iab.
CERTIFICATION
PROGRAM

DATA INTEGRATION

DATA MANAGEMENT

DIGITAL DATA SOLUTIONS
CERTIFIED
iab.

CANDIDATE HANDBOOK

DIGITAL DATA SOLUTIONS

iab. CERTIFICATION PROGRAM

Join more than 9,000 digital media professionals participating in IAB Certification

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

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

1ST PROGRAM IN DIGITAL ADVERTISING ACCREDITED BY

ANSI
American National Standards Institute

RECENT IAB SALES CERTIFICATION HOLDERS*

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

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

*Source IAB Certification Sales Certification Survey Jan 2016

AGENCIES AND MEDIA BUYERS**

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

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

**Source IAB Certification Agency Survey Dec 2014

300+ LEADING DIGITAL COMPANIES HAVE COMMITTED THEIR TEAMS TO THE PROGRAM INCLUDING
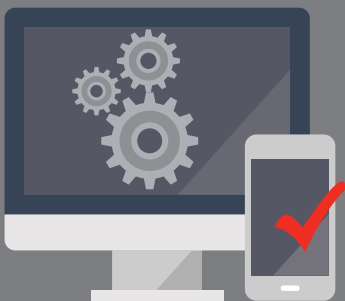
Aol.

Google

theorem

Bloomberg MEDIA

PANDORA

Time Inc.

Triad Retail Media
turn shoppers into buyers

CNÉ
CONDÉ NAST ENTERTAINMENT

The New York Times

Time Warner Cable Media
That's how.®

YAHOO!

1 | INTRODUCTION

Welcome! Thank you for your interest in the Digital Data Solutions Certification (DDSC) offered by the Interactive Advertising Bureau (IAB). This certification is the highest industry credential for digital data professionals. Individuals who earn the IAB Digital Data Solutions Certification have demonstrated their knowledge and competency in the areas of establishing data policies, managing data supply, creating data products, and activating data integrations, and are dedicated to upholding high standards of ethical and professional practice in the industry. This handbook contains the application procedures, requirements for eligibility to sit for the certification examination, and the policies that guide the decisions on certification. The Digital Data Solutions Certification is governed by the Commission on Certification, an independently appointed body with sole responsibility for the initial governance of the certification program and related certification decisions. The Commission on Certification (henceforth "Commission") was established to provide advice and guidance to the certification program, outreach to the industry, and to clearly separate the functions and decisions of certification from other IAB programs, goals, and membership requirements. This practice is common in professional certification programs developed under the auspices of a parent organization in order to prevent both the appearance of, and real conflicts-of-interest from emerging. This practice also assures that all certification decisions and practices are made in accordance with certification program requirements and are not linked to other Association programs or membership requirements. While the certification program evolves, it is expected that the governance structure will do so as well; however, the separation of certification from other Association activities will remain the practice. The certification program is administered by the IAB staff headquartered in New York, NY.

IAB is dedicated to offering a certification program that is credible and based on best certification practices. As such, IAB has achieved accreditation for the Digital Media Sales Certification and Digital Ad Operations Certification under ISO/IEC 17024 *Conformity Assessment—General Requirements for Bodies Operating Certification of Persons* administered by the American National Standards Institute (ANSI). It is the goal of IAB to also achieve accreditation for the DDSC program. In an effort to meet accreditation requirements, IAB offers a full-scope certification program that is comprised of the following key components:

- An independently operating governing body with policies and procedures guiding all decisions on certification
- Eligibility requirements and application submission and review procedures
- An examination testing the competency and knowledge requirements of digital media sales professionals today
- Recertification requirements for maintenance the credential
- A Code of Ethics all DMSCs must abide by and uphold
- Complaints and disciplinary procedures.

IAB has spent considerable time and resources to develop a certification program of integrity, balancing the interests of all stakeholders served by the credential, including business, industry and the

professions. In developing the program requirements, IAB has adhered to practices that assure the following important program outcomes:

- Validity of the certification examination
- Fairness of the procedures associated with granting, maintaining, suspending and removing the certification
- Establishment of requirements for qualifying to earn the certification
- Establishment of the requirements for maintaining the certification
- Assurances that the public trust is served through the certification program
- Credibility in the administration and maintenance of the program.

The competency requirements of the IAB Digital Data Solutions Certification examination emanate from a comprehensive job task analysis study which defines the job description for the Digital Data Solutions Manager as follows:

> A *Digital Data Solutions Manager* manages existing data supplies, expands product portfolios, and protects data users by establishing data policies, creating new data products, developing client data solutions, and activating data integrations. They often evaluates the integrity of data, builds business cases, and collaborates cross-functionally.

2 | MISSION STATEMENT

The mission of the Digital Data Solutions Certification program is to provide a credible credential for business, industry and the professions, and to assure the credential establishes high standards of ethical and professional practice for the interactive advertising industry.

