campaign analysis; little tweaking
Targetable	Hyper-targeting; 1-to-1	Targeting through inference
Consumer Receptivity	Websites and social media recommendations more trusted vs. traditional ads	Deemed less trustworthy by consumers
Turnaround Times	Faster production and implementation	More lead time needed
Permanence	Disseminates rapidly; fleeting	More tangible; permanent
Visibility	May be overlooked, small scale	May be larger scale, more disruptive

Source: IAB, 2014

Despite this comparative view, digital vs. traditional media is rarely an “either/or” decision. Marketers look for opportunities to incorporate complementary digital and traditional tactics in a cohesive campaign. For example, an advertiser wishing to penetrate a local market may supplement a regional television buy with a finely targeted digital campaign focused on zip codes, through the use of Geographic targeting. But this is just one example.



Digital advertising can be targeted by other criteria, as well, including: contextual relevance, demographics, interest-based, technical criteria, date/time, and campaign criteria. The chart below provides a snapshot.

Exhibit 6. Digital Media Targeting Criteria

<u>Context relevance</u>	<u>Geography</u>	<u>Demographics</u>	<u>Interest-Based</u>
<ul style="list-style-type: none"> Channel (content category) Site Site section Site page Keyword /Contextual 	<ul style="list-style-type: none"> Nation State DMA Zip Code Location (mobile) 	<ul style="list-style-type: none"> Gender Age Education Household Income 	<ul style="list-style-type: none"> Behavioral targeting Re-targeting Social Activity Lifestyle (audience) Purchase-based Registered account info
<u>Technical Criteria</u>	<u>Date & Time</u>	<u>Campaign Criteria</u>	<u>Data obtained through</u>
<ul style="list-style-type: none"> Bandwidth Browser Browser language Operating System / Device / ISP User domain / subdomain 	<ul style="list-style-type: none"> Day of week Time of day 	<ul style="list-style-type: none"> Start & end date Frequency capping Time capping 	<ul style="list-style-type: none"> Anonymous Tracking Cookies IP Address Registration info GPS Location (mobile) Device IDs (mobile) Offline data

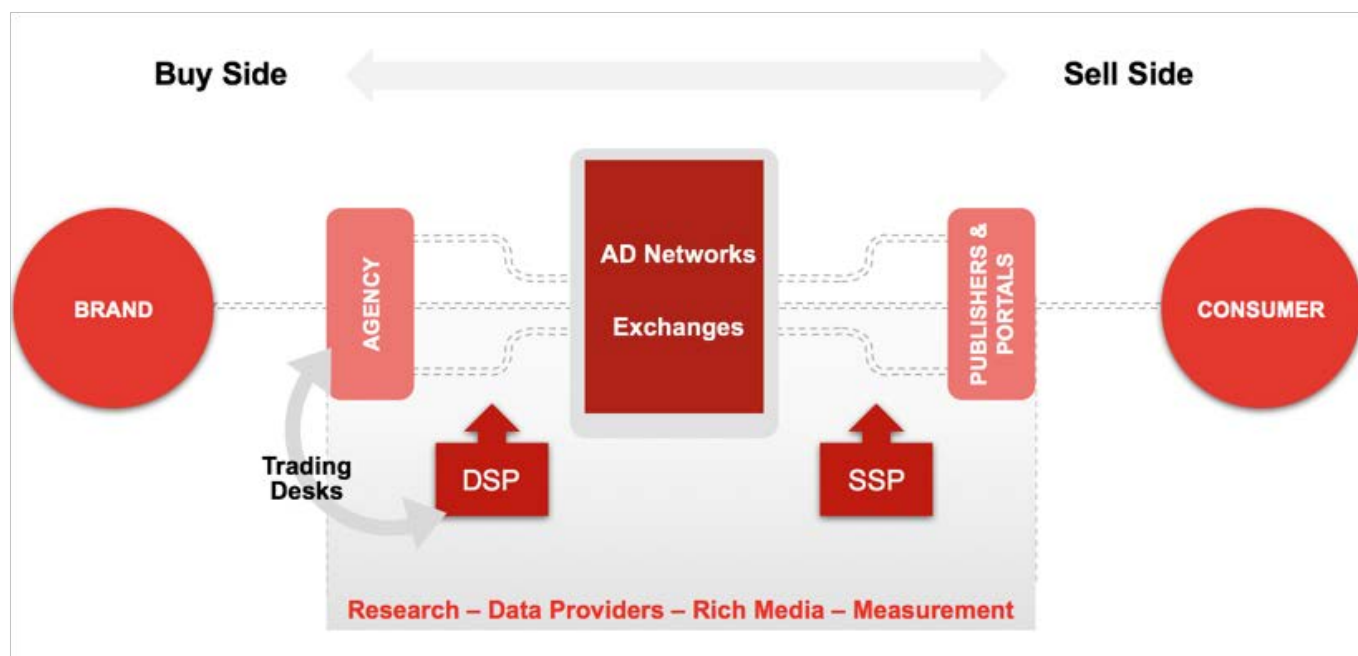
DESCRIBE THE DIGITAL LANDSCAPE (BLUEPRINT SECTION: A2)

Successful digital media salespeople understand media buying process and the roles of players operating within it. They can define the role and responsibilities of each major part of the media value chain, including marketers, advertising agencies, and publishers. Further, they should be able to delineate relationships between different specific functions within ad agencies and others throughout the buying/selling ecosystem, such as:

- Media buyers and planners
- Strategy agencies
- Creative ad agencies
- Publishers
- Rich Media providers
- Data providers
- Measurement vendors
- Ad networks
- Trading desks
- Programmatic technologies: AdExchanges, DSPs and SSPs

First, here is a high-level view of the parties typically involved in a digital media transaction

Exhibit 7. The Digital Media Value Chain



On the buy-side, there are the Brands wishing to market their products, and the Agencies that represent them. The illustration below summarizes the different roles within an Ad Agency, and the value each role provides.

Exhibit 8. Ad Agency Functions

Team	Role	Value
Account Team	Business Development, Sales	Drive Revenue
Strategy and Research	Consumer research, align strategy with brand goals	Ensure strategy aligns to consumer behavior & goals
Creative and Production	Concept & design creative	Capture consumer attention
Planning and Buying	Prepare for and execute media buys	Ensure best pricing and value for advertiser
Ad Ops	Launch and monitor campaigns	Ensure successful execution of plan and protect cost

On the sell-side, publishers and portals seek to create, package, and/or distribute content that ultimately reaches a desired consumer.

Exhibit 9. Digital Publisher Functions

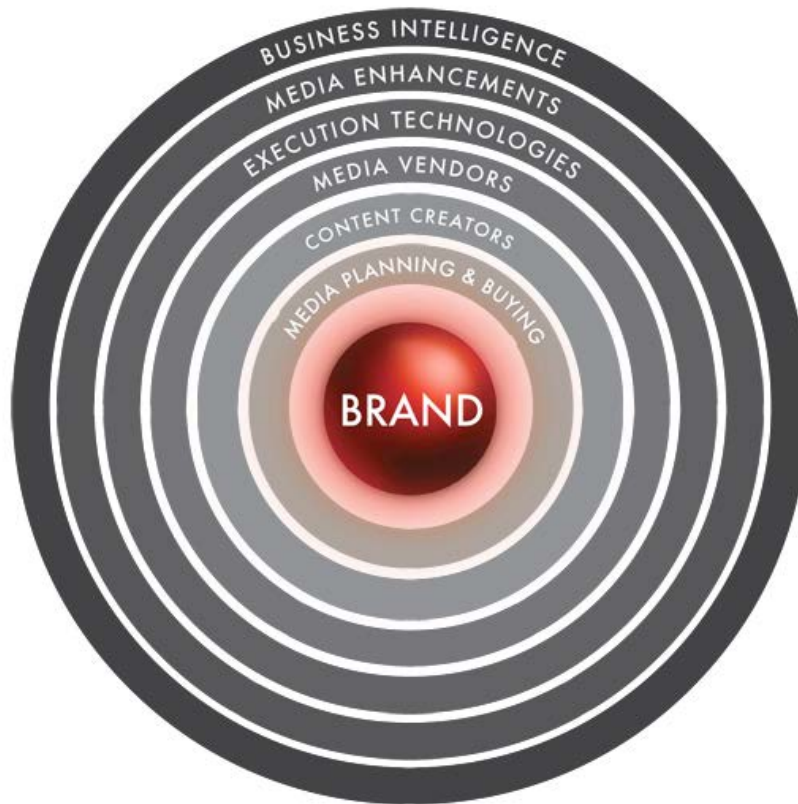




A successful digital media sales professional must demonstrate how all of the different elements of the value chain work together to plan, buy, and execute a media campaign. A more detailed summary of the digital media players and process is provided in the illustration and link below.

