



DATA INTEGRATION



DATA MANAGEMENT



PROGRAM SCOPE

DIGITAL DATA SOLUTIONS

PROGRAM SCOPE



An individual working in Digital Data Solutions 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 evaluate the integrity of data, build business cases, and collaborate cross-functionally.

The IAB Digital Data Solutions Certification (DDSC) is the highest industry credential for digital data professionals. Individuals who earn the certification have demonstrated their knowledge and competency in the content areas outlined in the DDSC Exam Blueprint 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 DDSC designation.

Successful and knowledgeable individuals working in digital data solutions should have a fundamental understanding of these four areas covered in the exam:

1. **Establishing Data Policies**
2. **Managing Data Supply**
3. **Creating Data Products**
4. **Activating Data Integrations**

Recertification. DDSC certification is awarded for a period of two years. In order to maintain certification and continue use of the DDSC designation, certified individuals must meet the requirements for recertification. Qualified candidates for recertification shall have the option of either retaking the Certification examination or earning 24 Continuing Education credits over the two year certification period.

Fees:

\$500 IAB Member Rate

\$750 IAB Non-Member Rate

Both fees include a non-refundable \$50 application fee



Digital Data Solutions Recertification Scope:

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.

The IAB Digital Data Solutions (DDSC) is the highest industry credential for digital media sales professionals. Individuals who earn the certification have demonstrated their knowledge and competency in the content areas outlined in the DDSC Exam Blueprint, and are dedicated to upholding high standards of ethical and professional practice in the industry. The DDSC certification is awarded for a period of two years.

Individuals meeting eligibility requirements for IAB Recertification shall have the option of either retaking the Certification examination or earning 24 Continuing Education credits over the two year certification period. Credits must be related to the competency requirements of the IAB Digital Data Solutions certification examination.

Successful and knowledgeable individuals working in digital data solutions should have a fundamental understanding of these four areas covered in the exam:

- 1. Establishing Data Policies**
- 2. Managing Data Supply**
- 3. Creating Data Products**
- 4. Activating Data Integrations**

Fees:

\$175 IAB Member Rate

\$225 IAB Non-Member Rate

Both fees include a non-refundable \$50 application fee