3 | RESPONSIBILITIES OF THE COMMISSION ON CERTIFICATION

The Commission provides oversight to the governance of the certification program, and in conjunction with IAB certification personnel is responsible for the following program components:

1. *Develop and implement policies and procedures to assure the operation and administration of the certification program are executed in conformance with best certification practices.*

2. *Provide oversight to the development and administration of a legally defensible, valid and reliable certification examination.*

3. *Provide oversight to the development of all program components, including but not limited to: eligibility criteria, recertification requirements, ethics and disciplinary procedures.*

4. *Appoint standing and subcommittees as required to support all program components and maintain a cadre of qualified subject matter experts to participate in all aspects of the program, including but not limited to: developing examination content, item writing, maintaining reliability and validity of the examination, establishing eligibility and recertification requirements, investigating complaints, upholding the Code of Ethics, assuring fairness and due process, and selecting qualified individuals for service.*

5. *Secure experts in test development to assure the examination is legally defensible, reliable, and valid and maintained according to industry standards in test development and measurement.*

6. *Assure the security of the certification examination and the intellectual property associated with the credential.*

7. *Establish and implement the Code of Ethics required of certificants and administer the disciplinary program.*

8. *Make readily available to applicants, candidates and certificants all policies, procedures and related program information relevant to earning and maintaining certification.*

The IAB Commission is committed to acting impartially in relation to its applicants, candidates and certified persons. Representatives of the Commission understand the importance of making decisions related to certification in accordance with its policies and procedures, and exercise due diligence in doing so. The Certification Commission will make public the policies and procedures affecting applicants, candidates and certified persons, and will fairly and accurately convey information about the certification program to all stakeholders. The Commission will understand threats to impartiality, which include, but are not limited to self-interest, activities from related bodies, relationships of personnel, financial interests, favoritism, conflict-of-interest, familiarity and intimidation. The Commission will periodically conduct a threat analysis to determine the potential, both real and

perceived, of an individual or an organization to influence the certification processes or benefit from them.

4 │ GENERAL INFORMATION

IAB is committed to administering a valid, reliable, legally defensible and sound examination. To assist in the process, IAB has contracted with Professional Testing, Inc. to provide expertise and guidance in examination development, administration, maintenance and scoring of the examination, and to assure all program components are developed in accordance with best certification practices. The examination is computer-based and administered at a network of secure test sites owned and operated by Pearson VUE worldwide through its testing partner, Professional Testing, Inc. Examinations are offered during four annual testing windows. Specific testing windows are located in the certification website at www.iab.com/iab-data-solutions-certification-faqs/.

Successful achievement of a passing score on the DDSC certification examination is required for an individual to earn the DDSC designation. Each candidate must meet the eligibility requirements to qualify for the exam, and must agree to uphold and abide by the Code of Ethics in order for certification to be awarded. Certification is awarded for a period of 2 years; therefore DDSCs must recertify every 2 years in order to maintain the designation. DDSCs must also remain in good standing which means they must be current in all fees and not be found in violation of the Code of Ethics. Failure to comply with these requirements may result in certification being withdrawn from the individual.

The IAB staff has developed this candidate handbook to describe all aspects of the certification process and assist candidates in preparation for the exam. This 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.

All exam applications, score reports, requests for special accommodations, and general inquiries about the Digital Data Solutions Certification are handled by the IAB staff, headquartered in New York, NY. Direct all inquiries to:

> **Certification Department**
> Interactive Advertising Bureau (IAB)
> 116 East 27th St, 7th Floor
> New York, NY 10016
> E-mail: certification@iab.com
> Phone: (212) 609-3728

5 | ELIGIBILITY REQUIREMENTS, APPLYING & SCHEDULING THE EXAM

Individuals meeting eligibility requirements must pass a multiple-choice exam in order to qualify for certification and earn the DDSC designation. The exam consists of 100 multiple-choice questions and you have 2 hours to take the exam. Eighty questions are scored, and 20 are pre-tested for statistical purposes, but not scored. You are only scored on the 80 exam questions and only correct answers are counted. You will not receive feedback on the pre-tested questions.

Your test appointment is for two hours. You will have five minutes to agree to the nondisclosure agreement for the DDSC 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 data solutions manager.   The exam questions were written and edited by subject-matter experts working with test development experts. The passing point—or the score you need to achieve in order to pass—was also determined utilizing valid psychometric procedures. 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.

The Digital Data Solutions certification examination questions cover the knowledge in each of the domains in the examination blueprint. Candidates are encouraged to refer to the examination blueprint to become familiar with the content areas on the DDSC examination. Candidates may review the examination blueprint to assess their level of knowledge in each of the content areas, and to identify the areas in which they believe they need additional preparation. For convenience, an outline of the exam blueprint is provided in Section 7 of this document, and can also be downloaded in its entirety at www.iab.com/dataresources.