Exhibit 10. Digital Media Value Chain, in Detail

<http://www.iab.net/iabarena>



Definitions for the types of companies in the above diagram are found in the Glossary of Digital Media Value Chain Terms in Appendix A.

The evolution of technology has caused shifts in the industry, resulting in the increased importance of programmatic advertising. Programmatic buying and selling of digital advertising inventory, including real-time bidding (RTB) has been growing over the past couple of years and has the potential to transform how we buy and sell ad inventory. While RTB has historically been associated with remnant inventory, this technology is now increasingly being applied to a wider range of inventory. The RTB pipes are now being used to conduct different types of transactions (for example fixed-rate deals) In 2013, the IAB identified four discrete types of “programmatic” transactions - **Automated Guaranteed, Unreserved Fixed Rate, Invitation-Only Auctions, and Open Auctions.**

For complete definitions of these transaction types and more information on when and how they are used, please review [Programmatic and Automation - The Publisher's Perspective](#)



DESCRIBE DIGITAL ADVERTISING FORMATS AND PLATFORMS (BLUEPRINT SECTION: A3)

The term “digital media” encompasses several digital advertising formats, including:

- Search
- Display (banners and high impact)
- Video
- Native
- Audio
- Overlays

Depending upon the nature, size, and organizational structure within a given digital media property, digital media salespeople might be responsible for selling just one, a few, or even all of these digital advertising formats simultaneously. Regardless of the options within an individual portfolio, however, digital media sales professionals should be prepared to speak intelligently about each and every digital advertising format important to buyers today. This enables salespeople to evangelize digital media as a whole, generate trust and confidence from buyers, and accurately position their offerings vis-a-vis other digital alternatives or even traditional advertising alternatives.

While they are not expected to memorize detailed specifications of each and every format, professional salespeople should know offhand the most commonly used ad units and guidelines.

Exhibit 11 defines each ad format and the standard units sold within it. The Detailed Content Outline in Appendix B contains links where one can research advertising guidelines in further detail.



Exhibit 11. Digital Advertising Formats

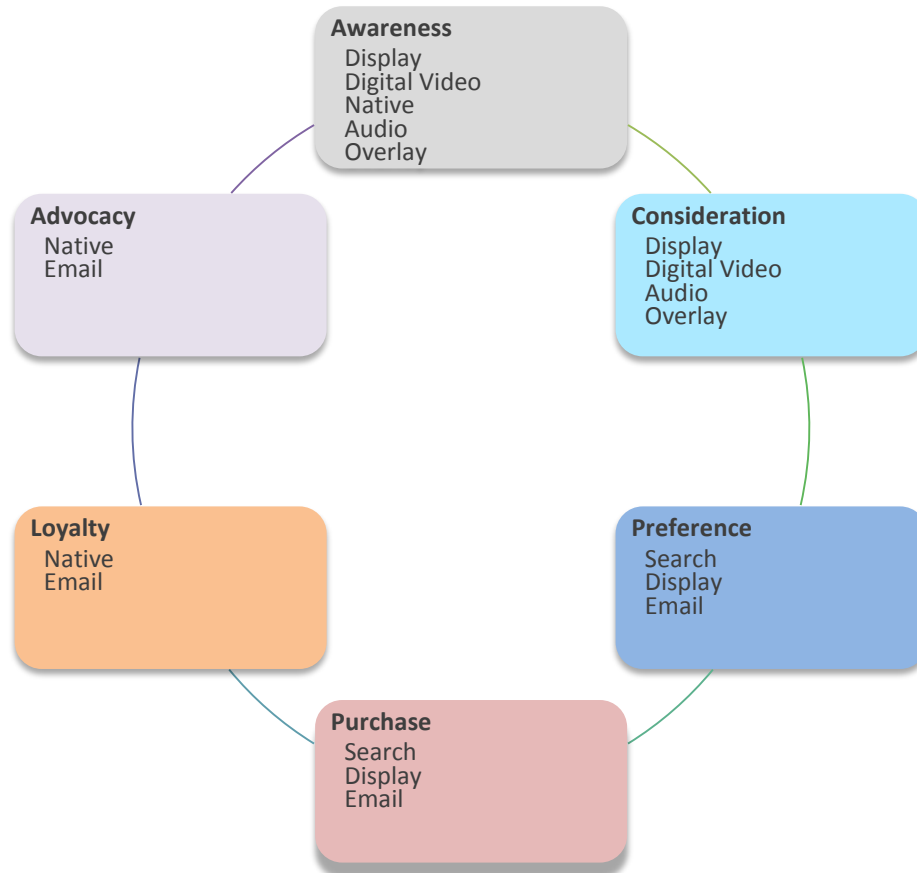
Ad Format	Description	Ad Units	Typically Located
Search Advertising	Text-based ads connected to targeted keywords/phrases	Paid listings on Search Engine results pages	Right-hand column ("right rail") of search engine results pages
		Paid listings on content pages (i.e. contextual search)	Varies, often right-hand column ("right rail") of content pages containing relevant keywords/phrases
Display Advertising	Graphical ad message generally set off in a box at the top, bottom or to one side of page content. Sometimes enhanced with simple animation or rich media interactivity.	<p>UAP (Universal Ad Package)</p> <p>Banners:</p> <p>Medium Rectangle (300x250 pixels)</p> <p>Rectangle (180x150)</p> <p>Wide Skyscraper (160x600)</p> <p>Leaderboard ((472288xx9900))</p> <p>Other Ad Units:</p> <p>Super Leaderboard (970x90)</p> <p>Half Page (300x600)</p> <p>Button 2 (120x60)</p> <p>Micro Bar (88x31)</p> <p>Rich Media (e.g. in-banner video, expandable/retractable) initial dimensions: 300x250, 180x150, 160x600, 728x90, 300x600</p> <p>Display Rising Stars initial dimensions:</p> <p>Billboard (970x250)</p> <p>Filmstrip (300x600)</p> <p>Portrait (300x1050)</p> <p>Pushdown (970x90)</p> <p>Sidekick (300x250 or 300x600)</p> <p>Slider (970x90)</p>	Web pages viewed on a desktop or laptop computer
		<p>Image Ads (Feature Phone):</p> <p>Small Banner (120x20)</p> <p>Medium Banner (168x28)</p> <p>Large Banner (216x36)</p> <p>Image (Smartphone):</p> <p>Static interstitial (300x250)</p> <p>Static Banner (300x50)</p> <p>Static Wide Banner (320x50)</p> <p>Rich Media / Exp (Smart-phone):</p> <p>Rich Interstitial (300x250)</p> <p>Rich Banner & Expandable (300x50)</p> <p>Rich Wide Banner & Exp (320x50)</p> <p>Mobile Rising Stars:</p> <p>Full Page Flex (320x50)</p> <p>Adhesion Banner (320x50)</p> <p>Pull (320x50)</p> <p>Slider (320x50)</p> <p>Filmstrip Full Screen (320x50) Tablet</p> <p>Filmstrip (300x600)</p>	Web pages or applications viewed on a mobile device



Ad Format	Description	Ad Units	Typically Located
Digital Video Ads	An advertisement that contains video	In-Stream Video Ads Linear Video Ads: - Pre-Roll - Mid-Roll - Post-Roll Non-Linear Video Ads: - Overlays - Bugs	Played before, during or after the streaming video content that the consumer has requested.
		In-Banner Video Ads	Video served within display ad space (vs. static banner ad or use of other rich media)
		In-Text Video Ads	Video ad delivered from highlighted words and phrases within the text of web content.
Native Ads	Paid ads that are so cohesive with the page content, assimilated into the design, and consistent with the platform behavior that the viewer simply feels that they belong.	In-Feed Units	Text and/or graphical “headlines” sold within content of other sites. Common within social media sites and news sites.
		Paid Search Units	Text advertising deeply integrated into search results pages.
		Recommendation Widgets	A suggestion list of (paid) headlines well integrated into pages and helpful to targeted users.
		Promoted Listings	A suggestion list of (paid) products or services, integrated into recommendation engines to be helpful to targeted users.
		In-Ad with Native Elements	Native-like elements within IAB standard ad display ad units.
		Custom Units	Other paid ads intended to integrate into the content of web pages, but do not fall into other native ad categories.
Audio Ads	Commercial audio content available to consumers on a streaming basis.	In-Stream Audio Ads Linear Audio Ads: - Pre-Roll - Spots throughout audio programming (e.g. streaming radio) Non-Linear Audio Ads: - Synched banner ads - Synched video ads	Served within computer- or mobile-based audio programming content.
Overlay Advertising	A media element that ‘floats’ above other content. This could be text floating over video, or an expanding banner ad expanding over page content.	Any visible ad units (ex: text, display, video) can be made to ‘float’ above other page content in an overlay, ex: text, display, video	Floats on top of page content.

