# EXAM BLUEPRINT

**DIGITAL AD OPERATIONS**

# Specialized Knowledge Required of Digital Ad Operations

As you prepare for the DAOC 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/adopsresource

A Digital Ad Operations Professional works closely with advertisers and agencies to deliver exceptional customer service throughout the media buying lifecycle, to include creative management, launch confirmation, and pacing confirmation. This includes providing quality assurance, logging traffic, pulling campaign placement reports, entry of proposals and reviewing the status of campaigns in order to optimize their performance, while assisting the Ad Sales, Marketing, and Product teams in formulating media plans
.
The following is a summary of specialized knowledge and content outline for the IAB Digital Ad Operations Certification examination. A successful and knowledgeable digital ad operations professional should have a fundamental understanding of these seven areas:

**Executing Campaign Launch.** Ensuring a successful launch requires end-to-end operations management that starts well before a campaign goes live. In the important planning stages, a digital ad operations professional helps to define campaign goals, identify execution strategy and check inventory and availability against the desired targeting criteria. As the campaign moves toward implementation, a digital ad operations person needs to implement tags on an advertiser's site, enter order details, build a creative strategy, executive creative delivery from the agency side, and deliver and/or intake final creative and/or tags. At this phase, a digital ad operations professional minimizes potential for problems by performing a vendor QA check, reviewing the media plan, aligning assets with the media plan, implementing creative assets, and performing pre-launch testing. After all of this pre-launch work, the digital ad operations person is finally to launch and configure assets, verify a successful launch, develop campaign workflow, and implement creative separation.

**Managing Live Campaigns.** Digital media offers greater interactivity, targetability, measurability, and optimization than traditional media. To ensure optimal performance, a digital ad operations professional performs ongoing review and intervention for each live campaign throughout its lifecycle. This includes managing client expectations, assessing campaign performance, troubleshooting live issues, identifying opportunities to optimize, and actually optimizing the campaign. She provides campaign reporting, discrepancy investigation, media plan modification, and campaign wrap-up activities. A digital ad operations professional is also responsible for client communications, especially related to analytic performance overviews, defining monitoring or alerting requirements, carrying out ongoing security checks, and monitoring fraudulent activity.

**Supporting Ad Operations Initiatives**. Over the course of planning, executing, and overseeing live campaigns, a digital ad operations professional is often required to understand the larger picture of the industry that their campaign is a part of. A successful operations person must provide feedback on operational task, whilst documenting against bugs and enhancement requirements. An operations professional often advises on product definition and new business development related to the adoption and usage of emerging technologies in future campaigns. To ensure the success of future campaigns, a digital operations professional often works to establish campaign metrics and contribute to pricing structure, products, and packaging of the company's advertising products. They report on success metrics, contribute to product / feature sunset strategy, provide custom solutions, and contribute to case studies related to specific advertising product offerings.

**Managing Incidents.** Despite the best pre-launch planning and troubleshooting, unanticipated campaign delivery and reporting problems do sometimes arise, and it is the digital ad operations professional's job to manage them. After performing initial diagnostics and identifying the severity of an incident, a digital ad operations person will communicate expectations, updates, and resolutions to internal and external clients. She will also advise on business impact and resolutions, and create and supply a post-mortem analysis of the incident to all relevant parties.

The following blueprint summarizes the content areas that will be tested, as well as their approximate weighting on the 100-question exam. 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?

## Specialized Knowledge Required of Digital Ad Operations
- 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.

**Questions: iab.com/adopscert or email certification@iab.com**

| Duties and Tasks | Exam % |
|---|---|
| Executing Campaign Launch: | 32% |
| Align Campaign Goals with Execution Strategy | 3% |
| Check Inventory and Availability | 3% |
| Ensure Tracking Tags are in Place | 4% |
| Enter Order Details | 4% |
| Perform Asset Intake | 5% |
| Review and Align Assets with the Media Plan | 3% |
| Implement Creative Assets | 5% |
| Perform QA and Pre-Launch Testing | 5% |
| Verify Successful Launch | 3% |
| Managing Live Campaign: | 38% |
| Manage Client Expectations | 3% |
| Monitor Campaign Performance and Delivery | 4% |
| Troubleshoot Live Issues | 6% |
| Provide Campaign Reporting | 3% |
| Investigate Discrepancy | 4% |
| Manage Client Communications | 1% |
| Recommend Adjustments to the Campaign | 3% |
| Optimize Campaign | 4% |
| Manage Campaign Revisions | 4% |
| Respond to Malicious Activity | 1% |
| Reconcile Monthly Billing | 3% |
| Perform Post-Campaign Reporting Activities | 4% |
| Supporting Ad Operations Initiatives: | 19% |
| Understand Industry Ecosystem and Terminology | 5% |
| Assist with Onboarding New Partners | 1% |
| Assist with QA of New Ad Products | 3% |
| Document Bugs, Workarounds, and Enhancement Requirements | 3% |
| Provide Internal and External Operational Feedback | 1% |
| Contribute to Product or Feature Strategy | 3% |
| Contribute to Case Studies | 1% |
| Reporting on Success Metrics | 3% |
| Managing Incidents: | 11% |
| Perform Initial Diagnostics | 4% |
| Identify Incident Severity | 3% |
| Communicate Expectations, Updates, and Resolutions to Internal and External Clients | 1% |
| Advise on Business Impact and Incident Resolutions | 1% |
| Create and Supply Post-Mortems | 3% |