Please note the following summary of important steps in the application and exam administration process:

ELIGIBILITY REQUIREMENTS

Candidates are considered eligible for the Digital Data Solutions Certification exam if they meet any of the following criteria:

Option 1: Two years of experience data analytics or data management

Option 2: One year of experience in digital data analytics or management + 15 hours of continuing education in data analytics

Option 3: Two years of experience in a digital advertising role + 30 hours* of continuing education in data analytics and management OR Two years in non-digital data analytics + 30 hours* of continuing education in digital advertising

Option 4: A 4-year or graduate degree in data science + 1-year in relevant experience in digital advertising

Note: 50 minutes equals one hour of continuing education/training

Applicants must electronically sign a Consent Statement as a condition of accepting the application and meeting the eligibility requirements. In addition, eligible candidates will also be required to submit a signed Code of Ethics that all certified individuals must abide by and uphold.

APPLYING FOR THE DIGITAL DATA SOLUTIONS CERTIFICATION EXAMINATION

All applications are submitted online. Applicants may apply for the DDSC examination by using the link on the IAB website at www.iab.com/data/register.

Applications must be completed in full, signed, and accompanied by the application fee and exam fee. During the certification application process, candidates will be required to electronically sign and submit a signed Consent Statement and Code of Ethics and that all certified individuals must abide by and uphold.

Applicants will be notified by IAB if information is insufficient or incomplete on the Application or in any of the supporting documents. The application is reviewed again when incomplete or missing documentation is received. Failure to submit the completed application 2 weeks away from the end of a testing window may delay scheduling the exam and missing an examination window.

All data captured during the application process is stored in a secure manner in the certification data base with access restricted to authorized certification personnel. Information on the application regarding the platforms in which you have worked is collected in the aggregate and used by IAB certification staff for informational purposes only. Applicants are urged to maintain a record of the supporting documents submitted with the application. IAB certification staff randomly audits applicants, and individuals contacted during an audit are required to submit hard copies of supporting documents. IAB certification staff verifies work history as part of the audit. Read more about the auditing process in Section 10: Policies.

In the event that you are deemed ineligible to take the exam upon review of your application and supporting documentation, your exam fees will be refunded but your application fee will be forfeited.

Examination Fee

The Examination fees include a $50 non-refundable application fee. Candidates whose companies are members of IAB pay a fee of $500.00. Candidates from non-member companies pay a fee of $750.00. Exam fees will be returned if applicants are deemed ineligible to take the exam upon review of their application or a candidate cancels the program within six months of their application date. All requests to cancel the program must be sent in writing to certification@iab.com within 6 months of the original application date in order to be eligible for refund. Individuals who fail the exam and wish to retake it, must pay a retake fee of $125.00 for IAB members and $175.00 for individuals from non-member companies. All fees must be paid in U.S. dollars.

SCHEDULING YOUR EXAM

When approved, candidates are authorized to sit for the examination. Once an application has been approved by IAB, the candidate will receive e-mail notification with instructions on how to register for the exam. The email will contain important authorization information including a unique 13-character Candidate Identification Number, which you will need to schedule your exam.

The IAB Digital Data Solutions Certification Examination is offered 4 times a year, and each exam administration is open for approximately 30 days. To check the exam schedule, click on this link: www.iab.com/iab-data-solutions-certification-faqs/.

You are urged to schedule your test as soon as convenient after your application is approved. Your authorization to test will be valid for approximately 6 months (two testing windows) from the date of approval; if you don't test within your original authorization, you have the opportunity to request an extension for an addition 6 months or you will need to reapply and pay a new application and examination fee.

You may schedule online or by phone:

Online. To schedule online, go to www.pearsonvue.com/iab and click on "Schedule Online." You will be prompted to create a login and password and then schedule your test.

Phone. To schedule by phone, go to www.pearsonvue.com/iab and click on "Schedule By Phone" to find the phone number and hours of operation for the call center for your country. When you call, a customer-service agent will work with you to find the testing center or centers nearest you and a time that is convenient to you.

Once you have made your exam appointment, you will receive a confirmation email from Pearson VUE. The email will confirm the address of the testing center; bring this confirmation e-mail to the testing center.

Where to Test

The IAB Digital Data Solutions Certification exam in the United States and several other countries is offered in Pearson VUE's network of over 250 Pearson Professional Centers. (Elsewhere, the exam is offered in comparable facilities known as Pearson VUE Select Testing Centers.) You can find a list of available testing centers at www.pearsonvue.com/iab.

To conduct a local search for testing centers within a City, State or Zip Code area, visit www.pearsonvue.com/iab/locate. In addition, to take an online tour of a Pearson Professional Center (PPC), please visit www.pearsonvue.com/ppc.