The DMSC exam may ask candidates to demonstrate that they can **differentiate between media formats** and **evaluate the best uses of each digital media format**. While there is no rule limiting a particular ad format from being utilized at every phase of the consumer decision journey, some formats are thought to be more appropriate than others at different decision-making points. Exhibit 12 provides a helpful summary of these best-use cases.

Exhibit 12. Digital Advertising Formats Along the Consumer Decision Journey



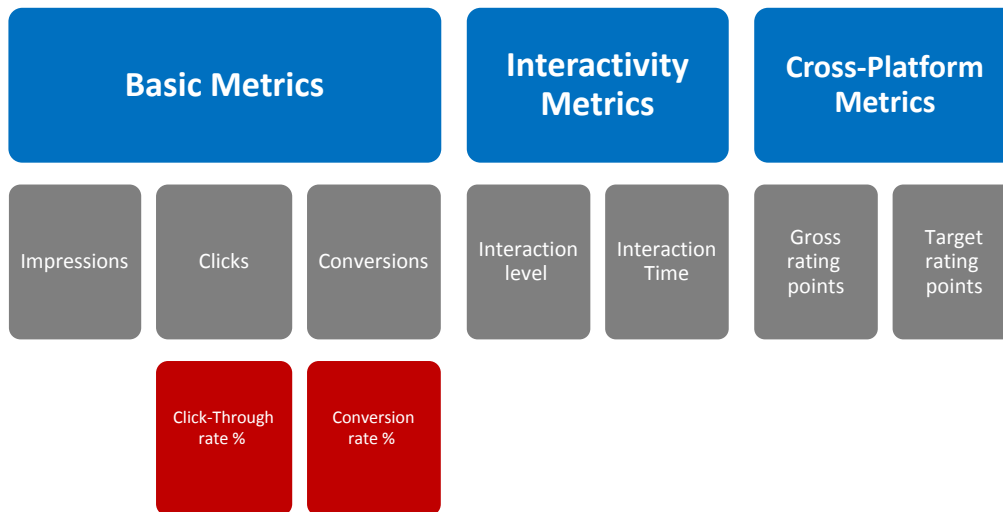
Digital media sales professionals should be able to **differentiate digital ad unit types** in IAB standards, such as:

- Mobile (browser & app) standards units
- Video ad units
- Search ad units
- Display banner ad units
- Overlay ad units
- Social ad units
- Audio ad units
- Rising Star (high impact) units

The [IAB Ad Standards & Creative Guidelines](#) provide comprehensive ad unit descriptions, guidelines and best practices.



It is important for digital media salespeople to be able to explain the **measurability of digital advertising on various media formats**. Historically, marketers used basic metrics to measure the performance of their digital ad campaigns, such as impressions, clicks, and conversions. As rich media technologies and larger ad units emerged, marketers also included measures of interactivity, such as how deeply users interact with their ads and how much time they spend doing so. With the popularity of digital video advertising and a desire for integrated, omnichannel marketing campaigns, media buyers increasingly demand digital performance metrics they can connect across all channels, such as gross rating points and target rating points.



IMPRESSIONS: Number of times an ad was served /displayed

CLICKS: Number of clicks on an ad, from a user's mouse

CLICK-THROUGH RATE = CLICKS/IMPRESSIONS (ratio)

CONVERSIONS: Number of desired actions (e.g., purchase or registration) on landing page

CONVERSION RATE: The percentage of users who complete a desired action compared to all users who were exposed to an online ad.

INTERACTION LEVEL: How deep the user goes within the site (clicks twice, expands, rolls over, etc.)

INTERACTION TIME: How long a user interacts with the ad

GROSS RATING POINTS (GRPs): metric used to measure the size of an audience reached by a specific media vehicle or schedule; used to compare the advertising strength of various media vehicles.

It is the product of the percentage of an audience reached by an advertisement, times the frequency they see it in a given campaign (frequency × % reached). For example, a television advertisement that is aired 5 times reaching 50% of the audience each time it is aired would have a GRP of 250 (5 × 50%).

TARGET RATING POINTS (TRPs): metric used to measure the size of the specific TARGET audience reached by a specific media vehicle, within the larger audience population. TRPs = Reach among target audience (%) x Average frequency



Pages and documents within the [Measurement Guidelines](#) section of the IAB website provides detailed measurement guidelines specific to different digital ad formats.

In addition, measurability guidelines have been published by [Making Measurement Make Sense](#) (3MS), a cross-industry coalition committed to developing brand-building digital metrics and cross-platform measurement solutions.

Initiatives of 3MS and the Media Ratings Council (MRC) include:

- **Defining Impressions.** MRC developed a standard for Viewable Impression measurement and lifted its Viewable Impression advisory for display ads on March 31, 2014 and the Viewable Impression advisory for video ads on June 30, 2014. The ad industry can now begin using viewable impressions as a digital currency metric. A viewable display ad is defined as one that is at least 50% within the user's browser window for 1 full second or more. To qualify for counting as a viewable video ad impression, it is required that 2 continuous seconds of the video advertisement is played, meeting the same Pixel Requirement necessary for a viewable display ad.
- **Establishing Audience Currency.** Brand marketers target specific audiences. 3MS and MRC are working towards introducing an online Gross Ratings Point metric, providing reach and frequency reporting of viewable impressions. This is a new initiative that will gain more attention later this year.
- **Creating a Standard Classification of Ad Units.** 3MS is looking to implement a classification system and taxonomy for banner, rich media, and streaming video ads. This will streamline the supply chain and create a roadmap for measuring the effectiveness of different kinds of ad units and ad unit mixes to achieve specified brand goals.
- **Defining Brand Ad Performance Metrics.** 3MS and the MRC are working to identify, define and standardize the specific metrics most valuable to brand marketers so that marketers can better evaluate online's contribution to brand building. In February 2014 the IAB published a new definition of ad engagement as 'A spectrum of consumer advertising activities and experiences cognitive, emotional, and physical that will have a positive impact on a Brand' and identified core metrics for digital and legacy ad engagement across platforms.
- **Establishing Brand Attitudinal Measures.** 3MS and the MRC are working to recommend ways to make digital media measurement increasingly comparable and integrated with other media so that brand ad effectiveness of cross platform media campaigns can be measured well.

You can find more information and helpful links on the 3MS and MRC coalition page:

[Guiding Principles of Digital Measurement.](#)



Like digital advertising formats, digital advertising platforms are constantly evolving and individual salespeople might sell one, many, or all of them in their portfolio at a given time. Digital media platforms include the range of places where a consumer might be exposed to digital advertising,

- Desktop/PC media platforms
- Mobile (phones & tablets)
- Interactive Television
- Digital Out of Home (DOOH)
- Digital Audio Devices
- Gaming Devices
- Wearables

Successful certification candidates should be able to **convey how consumers use media platforms** and **describe the relationship between advertising platforms and advertising formats**. Note that the specs and guidelines associated with a specific digital advertising format are often tailored for usage across different platforms. Digital media salespeople should also be able to explain how to measure advertising on various media platforms and articulate the value proposition of each advertising platform.

When thinking about advertising across various Platforms, buyers and sellers should keep in mind the how ad formats and content are similar and different in each environment.

For example: Display, video, search, games and social features can be found on all of the devices listed above, but their form, function and capabilities change. Additionally, content environments such as editorial, gaming or social – appear and are treated differently depending on the device.

