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DIGITAL MEDIA SALES
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EFFECTIVE CAMPAIGNS

EXAM BLUEPRINT

DIGITAL MEDIA SALES • 2016

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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
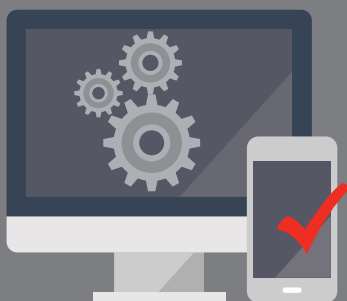
PANDORA

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!

As you prepare for the DMSC certification examination, you are strongly encouraged to review the examination blueprint. 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 through a link on the following page: www.iab.com/salesresources.

A Digital Media Salesperson is a consultative, critical thinking, marketing professional tasked with driving revenue by selling digital advertising. The salesperson accomplishes this by understanding the digital ecosystem, recognizing the client's marketing objectives, and providing impactful solutions.

The following is a content outline for the IAB Digital Media Sales Certification examination. A successful and knowledgeable digital media salesperson should have a fundamental understanding of these four areas:

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. A successful sales professional understands how the digital media value chain works and how it fits into a client's traditional media activities.   She possesses a deep working knowledge of current digital media formats, platforms, tools, and technologies; and is adept at applying industry-accepted standards and policies to her work.

Selling Digital Media. Possessing knowledge and skills about digital media is important, but successfully applying that knowledge in serving clients is the mark of a true digital media sale professional. She not only knows about all of the types of advertising available, but can align her recommendations with client objectives and available third party research. A successful digital media seller effectively prospects for new clients, understands their needs, makes intelligent media recommendations, and negotiates the specifics of an order.

Managing Digital Advertising Campaigns. A successful digital media sales professional understands the ad operations required to implement her campaigns. While she might not be hands-on while her campaigns are launched and monitored, she remains actively informed of their progress and intercepts problems that threaten to arise.

Analyzing Campaign Performance. Digital media campaigns offer a world of data, and a successful salesperson has the ability to analyze and convey results in a way that makes sense to her clients, and opens the dialogue for new opportunities.

This blueprint shows what content areas will be tested, as well as their approximate weighting. 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.

Exam Blueprint

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%**

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

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

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	Lumascape
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

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)
Pixels	Polite load
portals	Post
Postroll	Preroll
Price Floor	Programmatic

Terminology Used by Digital Media Salespersons

Terminology	
Programmatic Direct	Programmatic TV
Prospecting	Publisher Tools
Reach	Real-time guaranteed
Remarketing	Remnant
Reserved Inventory	Responsive Design
Retargeting	Revenue operations
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

Acronyms used by Digital Media Salespersons

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

Detailed Content Outline

Duties and Tasks		Knowledge of…	Skills and Abilities	Resources, Tools, Other Equipment
A		**Comprehend 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
	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 • Lumascape
	3	Describe Digital Advertising Formats		
		• ad serving • audio • creative • display (desktop and mobile/tablet) • industry standards • native • sponsored content • vide	• mathematics skills • media planning skills	• IAB • spec sheets
	4	Differentiate Digital Advertising 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	• adaptability • critical thinking skills	• access to devices and platforms • industry events • product manuals • related industry conferences (e.g., consumer electronics show) • trade publications

	5	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
	6	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
B		**Sell Digital Advertising Solutions**		
	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

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 Client KPIs**		
	• campaign goals (awareness, conversions) • conquesting • 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	• client's data • inventory tools • spreadsheet software
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

	5	Design and Present Client Proposal		
		• client's formatting requirements • client's goals and objectives • client's KPIs • client's needs • desired outcome • digital advertising solutions • media math • packaging strategy • target audience for proposal	• ability to deliver presentations in client's language or voice • ability to match proposal to client's objectives • presentation design skills • presentation skills • time management skills	• historical case studies • presentation software • spreadsheet software • success stories
	6	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
C		**Manage 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., turnaround 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
	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		**Evaluate 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
	2	Analyze Campaign Performance Against KPIs		
		• category benchmarks • client's original KPIs • creative • performance data	• adaptability • data interpretation skills • flexibility	• client's reports • reporting software • spreadsheet software

Detailed Content Outline

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

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Total	**100.00%**

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