Cancellation, No Shows and Rescheduling the Examination

You may cancel your scheduled exam (by phone or online) without penalty up to 24 hours before your appointment. You may make a new appointment without incurring a fee at the time you cancel or at some other time.

Unless you give more than 24 hours notice of cancellation, if you do not show up for your exam appointment, you will be considered a no show and be required to pay a cancellation fee. Likewise, if you show up late and are not admitted, if you fail to present adequate identification, or if you refuse the nondisclosure agreement, you will not be allowed to take the test and will be considered a no show. You will be allowed to schedule a new test appointment only upon payment of the cancellation fee. Circumstances which are considered grounds for an emergency cancellation that will be excused from the cancellation fee are up to the discretion of the IAB Certification staff and include the following:1) Inclement weather; 2) Family Death, 3) Jury Duty; 4) Military duty; or 5) State of Emergency.

6│TAKING THE EXAM

On the Day of the Exam

Candidates should report to the exam site on the day of the exam as instructed in their appointment confirmation email, and plan to arrive at least 15 minutes prior to the appointment time. Late arrivals may not be accommodated; in that case, you will be considered a no show and have to pay the retesting fee to reschedule your examination.

Required Identification

Candidates must show their confirmation email and two forms of acceptable identification. The name on the ID must match exactly the name submitted on the application, or the candidate will be denied admission.

You will need **two forms of identification** for admission: a primary ID and a secondary ID.

The name that appears on your two forms of identification must match the name under which you are registered to take the test. Do not register under a nickname. If you have done so, you must contact IAB well before your testing appointment to change the name on your record.

The following forms of ID are accepted as primary ID:
- Government-issued driver's license
- State/national identification card
- Passport*
- Military ID*
- Alien registration card (green card, permanent resident visa)
- U.S. Passport card
- U.S. Dept. of State Driver's License

* The primary ID must contain a photo and signature unless the signature is embedded in the identification. When this occurs the candidate must present another form of signature identification from the primary or secondary list.

The following forms of ID are accepted as secondary ID:
- Any ID on the primary list
- Social Security card
- Credit/bank ATM card (signature required).

Updating Contact Information

When you test, your legal ID must match your application name. Name changes must be submitted to IAB at certification@iab.com within 48 business hours prior to an exam appointment. IAB is not liable to cancellation fees due to a name change request not submitted outside that timeframe.

For contact information – such as changes to email, telephone number, company change – please submit to certification@iab.com or update in your Candidate Profile here. Failure to update your contact information may result in delays in receiving eligibility notices or examination results.

Biometrics

As part of Pearson VUE's test-security program, a palm-vein scan is required at all PPC and some Select PVTC centers. An electronic signature and digital photo is required at all centers.

At the testing center

The test administrator at the testing center will not allow test takers to take personal items with them into the examination area. Although locker storage is normally offered, it is best not to bring large bags, jewelry, electronics, and the like to the testing center. Consideration will be made for comfort items like pillows and tissues or medical necessities like crutches; the test administrator is required to inspect such items.

You will be given access to an on-screen calculator, if needed. You will also be provided with either a scratch paper and writing utensil or a dry erase pen and surface to use for calculations during the exam.

Questions concerning the content of the exam will not be answered during the exam. Listen carefully to the instructions given by the Proctor and read all directions thoroughly.

The IAB Digital Data Solutions Certification examination is closed book. Therefore you will not be permitted to bring any materials into the testing room. You will be provided with a secure storage area to check your valuables.

The following items are NOT PERMITTED in the exam room:

- Dictionaries or other reference materials
- Papers of any kind, except as provided by the proctor
- Telephones, signaling devices such as pagers or cell phones
- Alarms or recording/playback devices
- Photographic or image copying devices
- Electronic devices of any kind
- Food or beverages

Exam Security

All exam materials are the property of IAB. Removal of any material from the exam room by unauthorized persons is prohibited. Copyrights for the IAB exam are owned by IAB. Any attempt to

reproduce or memorize all or part of the exam is prohibited. Any unauthorized disclosure, publication, copying, reproduction, transmission, distribution, or possession of the exam content or materials in any form may subject the individual to civil liability and/or criminal prosecution, removal of certification, and/or restrictions on future access to IAB certification examinations.

The Proctor may dismiss a candidate from the exam for any of the following reasons:

- If the candidate's admission to the exam is unauthorized
- If a candidate creates a disturbance or gives or receives help
- If a candidate attempts to remove exam materials or notes from the testing room
- If the candidate attempts to take the exam for someone else
- If a candidate has in his or her possession any item excluded from the exam site as specified above
- If a candidate exhibits behavior consistent with memorization or copying of exam items.