So, if each platform, format, or environment can be used differently, what is the value each offers This chart below offers description of some common benefits of the various platforms and formats:

Desktop	Mobile	Audio	Video
Reach	Location awareness	Location awareness	Reach
Creative	Direct Response	Reach	Creative
Immediacy	More personal	Engagement	Emotional connection
Targeting	On-the-go users	Targeting	Younger demo
Trackable	Trackable	Trackable	Trackable
Direct Response			

In addition, the following guides will provide deep information about their respective platforms and formats.

[Concept, Content and Commerce Ads](#)

[Social Guidelines](#)

[Social Media Buyer's Guide](#)

[Local Buyer's Guide](#)

[Mobile Video Buyer's Guide](#)

[Mobile App and Web Guidelines](#)

[Mobile Buyer's Guide](#)

[Benefits of Digital Audio](#)



DEFINE KEY DIGITAL ADVERTISING TOOLS AND TECHNOLOGIES (BLUEPRINT SECTION A4)

This section refers to knowledge of tools and technologies used during the process of implementing a digital media campaign. Specifically, digital media salespeople should be able to **describe digital advertising tools and technologies for booking, trafficking, and campaign implementation.**

As such, successful candidates should be familiar with the definition and purpose of these frequently used tools and technologies:

Tools for Booking:

- Proposal management systems (sell side)
- Exchange marketplace technologies (buy and sell side)

Tools for Trafficking:

- Buy-side advertising servers
- Sell-side advertising servers
- Audience segmentation

Tools for Implementing Campaigns:

- Verification systems
- Creative technologies (e.g., rich media)
- Research and Measurement tools
- Site analytics

Digital media salespeople should also be able to **illustrate the ad serving process as it goes from buy-side to sell-side.** This does not necessitate operations-level knowledge of the process, but a high level view of the major implementation steps, including the tools and technologies used in the process.

Resources:

Additionally, here are some videos that are helpful with explaining the basics of how ad serving works:

[How Ad Servers Work](#) by Circus Street

[How an Ad is Served with Real time Bidding \(RTB\)](#) by IAB

The IAB website provides useful information about some of the content areas mentioned above. A section on [Data Driven Advertising](#) provides some insight into ad serving, audience segmentation tools, and marketplace and exchange technologies.

There is a great deal of content related to measurement guidelines on the IAB website. The [Measurement Page](#) provides multiples links related to the measurement of ad impressions, ad campaigns, audience reach, clicks, digital video ads, mobile web ads, and rich media.



ADHERE TO COMPLIANCE STANDARDS/POLICIES (BLUEPRINT SECTION: A5)

Successful digital media salespeople understand and adhere to industry compliance standards and policies, whether they are regulatory, non-regulatory, or self-regulatory.

First, it is important to understand the difference between regulation and self-regulation. The digital advertising industry is primarily self-regulated, which means guidelines are set by the governing bodies, such as the IAB, and are followed by industry businesses. Regulation, on the other hand, is set by the government, and failure to follow these laws can result in federal punishment. While you will not encounter *US Federal Regulation questions on the exam*, as a seller you are responsible to know what they are, and are encouraged to be aware of these laws. You can read more about them on the [Federal Trade Commission](#) site.

Additionally, as a seller you need to be aware of **digital media advertising privacy standards, guidelines and policies**, and you will encounter *questions on the exam in this area*. All IAB members agree to adhere to industry-accepted, non-regulatory [Compliance Programs](#) which appear on the IAB website.

The IAB site also offers a link to the cross-industry-developed [Self-Regulatory Principles for Online Behavioral Advertising](#).

The [Digital Advertising Alliance](#) (DAA), a cross-industry self-regulatory program for online behavioral advertising, is also a reference.



Sample Questions: Comprehending the Digital Advertising Ecosystem

Correct answers and explanations of these sample questions are provided on the next two pages.

- 1) These four elements are a part of what customer journey
 - Awareness
 - Consideration
 - Preference
 - Purchase
 - A. Social marketing funnel
 - B. Consumer buying funnel
 - C. Digital advertising funnel
 - D. Marketing awareness funnel
- 2) How does SEO differ from SEM
 - A. SEO is organic, SEM is paid
 - B. SEM is organic, SEO is paid
 - C. SEO is earned, SEM is owned
 - D. SEM is earned, SEO is owned
- 3) For industry compliant advertisers, the Ad Choices logo appears on ads that are
 - A. behaviorally targeted.
 - B. geographically targeted.
 - C. demographically targeted.
 - D. not appropriate for people under 18 years of age.
- 4) Content produced by a brand and living on its website is MOST OFTEN referred to as
 - A. Paid
 - B. Owned
 - C. Earned
 - D. Shared



Answers & Explanations

- 1) These four elements are a part of what customer journey
- Awareness
 - Consideration
 - Preference
 - Purchase
- A. Social marketing funnel This isn't specific to social
- B. Consumer buying funnel** This is one example of a consumer buying funnel
- C. Digital advertising funnel This is not specific to digital
- D. Marketing awareness funnel This is not specific to awareness
- 2) How does SEO differ from SEM
- A. SEO is organic, SEM is paid** This is the definition of SEO vs SEM
- B. SEM is organic, SEO is paid This is incorrect.
- C. SEO is earned, SEM is owned Nothing is owned
- D. SEM is earned, SEO is owned Nothing is owned
- 3) For industry compliant advertisers, the Ad Choices logo appears on ads that are
- A. behaviorally targeted.** This is correct because people need to be able to opt-out
- B. geographically targeted. This does not factor into industry compliance in any way
- C. demographically targeted. The logo does not have to appear on demographically targeted ads
- D. not appropriate for people under 18 years of age. Industry compliance directs not to BT children but there is no such notification like this
- 4) Content produced by a brand and living on its website is MOST OFTEN referred to as
- A. Paid
- B. Owned**
- C. Earned
- D. Shared



CHAPTER 4. SELLING DIGITAL MEDIA (BLUEPRINT SECTION B)

Possessing knowledge and skills about digital media is important, but successfully applying that knowledge in serving clients is the mark of true digital media sales professionals. They not only know about all of the types of advertising available, but can align their recommendations with client objectives and available third party research. Successful digital media sellers effectively prospect for new clients, understand their needs, make intelligent media recommendations, and negotiate the specifics of an order.

This section corresponds to Section B of the Exam Blueprint.

32.5% of the Certification Exam will be devoted to topics outlined in this section.

IDENTIFY CLIENT (BLUEPRINT SECTION B1)

Identifying and prospecting for new clients is an important undertaking for digital media sales professionals. They should know how to **select prospecting tools** in order to **identify potential prospects**. This typically requires salespeople to **research prospects' businesses** and **research prospects' industries**, through the use of the following tools:

- Competitive reporting
- Trade publications
- Search engines
- Company financial documents
- News alerts
- Company or industry website
- Advertising lists/databases

Armed with competitive information, financial data, and industry news about potential clients, digital media sales professionals then need to effectively **contact prospects** and **schedule meetings with prospects**.

DETERMINE CLIENT NEEDS (BLUEPRINT SECTION B2)

Digital media salespeople typically undergo a needs assessment process for prospective clients in order to prepare relevant media recommendations to meet an advertiser's objectives. Research tools, conversations with clients, and knowledge of client history are used to help salespeople **define the client's historical buying habits**, **research the client's buying process**, **identify the client's objectives**, and **prioritize the client's objectives**.



Some examples of common advertiser objectives you may encounter are:

- Increase targeted traffic to a brand site
- Increase sales (online or offline)
- Increase brand perception
- Drive loyalty
- Social activation
- Promote a new product or service
- Steal market share from a competitor

However, campaign goals vary, and objectives can be very specific. Brands' needs and tactics will change depending on what they are planning for – for example “always on” branding vs. back-to-school sales – and so understanding the brand's business cycles is crucial. Also, keep in mind the consumer decision journey (see previous chapter), when discussing the client's objectives.

After completing the needs assessment, digital media salespeople should have gathered all necessary information and feel well-positioned to **secure a Request for Proposal (RFP)** from the client, detailing the specific objectives, parameters, and budget associated with a prospect's next campaign.

ALIGN DIGITAL ADVERTISING SOLUTIONS WITH CLIENT NEEDS (BLUEPRINT SECTION B3)

From there, digital media salespeople look to **determine digital advertising product recommendations** connected with clients' objectives, assets, and expectations for the campaign. They will also **select targeting solutions, identify applicable digital media technology partners, and confirm technical capabilities among systems.**

To accomplish this effectively, successful digital media salespeople need a strong knowledge of:

- Platforms, formats, creative capabilities, targeting capabilities
- Digital advertising pricing options
- Marketing principles
- Client's existing vendor relationships
- Approved third-party tools and technologies

ESTABLISH CLIENT KPIS (BLUEPRINT SECTION B4)

Once receiving a potential client's RFP, digital media sales professionals should be able to **identify clients' digital media marketing objectives** for upcoming campaigns, **and how best to achieve them.**



When crafting a proposal for a client, digital sellers will need to understand which products can be combined to achieve the client's goals. Any prior history of success with the client or a similar advertiser can be used as a guide in making recommendations. And case studies or testimonials to reinforce these past successes will help the advertiser to see how the recommendation could benefit them.

As an exercise, review the examples of client objectives listed in the previous section, "Conduct Needs Assessment," and ask yourself what the best combination of products from your company would work in each situation.

Digital media salespeople need to know how to make data-driven decisions at critical points of the sales cycle. Specifically, prior to proposal generation, they should be able to **articulate raw data points from independent and internal research sources, identify client's metrics, and identify the client's budget.** Finally, successful digital media salespeople should **develop a working knowledge of all that is represented in research,** including:

- Market Research
- Audience Reach Measurement
- Audience Composition
- Ad Effectiveness
- Retail Tracking Data

The first three bullets above (Market Research, Audience Reach Measurement, and Audience Composition) are pre-planning tools that can be used by buyers or sellers. The last two bullets (Ad Effectiveness and Retail Tracking Data) are used as post-campaign tools to track ROI on a specific campaign or combination of advertising efforts.



DESIGN AND PRESENT CLIENT PROPOSAL (BLUEPRINT SECTION B5)

Next, digital media salespeople must fully **evaluate the digital media Request For Proposal** in order to move the process forward. They must **obtain digital media pricing, evaluate digital pricing models (e.g. performance-based vs. fixed)** most appropriate for the campaign and **obtain digital media budget levels** outlined by the client.

Once this is complete, salespeople need to **determine available digital media products in inventory, input proposal data and other requested documentation** into the client's spreadsheets and/or third party proposal systems, and **emphasize the value proposition of the digital media solution**.

To accomplish all of this, they should be familiar with using the following:

- Internal proposal management systems
- Spreadsheet and presentation software (most commonly, Excel and PowerPoint)
- Media mathematics
- Performance-based pricing
- Programmatic buying systems
- Guaranteed/reserved pricing
- Pre-emptible/non-reserved pricing
- Flat-rate pricing
- Gross Rating Point (GRP)

Additionally, sellers should be aware of important ad verification and measurement guidelines:

- [Verification](#)
- [Viewability](#)



NEGOTIATE CONTRACTUAL AGREEMENT (BLUEPRINT SECTION B6)

Once a proposal has been submitted to a potential buyer, a digital media salesperson may have the opportunity to negotiate the details of the proposal before closing a deal. Since negotiation could occur after a few days or weeks, salespeople should first **reconfirm pricing, budget, and inventory availability** by checking their ad avails and referencing its rate cards.

Additionally, the seller should reconfirm the client's campaign objectives and parameters, as these may have changed from the initial proposal.

In instances when the purchase is not being made programmatically, a buyer and seller will agree on the campaign proposal, and then the seller will issue an IO (insertion order) for the buyer to sign.

Included in the IO will be the details of the campaign – ad units to run, number of impressions per ad unit, cost per ad unit, targeting or rich media needs and pricing, and any other products the client wants – as well as **the terms and conditions of the agreement**, referred to as the "Ts & Cs."

The IAB has created **standard terms and conditions** that buyers and sellers generally follow, however buyers can still negotiate for alterations to this section in the IO. For the exam, you should read and understand the industry [standard Ts & Cs](#).

And finally, in order to close the deal, salespeople must **confirm success metrics** and **sign and secure the IO** with their clients.



Sample Questions: Selling Digital Media

Correct answers and explanations of these sample questions are provided on the pages that follow.

- 1) A client tells you they cannot have their ads seen by anyone under the age of 21. What type of targeting would they want to use?
 - A. contextual
 - B. behavioral
 - C. geographic
 - D. demographic

- 2) You receive an RFP with the following objectives listed: awareness, CTR, and demographic targeting. When you first get a chance to speak with the client, the **BEST** course of action would be to
 - A. Confirm the priorities of the objectives.
 - B. Ask if there are any other objectives not listed.
 - C. Ask the client what he/she believes is a good CTR.
 - D. Review how your competitors who are submitting plans measure against these objectives.

- 3) Which type of site analysis is **MOST LIKELY** to over count unique views to a site? For example, the analysis might count the office user, mobile user, home user as three separate users, even though they are one user.
 - A. syndicated based (i.e., MRI)
 - B. panel based (i.e., comScore)
 - C. survey based (i.e., Scarborough)
 - D. internal tag based (i.e., Omniture)

- 4) What is the standard IAB campaign cancellation out clause for any guaranteed deliverable?
 - A. 24 hours
 - B. 48 hours
 - C. 7 days
 - D. 14 days



Answers & Explanations

- 1) A client tells you they cannot have their ads seen by anyone under the age of 21. What type of targeting would they need to use?

A. contextual	Contextual does not allow for age specific targeting
B. behavioral	Behavioral does not allow for age specific targeting
C. geographic	Geographic does not allow for age specific targeting
D. demographic	Demographic allows for age specific targeting

- 2) You receive an RFP with the following objectives listed: awareness, CTR, and demographic targeting. When you first get a chance to speak with the client, the **BEST** course of action would be to

A. Confirm the priorities of the objectives.	Best to ask because the objectives are conflicting
B. Ask if there are any other objectives not listed.	This is a good question, but not the best
C. Ask the client what he/she believes is a good CTR.	This is only specific to the second objective
D. Review how your competitors who are submitting plans measure against these objectives.	A good question to ask, but not the best

- 3) Which type of site analysis is **MOST LIKELY** to over count unique views to a site? For example, the analysis might count the office user, mobile user, home user as three separate users, even though they are one user.

A. syndicated based (i.e., MRI)	Not syndicated result
B. panel based (i.e., comScore)	Panel does a good job of de-duping
C. survey based (i.e., Scarborough)	Survey does a good job of de-duping
D. internal tag based (i.e., Omniture)	Correct

- 44) What is the standard IAB campaign cancellation out clause for any guaranteed deliverable?

A. 24 hours	This is incorrect - the standard out clause is 14 days
B. 48 hours	This is incorrect - the standard out clause is 14 days
C. 7 days	This is incorrect - the standard out clause is 14 days
D. 14 days	This is correct



CHAPTER 5 | MANAGING DIGITAL MEDIA CAMPAIGNS (BLUEPRINT SECTION C)

Successful digital media sales professionals understand the ad operations required to implement their campaigns. While they might not be hands-on when campaigns are launched and monitored, they remain actively informed of their progress and intercept problems that threaten to arise.

This section corresponds to Section C in the Detailed Content Outline found in Appendix B. Of the 80 total graded items on the Certification exam, 8 questions (10%) will be devoted to topics outlined in this section.

LAUNCH DIGITAL ADVERTISING CAMPAIGNS (BLUEPRINT SECTION C1)

Before digital media sales professionals prepare to hand off the campaign to the ad operations process, they must **confirm the requirements for launch of a digital campaign** one final time in order to **ensure a timely launch of the digital advertising campaign**. This requires salespeople to have a foundational understanding of both ad operations and account management. Specifically, they should be familiar with the purpose and common elements of the following as they pertain to digital advertising:

- Tags: Code that advertiser provides to publisher that calls the advertiser's server in order to deliver a specific ad creative
- Pixels: A 1 x 1 dot embedded on a web page which can be referenced by a third party server to track activity; used to collect data for Website and ad delivery analytics such as registration, conversions, and targeting
- Assets: Creative design, logos, images or text provided by the advertiser

MONITOR DIGITAL ADVERTISING CAMPAIGNS (BLUEPRINT SECTION C2)

Digital media salespeople's jobs do not stop once the campaign is live. It is their responsibility to work closely with ad operations and/or account management teams to **monitor if the digital advertising campaign is on pace** and **troubleshoot digital advertising campaign issues** that arise. It is also incumbent on salespeople to periodically **evaluate if the advertising campaign meets client's success metrics**, and to **provide recommendations for a client in response to digital advertising campaign issues and opportunities**.