Hazardous Weather or Local Emergencies

In the event of hazardous weather, or any other unforeseen emergencies occurring on the day of an exam, IAB will determine whether circumstances require the cancellation of the exam. Every attempt will be made to administer all exams as scheduled. Candidates will be given as much advance notice as possible.

Notification of Pass/Fail Status

The purpose of the IAB certification is to establish standards of knowledge and competence in the field of digital data solutions, and to assure the ethical practices of certified individuals. Only candidates who are successful in passing the written examination for the certification, meet all criteria for certification, and remain in good standing are considered certified.

Candidates are given a pass/fail status upon completion of their computer-based exam at the testing center, followed by official notification in writing within four weeks after the close of each testing window. If you fail the exam, the score report will also provide feedback on your performance in each of the sections on the exam. The feedback is designed to help guide you to topics on which you should focus your study if you decide to retake the exam. See more about the Diagnostic Report for failing status in Section 10: Policies.

Results are not provided over the phone. Exam results are only given to candidates or their legal representative. Exam results given to individuals other than the candidate must be requested in writing by the candidate.

Retaking the Examination

Candidates who fail the exam may retake it; they must pay the retest fee each time: $125 for IAB Members and $175 for IAB non-members. Candidates who fail may retake the exam an additional two times each in a subsequent testing window. Candidates are not allowed to test twice in the same

window. After a third failure, the candidate will be required to sit out two examination cycles (approximately 6 months) and reapply as a new candidate and pay all applicable fees.

Special Accommodations

Candidates who require special accommodations must make a specific written request for the type of accommodation needed. The reason for the accommodation must be recognized under the Americans with Disabilities Act (ADA).   The form to request accommodations is located at www.iab.com/data/register.

To read more about the policy on Special Accommodations, see Section 10: Policies.

7 │ AWARDING CERTIFICATION

Candidates who successfully pass the Digital Data Solutions Certification examination will be awarded certification for a period of two years.

Individuals who are successful on the Digital Data Solutions Certification examination who wish to be issued a Certificate and use the Digital Data Solutions Certification Designation must meet all certification requirements. Passing the examination does not assure awarding certification. The Commission has the sole responsibility for making all certification decisions.

In circumstances in which certification is denied, suspended or revoked, an appeal of the decision may be filed with the Appeals Committee in accordance with the appeals process. See more details about the Appeal Process in Section 10: Policies.

Authorized and Appropriate use of the DDSC designation

The Commission encourages the authorized use of the logo and marks. Certificants who wish to use the DDSC designation may do so in the following manner:

> John Doe, DDSC
> John Doe, Digital Data Solutions Certified

Certificants are permitted to use the DDSC designation in the above manner, on business cards, letterhead, within written guidelines. Authorized use requirements of the DDSC designations shall be sent to newly certified individuals with the certificate. Inactive certificants may not use the designation after their name and must return their certificate until they become active.

8 │ RECERTIFICATION REQUIREMENTS

Certification is awarded for a period of two years. In order to remain certified, certificants must meet the recertification requirements. Recertification requirements for the DDSC credential include remaining actively employed in digital data management and completing the requirements for continued competence during the two year certification cycle. Certificants must agree to continue to abide by and uphold the Code of Ethics and the policies of the certification program, which includes continued appropriate and authorized use of the certificate, logo, and marks. Certificants must pay the current recertification fee. Recertification requirements are based upon the philosophy of continued competence, and as such, certificants must meet the recertification requirements as determined and defined by the Commission.

For further information on recertification, please visit the website: www.iab.com/recertifydata. IAB certification staff will send reminder notices.

9 | HOW TO PREPARE FOR THE EXAM

DIGITAL DATA SOLUTIONS CERTIFICATION EXAMINATION BLUEPRINT

As you prepare for the DDSC certification examination, you are strongly encouraged to review the **Examination Blueprint**, **Study Guide** and **Practice Test**. The Blueprint contains the major content areas on the exam, and the percentage of the exam each content area represents.

For your convenience, the Examination Blueprint outline is provided below, and may also be downloaded in its entirety on the IAB Website. In addition, we encourage you to review the Study Guide and Practice Test (approved applicants only) which can all be accessed through links found at www.iab.com/dataresources.

A Digital Data Solutions Manager manages existing data supplies, expands product portfolios, and protects data users by establishing data policies, creating new data products, developing client data solutions, and activating data integrations. She often evaluates the integrity of data, builds business cases, and collaborates cross-functionally.

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

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

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

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

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

TESTING TIPS

Use the blueprint to guide you in identifying any content areas you need extra time and resources to prepare for, and ask yourself these questions.

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

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

ON THE DAY OF THE EXAM

- Plan to arrive at the exam site at least 15 minutes prior to your appointment. If you have considerable distance to travel, consider arriving the night before.

- Get a good night's rest the night before.