Pacing refers to the process of ensuring that a campaign is going to fulfill according to schedule. A campaign could be designated to pace evenly (all of its impressions are spaced out in equal amounts throughout each day/week of the flight) or unevenly (allocated impression levels will increase or decrease at predetermined times throughout the flight).



OPTIMIZE DIGITAL ADVERTISING CAMPAIGNS (Blueprint Section: C3)

Campaign Optimization refers to the process of tracking the pacing and the performance of a campaign, and making changes to ensure both are successful.

Reporting refers to the process of keeping the buyer informed on how the campaign is pacing and performing, as well as any optimization changes that are being made.

To best prepare for questions you may encounter on the exam for this section, there is no better training than real-world scenarios. As a digital media seller, what campaigns do you have live and how are they pacing, performing and being optimized?

A helpful resource for terms and concepts related to measurement and performance is the IAB's [*Audience Reach Measurement Guidelines*](#) page.



Sample Questions: Managing Digital Media Campaigns

Correct answers and explanations of these sample questions are provided on the next page.

- 1) If your client is being billed on an impression basis, the metric used in measuring the campaign is
 - A. CPA
 - B. CPC
 - C. CPM
 - D. CPUV

- 2) The department **BEST** known for monitoring a digital ad campaign is called the _____ department.
 - A. billing
 - B. production
 - C. ad operations
 - D. sales planning

- 3) What is generally accepted as the BEST optimization tool to add to a banner flight to maximize unique reach?
 - A. SIC targeting
 - B. frequency cap
 - C. time of day targeting
 - D. demographic targeting

- 4) A branding placement for a two month campaign is pacing at 50% of goal and ends in 5 days. What is the BEST thing to do?
 - A. cancel the buy
 - B. swap creatives
 - C. optimize into the placement
 - D. optimize out of the placement



Answers and Explanations

- 1) If your client is being billed on an impression basis, the metric used in measuring the campaign is
- A. CPA Cost per action
 - B. CPC Cost per click
 - C. **CPM** Cost per thousand
 - D. CPU Cost per unique visitor
V
- 2) The department **BEST** known for monitoring a digital ad campaign is called the _____ department.
- A. billing Handles billing
 - B. production Produces ads, but does not monitor
 - C. **ad operations** Monitors the daily serving of an ad campaign
 - D. sales planning They're involved pre-sale in the proposal stage
- 3) What is generally accepted as the **BEST** optimization tool to add to a banner flight to maximize unique reach?
- A. SIC targeting Standard industrial classification targeting will limit unique reach
 - B. **frequency cap** Limits duplications by limiting the amount of times an individual sees an ad
 - C. time of day targeting Time of day targeting will limit unique reach
 - D. demographic targeting Demographic targeting will limit unique reach
- 4) A branding placement for a two month campaign is pacing at 50% of goal and ends in 5 days. What is the **BEST** thing to do?
- A. cancel the buy Don't cancel the buy.
 - B. swap creatives Swapping creative won't save delivery rate at this stage
 - C. optimize into the placement Don't put more money into this placement
 - D. **optimize out of the placement** Yes optimize out of the placement



CHAPTER 6 ANALYZING CAMPAIGN PERFORMANCE (Blueprint Section: D)

Digital media campaigns produce a world of data, and successful salespeople have the ability to analyze and convey relevant results in a way that makes sense to their clients, and open the dialogue for new opportunities.

This section corresponds to Section D in the Detailed Content Outline found in Appendix B. Of the 80 total graded items on the Certification exam, 12 questions (15%) will be devoted to topics outlined in this section.

ANALYZING CAMPAIGN DELIVERY (BLUEPRINT SECTION D1)

Effective digital media salespeople conduct mid- and post-campaign analysis in order to measure performance and identify optimization opportunities. Using known campaign success metrics, media mathematics, and spreadsheet and/or presentation software, digital media sales professionals know how to **collect data reports** and **evaluate data reports against confirmed success metrics and objectives**. Once performance gaps are identified, they can readily **identify successful areas of the digital advertising campaign** and use that information to **generate a digital advertising campaign wrap-up report**.

ANALYZING CAMPAIGN PERFORMANCE AGAINST KPIS (BLUEPRINT SECTION D2)

Skilled digital media salespeople consistently communicate performance results with their clients, and are adept at using these discussions to deepen their relationship and set up for future successful media buys. This requires the sales professionals to **first determine the best method to report campaign findings to the client**.

You can stay current on the latest data in digital media with research and analysis by reviewing the IAB's website and keeping up with the many online trade magazines, newsletters, and blogs. It is also important to pull from your own experience as a digital media seller as well as working with sales

REVIEW OPPORTUNITIES TO RENEW OR UPSELL (BLUEPRINT SECTION D3)

Command of this step allows digital media salespeople to **leverage wrap-up findings to identify new business opportunities**, teeing up a future media buy from the same advertiser. Digital media sales professionals know how to use wrap-up reports, digital advertising offerings, and knowledge of the digital landscape to **evaluate digital advertising offerings** and **assemble digital advertising campaign opportunities** based on historical performance.

Contact the client and **secure a meeting with the client**. Then **present campaign findings to the client** – armed with insight about the client's objectives, data from wrap-up reports, and knowledge about digital advertising offerings and the digital landscape as a whole (such as that found on the IAB's [Research & Thought Leadership](#) page). Hopefully, they will **ask for business** again, in the form of a future campaign.



Sample Questions: Analyzing Campaign Performance

Correct answers and explanations of these sample questions are provided on the next page.

- 1) Your client has stated that the most important metric for the success of their campaign is the number of clicks. What is the **MOST IMPORTANT** thing to analyze on your final delivery report?
 - A. CPA
 - B. CPC
 - C. CTR
 - D. Impression Delivery

- 2) You're presenting the results of a campaign to your advertiser and their delivery report shows a strong CTR and ad engagement during the hours of 7:00 am – 10:00 am. The **BEST** product to recommend is
 - A. day-parting.
 - B. email blasts.
 - C. geographic targeting.
 - D. sequential messaging.

- 3) A client was sold a program for 40 million impressions. At the end of the campaign, the client's ad server shows a delivery of 21 million impressions. The vendor's ad server shows 41 million ads served. What is the **BEST** practice in resolving the discrepancy?
 - A. Bill 31 million impressions to compromise.
 - B. Bill based upon the client's ad server numbers.
 - C. Bill based upon the publisher's ad server numbers.
 - D. Audit the server logs of both companies.

- 4) A client is running a campaign through a third-party ad server. According to internal reporting it is scheduled to deliver in full. What is needed to bill for the total IO amount?
 - A. generate an invoice
 - B. review internal numbers
 - C. optimize delivery of campaign
 - D. compare with third-party delivery report



Answers and Explanations

- 1) Your client has stated that the most important metric for the success of their campaign is the number of clicks. What is the **MOST IMPORTANT** thing to analyze on your final delivery report?
- A. CPA This refers to the cost per acquisition, which is not a click
 - B. CPC This refers to the cost per click, not the number of clicks
 - C. **CTR** This is the click through rate, defining the percentage of clicks each ad receives
 - D. Impression delivery This only gives the number of impressions served
- 2) You're presenting the results of a campaign to your advertiser and their delivery report shows a strong CTR and ad engagement during the hours of 7:00 am – 10:00 am. The **BEST** product to recommend is
- A. **day-parting.** This allows advertisers to run ads only during a certain time of day
 - B. email blasts. Email blasts are not always served in the morning hours
 - C. geographic targeting. This doesn't affect the time of day
 - D. sequential messaging. This has nothing to do with the time of day, only consecutive days
- 3) A client was sold a program for 40 million impressions. At the end of the campaign, the client's ad server shows a delivery of 21 million impressions. The vendor's ad server shows 41 million ads served. What is the **BEST** practice in resolving the discrepancy?
- A. Bill 31 million impressions to compromise. This is not the BEST practice.
 - B. Bill based upon the client's ad server numbers. The discrepancy is so large that it doesn't make sense to simply bill based on the client's ad server
 - C. Bill based upon the publisher's ad server numbers. The client wouldn't accept this due to the large discrepancy
 - D. **Audit the server logs of both companies.** This is the most logical next step
- 4) A client is running a campaign through a third-party ad server. According to internal reporting it is scheduled to deliver in full. What is needed to bill for the total IO amount?
- A. generate an invoice
 - B. review internal numbers
 - C. optimize delivery of campaign
 - D. **compare with third-party delivery report** Billing should be handled based on the 3rd party server



Appendix A | Glossary of Digital Landscape Terms

The following are complete definitions of the types of companies noted in each ring of the IAB [Digital Advertising Arena](#) mentioned in Chapter 3, Exhibit 10.

Media Planning & Buying

- **Ad Agency:** A company that brands hire to build, execute and manage advertising initiatives for them, providing services such as creative generation, advertising strategy development, research, and media buying.
- **Media Management System:** Tools media buyers use to manage complex campaigns and brand assets, such as images and data.
- **In-house Media Planning:** Same functions as an ad agency, but instead of outsourcing this work, a brand will directly employ a team of people to do this work.
- **Holding Company:** A parent company that owns numerous agencies (creative and/or planning and buying; traditional and/or digital), as well as ad tech companies such as Trading Desks.

Content Creators

- **Publishers:** Entities that professionally produce digital media content (text, images, audio or video).
- **Social Sites:** Sites whose primary focus is communication between groups of approved individuals who are typically part of an ever-expanding social circle.
- **User Generated Content:** Any type of content (text, images, audio or video) that is created by non-professionals.
- **Brand Content:** Content, rather than advertising, that is created and disseminated by brands.
- **Portals:** Destination sites that provide WWW search, email, chat, maps, content (aggregated and/or owned) and other functionality.

Media Vendors

- **Publisher:** Entities that professionally produce digital media content (text, images, audio or video); in this category, this includes any site (professional or non-professional) that is ad-supported.
- **Exchange:** A sales channel between pubs, buyers and networks, aggregating inventory via an online interface that facilitates automated auction-based buying/selling via Real Time Bidding (RTB), a.k.a. the Open Exchange.
- **DSP (Demand Side Platform):** A programmatic tech platform used by media buyers that provides centralized and aggregated inventory from multiple sources including publishers, ad networks, and exchanges.
- **SSP (Supply Side Platform):** A tech platform used by publishers to programmatically sell inventory and optimize pricing, yield and audience reach for a pool of potential advertisers.
- **ATD (Agency Trading Desk):** Centralized management platform, specializing in programmatic media management, owned at the holding company level, and used by sister agencies to provide some/all of their programmatic media inventory.
- **Ad Networks:** A company that provides both an outsourced sales channel for publishers and an aggregated inventory source for buyers; will often layer in technologies to enhance media buys, such as targeting capabilities, creative generation and optimization.



Execution Technologies

- **Ad Servers:** Technology used by buyers and sellers to run, optimize, track and report on digital ad campaigns.
- **Site Server:** Ad serving that is executed by the original inventory source, and usually includes functionality to manage inventory availability.

Media Enhancements

- **DMP (Data Management Platform):** Technology platform and digital warehouse designed for the storage and processing of first and third party data for the purpose of integrating and implementing the data throughout the ad campaign buying and executing process and related research.
- **Data Supplier:** Independent (and therefore referred to as “third party”) companies that provide cookie pools, audience profiles and other technology to allow brands to target desired audiences; used by brands, agencies, and inventory providers.
- **Creative Optimization:** Technology that enables marketers and agencies to manage and control creative assets, and integrates with the ad server to automatically serve up the best-performing creative for each impression.
- **Rich Media:** Ad creative and ad serving company that offers advertisers the ability to run creative executions that consumers can interact with; used by brands, agencies, and inventory providers.
- **Verification & Privacy:** Third-party companies that give buyers the ability to monitor their live campaigns in real time to ensure impressions are appearing against desired content, protecting the buyer from wasting dollars on fraudulent impressions or objectionable ad placements.
- **Tag Management:** A technology service that interacts with an ad server to help buyers and sellers consolidate tags to ensure faster delivery.

Business Intelligence

- **Media Attribution:** Technology that helps buyers see a holistic picture of all systems involved in influencing a desired outcome by a consumer (e.g. a conversion).
- **Marketing Reporting & Analytics:** Third-party systems that marketers use to pull-in and analyze data from multiple sources, allowing them to understand advertising spend, engagement performance, and connection to sales.
- **Site Measurement & Analytics:** Third-party resource used by publishers to determine how to better develop and optimize content to grow and ensure greater engagement with their audiences.
- **Research Providers:** Third-party resource used by buyers and sellers in the media planning stage to understand consumer behavior and industry benchmarks.
- **Measurement Providers:** Companies that provide the ability to track ad campaigns and measure success metrics (such as brand lift) and ROI.



Appendix B | Detailed Content Outline

Duties and Tasks	Knowledge of. . .	Skills and Abilities	Resources, Tools	Helpful Links
A Comprehending Digital Advertising Ecosystem				
1 Explain Marketing Models				
	audience profiles audience segmentation consumer decision journey how consumers interact with media types marketing communication channels (paid, owned, earned) programmatic sources of targeting data types of data (first, second, third party) types of targeting (e.g., behavioral, demographic, contextual)	ability to articulate ability to define an audience ability to find an audience	beacons cookies data provider device IDs first party registration data surveys	IAB Interactive Advertising Wiki Consumer Decision Journey Purchase Funnel Paid, Owned, Earned More on Paid, Owned, Earned
2 Describe the Digital Landscape				
	aggregators client and agency relationship content creators data providers distributors programmatic publishers roles and responsibilities of client syndicators technology partners types of agencies	communication skills research skills	agency family trees industry events industry organizations industry publications inventory tools Lumascapes	The Industry “Arena” Evolution of the Industry - part 1 Evolution of the Industry - part 2 Evolution of the Industry - part 3
3 Describe Digital Advertising Formats and Platforms				
	Digital Ad Formats: ad serving audio creative display (desktop and mobile/tablet) industry standards native sponsored content video Digital Platforms: ad serving connected devices (over the top, gaming consoles, smart TVs) consumption desktop email internet of things (wearables, appliances) mobile (smartphones, tablets) out of home search social traditional virtual reality	mathematics skills media planning skills adaptability critical thinking skills	IAB spec sheets access to devices and platforms industry events product manuals related industry conferences (e.g., consumer electronics show) trade publications	Ad Standards & Creative Guidelines How Search Works Digital Audio Measurements Make Sense (3MS) Lumascapes Measurement Guidelines



Duties and Tasks	Knowledge of. . .	Skills and Abilities	Resources, Tools	Helpful Links
4 Define Digital Advertising Tools and Technologies				
	ad serving audience segmentation automated buying automated guaranteed content management systems content reading tools data management platforms demand side platforms measurement tools open exchange order management system private marketplace programmatic real time guaranteed research tools site analytics tools social media monitoring supply side platforms tag formats verification tools website analytics	ability to synthesize analytical skills research skills	ad operations team case studies IAB online tutorials research team vendor marketing materials	Ad Verification Guidelines Audience Reach Measurement Guidelines Ad Impression Measurement Guidelines Programmatic - The Publisher Perspective
5 Adhere to Compliance Standards / Policies				
	basic legal language content restrictions creative restrictions data mining fraudulent inventory standards IAB standards licensing media terms and conditions privacy policies sensitive material targeting restrictions transparency guidelines viewability standards	ability to identify fraudulent activity ability to work with other teams analytical skills collaboration skills critical thinking skills detail oriented	ad operations team IAB legal team planning teams privacy council third party verification tools	Digital Advertising Regulation Self-Regulatory Program for Online Behavioral Advertising Trustworthy Accountability Group
B Selling Digital Media				
1 Identify Client				
	category media spending clients' competitors historical media spending new companies within a category prospecting tools what agency a client uses for media where clients are based geographically	communication skills networking skills proactive transparent trustworthiness	client's website company financials competitors' websites recent company PR research tools search engines social media trade publications	