- Eat a well-balanced meal prior to reporting to the exam site. Avoid excessive stimulants such as caffeine.

- Read and follow the instructions carefully. Ask the Proctor for clarification if you are not sure about the instructions. Remember, the Proctors will not answer questions related to exam content.

- Pace yourself by periodically checking your progress. This will allow you to make any adjustments in time. Remember, only the questions you answer correctly are scored. There

are no penalties for answering a question incorrectly, so answer as many questions as you can. If you are unsure of a response, eliminate as many options as possible, and choose an option from those that remain.

- You may go back to review any items at any time.

- Pay attention to reminders of the time you have left to finish the exam.

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

10 | POLICIES

The following policies are those that guide the awarding of the DDSC certification, the rights and duties of candidates and certificants, due process, and the development and administration of a credible certification examination and program. These policies guide the decisions associated with the certification.

The information provided in the Candidate Handbook contains abbreviations of several policies related to the Digital Data Solutions Certification. Additional policies you need to be aware of are included below. Please read these policies in their entirety, as several policies become applicable after you earn the certification. Several of the policies related to the application process will assist you in completing the application correctly.

Note: In submitting your application, you will acknowledge that you have read and agree to comply with the policies.

Auditing Applications

The certification staff is required to audit 10% of all applications for the Digital Data Solutions Certification examination and for recertification.

Rejecting Applications for the DDSC Examination

Applications that are incomplete, do not meet the eligibility requirements and are not accompanied by the correct payment of fee will be rejected. Certification staff will notify all applicants of rejection via email and will state the reasons for rejecting the application. A record of the rejected application shall be maintained by the Certification Department for a period of one year.

Denial on Eligibility

Any applicant who does not meet the eligibility requirements must be notified that their certification application has been denied within 10 business days of review. The reasons for the denial shall be indicated, and the Examination Fee will be refunded.

Appeal of Denial of Eligibility

Applicants who are denied eligibility may request reconsideration of the decision of denial by making an Appeal. Requests for an appeal must be made no later than 30 days after the applicant is denied. Within 60 days of the receipt of the written appeal, the Appeals Committee must conclude its deliberations. All decisions of the Appeals Committee are final.

Development of the DDSC Examination

The purpose of the IAB certification is to establish standards of knowledge and competence in the field of digital data solutions, and to assure the ethical practices of certified individuals. The Digital Data Solutions Certification examination is designed to measure the knowledge and competence of the digital data professionals. The blueprint of the written examination shall be derived from accepted industry psychometric standards in examination development.

In its development and maintenance of the Digital Data Solutions Certification examination, the certification personnel shall work with experts in test development and measurement to ensure the development and administration of valid and legally defensible examination. The DDSC certification shall be validated through a job task analysis at an approximately five year interval, or as circumstances may warrant. Performance statistics shall be conducted at regular intervals and in an ongoing manner to ensure the consistent administration of fair, valid and reliable examinations is occurring.

Examination Administration

The administration of the Digital Data Solutions Certification examination shall follow accepted industry standards in order to ensure fair and consistent administrations. Test administration may be contracted to a testing vendor.

Registering for the DDSC Examination

To register for the examination, candidates must first be authorized by the IAB certification staff. Candidates are required to follow all registration requirements.

Emergency Cancellations or Withdrawals

Circumstances which are considered grounds for an emergency cancellation or withdrawal of an examination include: 1) Inclement weather; 2) Family death; 3) Jury duty; 4) Military duty; or 5) State of emergency. Candidates who experience an acceptable emergency situation must request cancellation or withdrawal from the examination in writing and include supporting documentation of the circumstances.

Candidate Identification

Candidates must check in using two form of acceptable identification, one of which must be a government-issued photo ID with signature. The name on the ID must match exactly the name submitted on the application. IAB is not liable for cancellation fees due to a candidate's name not being consistent with their ID.

Language the Exam is Given In

The Digital Data Solutions Certification examination is given in English only. Translation dictionaries and/or other translation aids are not permitted. All program materials are provided in English.

Requesting an Authorization Extension

If you don't test within your original authorization of 6 months, you have the opportunity to request an extension. Reasons to request an extension will be considered on a case-by-case basis and on the merits of the request. If approved, your eligibility will be extended once for a period of 6 additional months, or two additional testing windows. Authorization extensions will only be granted up to one year from original enrollment date. All requests need to be made prior to your authorization expiration and must submitted in writing to certification@iab.com. Failure to request an extension prior to expiration will result in an expired status.

Expiration of Authorization

If you fail to test or retest within your original or extended eligibility window, you will be given a status of expired. Your application will be withdrawn and no refund will be given. At that point, you will need to reapply and pay all necessary application fees again.

Test Administration Monitoring

The administration of the examination shall be monitored for quality assurance purposes.

Special Accommodations

IAB complies with the Americans with Disabilities Act (ADA) and will ensure no individual is deprived of the opportunity to take the certification examination solely by reason of a disability as defined under the ADA. Candidates must complete and submit the Request for Exam Special Accommodations Form and supporting documentation related to disability needs. Requests for special testing accommodations require documentation of a formally diagnosed and qualified disability by a qualified professional who has provided evaluation or treatment for the candidate. The form to request accommodations is located at www.iab.com/data/register.

Appeal of Denial of Request for Special Accommodations

Candidates who are denied their request for Special Accommodations may file an appeal with the Appeals Committee in accordance with the policies of the certification program. Requests for an appeal must be made no later than 30 days after the request is denied. The Appeals Committee will review the response record and the determination will be communicated to the candidate within 60 days. The decision of the Appeals Committee shall be final.

Cheating

IAB maintains strict policies to safeguard the security of the examination. Any individual who removes, or attempts to remove, examination materials from the testing site, including memorizing examination questions, is subject to prosecution in addition to sanctions. These sanctions may include removal of certification and restrictions on future access to the certification examination.

Cancellation of Scores

IAB reserves the right to cancel any examination score if, in IAB's professional judgment, there is any reason to question the score's validity. Conduct which warrants score cancellation may include, but is not limited to: consulting study aids of any type during a testing session; copying from notes or from another examinee's answers during a testing session; speaking or otherwise communicating with others during a testing session; copying, photographing, transcribing, or otherwise reproducing test materials; removing test materials from the examination site; aiding other examinees or receiving aid from anyone else; or having improper access to the DDSC examination content prior to the examination administration. Engaging in such misconduct may disqualify the individual from all future examinations and from ever being certified. Significant score increases upon retesting may also be investigated to ensure the authenticity of results.

Invalidating Scores

IAB is concerned with reporting only valid scores. On rare occasions, circumstances may invalidate exam scores. IAB reserves the right to cancel or withhold exam scores if there is any reason to question their validity. Examination results may be cancelled or invalidated if, upon investigation, violations of certification policies have been committed.

Doubts may be raised about the validity of candidates' scores because of suspected misconduct; in such circumstances, candidates shall cooperate in the investigation of their scores. Such candidates will be notified of procedures to ensure fair treatment. Some scores may be rendered invalid due to circumstances beyond candidates' control, such as faulty exam materials or mis-timing. In this event, retesting will be arranged.

Issuing Certificates

Certificates are issued by the certification staff to individuals who meet all certification requirements, including passing the certification examination, agreeing to abide by and uphold the Code of Ethics, and paying applicable fees. Certificates are issued within thirty days after the close of the testing window in which testing was completed and certification status was earned.

Fees

The Digital Data Solutions Certification fees are published on the IAB website. Certification fees are due at the time at the time of application and must be paid in full. It is the applicant's responsibility to submit the correct fee.

Recertification fees are due at the time of submission of the recertification application and must be paid in full. The DDSC recertification fees are published on the Website. It is the certificant's responsibility to submit the correct fee.

Retest Fees

Candidates who are unsuccessful may retake the DDSC certification examination upon payment of retest fees. Retest fees are published on the IAB website. It is the applicant's responsibility to submit the correct fee and meet other retest requirements.

Other Fees

The Commission reserves the right to assess additional fees for late applications, granting extensions, rescheduling an examination without a valid reason, incomplete applications and other circumstances it deems appropriate. All fees are published in the on the IAB website.

Refunds

Refunds are granted only for accepted circumstances for emergency cancellations or withdrawals from the examination process. Refunds are granted at the discretion of the Certification Department. Refunds are not granted to candidates who forfeit or fail the examination.

Certificates

The initial certificate is issued to certificants upon completion of all certification requirements. Certificants requesting a duplicate certificate, or who request a new certificate due to name change, will be charged an administrative fee of $25.00. The fee shall be published in the Candidate Handbook and on the Website.

Confidentiality and Release of Information

Information regarding the status of an applicant or candidate will only be discussed with the applicant or candidate or their legal representative. The certification staff may release information regarding a candidate's performance on the certification examination to an employer or entity only with written permission from the candidate. Only pass/fail status will be disclosed.

The certification staff shall release upon request the name and certification status of certificants who have successfully completed the DDSC certification examination.

Statement of Non-Discrimination

The Commission does not discriminate among applicants, candidates or certificants on the basis on age, sex, race, religion, national origin, or marital status.

Position on Training and Education

The Commission does not require applicants for the DDSC certification to take prescribed training or education programs from any company or organization. The Commission does not recommend or endorse any training or education programs, person, product, resource or service as preparation for the certification examination, nor does it accredit or endorse any source of education as a guarantee of

success on the DDSC certification examination. To do so would be a conflict of interest and a deviation from the stated purposes of the Commission.