Duties and Tasks	Knowledge of. . .	Skills and Abilities	Resources, Tools	Helpful Links
2 Determine Client Needs				
	categories client's budget client's customers and/or prospects client's existing creative client's existing products client's existing vendor relationships client's goals and objectives client's KPIs client's media strategy client's new product launches client's past failures client's product issues and challenges client's promotional calendar client's sales cycle client's timing and/or seasonality key decision makers legal restrictions on advertising	consultative skills listening skills research skills	client's industry trade publications client's website industry events news alerts point of sale or service interaction search engines social media trade publications	
3 Establish Campaign KPIs				
	campaign goals (awareness, conversions) conquering conversion funnel creative assets data metrics deal terms industry benchmarks offline advertising metrics online advertising metrics reporting timeframes and parameters scalability share of voice	ability to calculate metrics ability to interpret data ability to use spreadsheet software analytical skills consultative skills mathematics skills	ad operations team IAB legal team planning teams privacy council third party verification tools	
4 Align Digital Advertising Solutions with Client Needs				
	approved third party tools and technologies benchmarks case studies client's existing vendor relationships competitive landscape internal sales initiatives new content or products packaging pricing product portfolio product restrictions and limitations success stories within categories or vertical	ability to articulate ability to meet expectations ability to set expectations ability to upsell accountability collaboration skills creativity time management skills	agencies case studies internal marketing materials internal training marketing other teams (e.g., social, legal, PR) pricing and planning team research team	IAB Research and Thought Leadership



Duties and Tasks	Knowledge of. . .	Skills and Abilities	Resources, Tools	Helpful Links
4 Negotiate Contractual Agreement				
	client proposal client segmentation client's KPIs competitive separation go-to-market strategy history of client relationship insertion orders inventory key decision makers media plan non-negotiables pricing range standard terms and conditions technology capabilities	ability to manage expectations ability to prioritize internal and external communication skills negotiation skills patience strategic thinking skills writing skills	ad operations team IAB standards legal team social team strategy and planning teams	Terms and Conditions
C Managing Digital Advertising Campaigns				
1 Launch Digital Advertising Campaign				
	account management ad operations assets client tasks and approvals digital media tools and technologies launch process (e.g., turn-around time, creative due dates) launch verification (e.g., screenshots) media plan pixels reporting deadlines research studies tags technical requirements	communication skills detail oriented organizational skills project management skills time management skills	ad operations team client's reporting system creative kick-off calls program schedule reporting tools screenshot software	
2 Monitor Digital Advertising Campaign				
	account management ad operations assets campaign flighting changes in product during flight client expectations clients' delivery costs competitive separation content disruption internal resources inventory media math pacing pixels reporting discrepancies reporting platforms reporting schedule success metrics tags	ability to build an internal network ability to keep client's engaged ability to stay calm adaptability analytical skills flexibility level-headed organizational skills troubleshooting skills	account management team ad operations team editorial team IAB compliance codes marketing team product team programming team research team	Data Stewardship



Duties and Tasks	Knowledge of . .	Skills and Abilities	Resources, Tools	Helpful Links
3 Optimize Digital Advertising Campaign				
	available inventory benchmarks client's budget client's flexibility client's KPIs internal flexibility internal impacts media math optimization process	communication skills data interpretation skills mathematics skills organizational skills	account management team ad server campaign management software	
D Analyzing Campaign Performance				
1 Analyze Campaign Delivery				
	benchmarks billing reconciliation parameters campaign pacing campaign timing client's KPIs media plan third party discrepancies wrap-up reports	ability to interpret data time management skills	first party reporting IAB standards site analytics logins third party reporting	IAB Ad Campaign Measurement Process Guidelines
2 Analyze Campaign Performance Against KPIs				
	category benchmarks client's original KPIs creative performance data	adaptability data interpretation skills flex bility	agencies case studies internal marketing materials internal training marketing other teams (e.g., social, legal, PR) pricing and planning team research team	
3 Review Opportunities to Renew or Upsell Digital Advertising Campaign				
	available inventory budget or pricing opportunities case studies category benchmarks category insights client incentives client's future assets client's future goals client's KPIs client's motivations client's performance insights digital advertising capabilities internal goals wrap-up reports	ability to compare results against category benchmarks ability to create assets ability to educate client on future initiatives ability to repurpose assets data interpretation skills data manipulation skills negotiation skills presentation skills	case studies marketing team needs assessment presentation software spreadsheet software	



Appendix C | Media Math Formulas

CPM (cost per mille)

$$\text{CPM} = (\text{Cost} \div \text{Imps}) \times 1000$$

$$\text{Cost} = \text{CPM} \times (\text{Imps} \div 1000)$$

$$\text{Imps} = (\text{Cost} \div \text{CPM}) \times 1000$$

CPC (cost per click)

$$\text{CPC} = \text{Cost} \div \text{Clicks}$$

$$\text{Cost} = \text{Clicks} \times \text{CPC}$$

$$\text{Clicks} = \text{Cost} \div \text{CPC}$$

CPS (cost per sale)

$$\text{CPS} = \text{Cost} \div \text{Sales}$$

$$\text{Cost} = \text{Sales} \times \text{CPS}$$

$$\text{Sales} = \text{Cost} \div \text{CPS}$$

CPA (cost per action)

$$\text{CPA} = \text{Cost} \div \text{Actions}$$

$$\text{Cost} = \text{Actions} \times \text{CPA}$$

$$\text{Actions} = \text{Cost} \div \text{CPA}$$

CPE (cost per engagement)

$$\text{CPE} = \text{Cost} \div \text{Engagement Cost}$$

$$\text{Cost} = \text{Engagement} \times \text{CPE}$$

$$\text{Engagement} = \text{Cost} \div \text{CPE}$$

ER (engagement rate)

$$\text{ER}\% = (\text{Engagement} \div \text{Imps}) \times 100$$

$$100 \text{ Engagement} = \text{Imps} \times \text{ER}$$

CPO (cost per order)

$$\text{CPA} = \text{Cost} \div \text{Orders}$$

$$\text{Cost} = \text{Orders} \times \text{CPA}$$

$$\text{Orders} = \text{Cost} \div \text{CPA}$$

Video Marketing Metrics

Cost per completed view:

$$\text{CPCV} = \text{Cost} \div \text{Completed Views}$$

Viewable cost per thousand:

$$\text{Total Spend} / ((\text{Total impressions} \times \% \text{ in-view}) / 1000) = \text{vCPM}$$

CPD (cost per download)

$$\text{CPD} = \text{Cost} \div \text{Downloads}$$

$$\text{Cost} = \text{Downloads} \times \text{CPD}$$

$$\text{Downloads} = \text{Cost} \div \text{CPD}$$

eCPM (Effective CPM)

$$\text{eCPM} = (\text{Total Cost} \div \text{Total Imps}) \times 1000$$

CTR (click through rate)

$$\text{CTR}\% = (\text{Clicks} \div \text{Imps}) \times 100$$

$$\text{Clicks} = \text{Imps} \times (\text{CTR} \div 100)$$

$$\text{Imps} = \text{Clicks} \div (\text{CTR} \div 100)$$

GRPs (gross rating points)

$$\text{GRPs} = \text{Reach} \times \text{Frequency}$$

$$\text{Reach} = \text{GRPs} \div \text{Frequency}$$

$$\text{Frequency} = \text{GRPs} \div \text{Reach}$$

ROAS (return on ad spend)

$$\text{ROAS} = \text{Rev} \div \text{Cost}$$

ROI (return on investment)

$$\text{ROI} = (\text{Rev} - \text{Cost}) \div \text{Cost}$$

Email Marketing Metrics

$$\text{Bounce Rate \%} = (\text{Bounce} \div \text{Total Sent}) \times 100$$

$$\text{Open Rate \%} = [\text{Opens} \div (\text{Total Sent} - \text{Bounced})] \times 100$$

$$\text{Conversion Rate \%} = (\text{Conversions} \div \text{Total Opens}) \times 100$$

$$\text{Unique Open Rate \%} = (\text{Unique Opens} \div \text{Total Imps}) \times 100$$

$$\text{Opt-out Rate \%} = \text{Opt-outs} \div (\text{Total Sent} - \text{Bounced}) \times 100$$

$$\text{Response Rate \%} = \text{Responses} \div (\text{Total Sent} - \text{Bounced}) \times 100$$

RPM (revenue per mille)

$$\text{RPM} = (\text{Revenue} \div \text{Imps}) \times 1000$$

Site Index

$$(\% \text{ Composition of site} \div \% \text{ composition of base audience}) \times 100$$



iab.com/Salescert
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