As a courtesy to individuals interested in taking a certification examination, IAB may publish on its website courses for examination preparation it is aware of, or other courses that may assist candidates to prepare for the exam. Candidates are encouraged to plan their own course of study by reviewing the examination blueprint, identifying any areas of weakness, and securing the necessary resources to adequately prepare for the examination.

Summary of Scoring Process

IAB establishes the minimum passing score for the DDSC examination utilizing acceptable psychometric procedures. The DDSC examination is criterion-referenced. The final passing score is established by a panel of subject-matter experts who determine the minimally acceptable level of competence for awarding the DDSC certification, and the passing score is applied to all test takers. You must achieve the passing score in order to pass the examination. There are no exceptions.

Score Reports

Candidates receive their score report (pass/fail) at the test center. Successful candidates are notified that they have passed and are 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 based on the Exam Blueprint. This information is provided so you can see the areas of greatest weakness, and better prepare to retake the exam.

Filing a Complaint

Any individual may file a complaint against a certified individual. Only complaints that follow the published procedures of the Commission will be considered.

Comments, Complaints and Appeals

IAB shall provide candidates with an opportunity to provide feedback on the examination content and procedures regarding:

- The technical accuracy of the examination
- Fairness in the administration of the examination.

A candidate who has a concern about administrative procedures at a testing site or who has observed a breach of security or other improper conduct during a test should submit a report in writing to the Certification Department of IAB within 5 calendar days after taking the examination.

A candidate who has a question or a concern about the reliability, validity, and/or fairness of the test may submit the question or concern in writing to the Certification Department of IAB no later than 5 calendar days after taking the examination.

IAB will not consider reports about improper test administration procedures or test content which exceed the 5 day deadline for doing so, or are not submitted in writing. You will not be allowed to take notes out of the testing center, so submit your concerns to IAB following the exam. Visit the IAB website for more details: www.iab.com/datacert.

Appealing Exam Results

Candidates who fail the exam may appeal their results within 30 days of receipt of the score report and must make this request in writing. The Appeals Committee will review the response record and the determination will be communicated to the candidate within 60 days. The decision of the Appeals Committee shall be final. Scores that are cancelled are not subject to appeal. Visit the IAB website for more details: www.iab.com/datacert.

Trademarks and Copyrights

The "Digital Data Solutions Certification" and "DDSC" designations are the property of the IAB. Individuals who earn the DDSC credential may use these designations as long as the certification has not expired, been suspended, revoked or voluntarily relinquished.   The certificate is the property of the IAB Commission on Certification on Certification and must be returned to IAB upon request.

Examination materials and publications are copyrighted and protected under U.S. law. IAB aggressively enforces the appropriate use of its property, and unauthorized use may result in sanctions or other penalties.

Enforcement of the Code of Ethics

The Commission shall establish and enforce a Code of Ethics applicable to all certified individuals. Certificants must agree to uphold and abide by the Code of Ethics as a condition of earning and maintaining DDSC certification, using the designation and being awarded a certificate.

The Digital Data Solutions Certification Code of Ethics is a statement of the required behaviors and responsibilities of certificants. Certificants found to be in violation of the Code of Ethics are subject to an investigation of the violation, which may result in sanctions. All sanctions are subject to appeal. Following the exhaustion of appeals, the outcome of investigations resulting in sanctions shall be made public, and the notice will include the name of the certificant, the Code(s) found in violation, and the sanction imposed.

The Code of Ethics was developed to safeguard the reputation of the organization, and in the interest of protecting the stakeholders impacted by the credential.

The Commission has established policies and procedures for investigating complaints filed against certificants. Any individual may file a complaint. All complaints will be reviewed, and if determined valid and actionable, will be investigated.

Individuals who wish to file a complaint should contact IAB for information on how to proceed. Direct all inquiries to:

Certification Department
Interactive Advertising Bureau (IAB)
116 East 27th St, 7th Floor
New York, NY 10016
E-mail: certification@iab.com
Phone: (212) 609-3728

Disciplinary Procedures

In prosecuting its mission of establishing a credible certification program which ensures high standards of ethical and professional practice in digital data solutions, the Commission shall establish and implement a Code of Ethics. The Commission requires its certificants to remain in good standing with the organization by complying with the tenets of the Code. As such, the Commission reserves the right to sanction certificants found to be in violation of the Code of Ethics, following the investigation of such complaints in accordance with its published procedures.   The Commission shall make available upon request and shall publish in the Certification Directory all decisions resulting in sanctions which shall include the name, certification, code violated and sanction imposed.

Due Process

The Commission respects and upholds the right of its certificants to due process in circumstances in which a negative or adverse decision is made on the standing and status of the certificant. Due process shall apply in instances affecting an individual's ability to earn and maintain IAB Digital Data Solutions Certification status.