# Specialized Knowledge Required of Digital Ad Operations

| Specialized Knowledge | |
|---|---|
| A/B testing | Ad blocker technology |
| Ad formats | Ad platforms |
| Ad request structure | Ad server capabilities |
| Ad server planning systems | Ad servers |
| Ad specification exception process | Ad tech stack (e.g., OMS, ad server) |
| Ad unit sizes and specs | Ad units |
| Adoption process | Advertiser and agency details |
| Advertiser's available assets | Advertiser's data strategy |
| Advertiser's expectations | Advertiser's IT turnaround times |
| Advertiser's site limitations or restrictions | Agency advertiser's expectations |
| Agency tags | Asset receipt process |
| Attribution models | Audience attributes |
| Audience targeting (demo, geo, etc.) | Basic tag structures (e.g., iFrame, JavaScript, image) |
| Billing details | Brand benchmarks |
| Buffering | Bug reporting and tracking systems |
| Business and client impacts | Business and marketing goals |
| Business ethics | Business impact analysis |
| Business KPIs | Business models |
| Business priorities | Business sensitivity |
| Cache-buster | Campaign goals (e.g., direct response, branding, reach) |
| Campaign KPIs | Campaign performance |
| Campaign placements | Campaign prioritization |
| Campaign restrictions (e.g., blocked categories) | Campaign timeline |
| Campaign volume (number of impressions, clicks, etc.) | Certification statuses |
| Changes in advertiser's marketing strategy | Changes to the inventory |
| Client preferences (how do clients prefer meetings, who to contact, etc.) | Client relationships |
| Client SLAs | Client tiers |
| Client's preferred vendor partnerships | CMS |
| Common contractual terms | Communication channels |
| Competitive landscape | Competitive separation |
| Competitor offerings | Compliance rules |
| Content monetization strategies (e.g., native) | Contractual obligations |
| Conversion windows | Cost models |
| Creative approval process | Creative asset requirements |
| Creative management within an active campaign | Creative QA process |
| Creative scheduling | Creative sequencing |
| Creative specifications | Creative specs |
| Creative strategy | Current process |
| Current product | Current sunset strategies |
| Data integrations points | Data structures |
| Dayparting | Deal IDs |
| Debugging processes | Debugging tools |
| Delivery attribution model | Digital ecosystem |

# Specialized Knowledge Required of Digital Ad Operations

| Specialized Knowledge | |
|---|---|
| Discrepancy investigation processes | Dispute resolution |
| Documentation needs | End-point technical stack |
| Escalation processes | Existing bugs and limitations |
| Expected outcomes | Experiment process |
| External client notification process | Feature enhancement process |
| Feedback loop | Finance approvals |
| Flighting (campaign start and end dates) | Forecasting methodologies |
| Forecasting systems | Frequency cap goals |
| General inventory prioritization | Growth opportunities |
| Historical performance for clients | How media is bought and sold |
| How the ad call is made | How to debug page source |
| How to obtain screenshots | How to read an IO |
| How to review ad request | How to use bulk upload tools |
| How to use developer tools (e.g., Charles, Firebug) | How to use the internal and external knowledge base |
| HTML (basic) | HTTP (e.g., how to request response cookies) |
| Impact assessment protocols | Industry trends |
| Initial campaign setup | Integration limitations |
| Integration statuses | Internet mechanics |
| Invoicing details | Invoicing reports |
| Involved platforms and technologies | IOs |
| JavaScript (basic) | Landing page URLs |
| Log files | Macro insertion and functionality |
| Make-good process | Measurement and verification systems (e.g., MOAT, double-verify) |
| Media math (e.g., CPMs, CTR, CPC) | Media plan details |
| Naming conventions | New product development process |
| Non-guaranteed remnant strategies | Numbers of placements and ad units |
| OBA | Operational deployment processes |
| Operational impacts | Operations surrounding product |
| Optimization techniques | Optimization technologies |
| Order management systems | Organizational impacts |
| Overall business strategies | Overarching client goals |
| Pacing | Packaging |
| Page views and impressions | Partner expectations |
| Partnership status | Placements |
| Platform (mobile, online, etc.) | Points of contact |
| Post-mortem process | Pricing models |
| Private marketplaces | Product availability (e.g., whether or not something has been sunsetted) |
| Product backlogs | Product capabilities |
| Product catalog | Product delivery timelines |
| Product dependencies | Product offerings (e.g., what value is the product giving) |
| Product or technology expected behaviors or functionalities | Product roadmaps |

# Specialized Knowledge Required of Digital Ad Operations

| Specialized Knowledge | |
|---|---|
| Product timelines | Profit and loss goals and metrics |
| Programmatic concepts and players | Programmatic troubleshooting |
| Programmatic vendor management | Project lifecycle |
| Project management processes | Project timelines |
| Publisher or vendor certification statuses | QA processes |
| Rate cards | Real time bidding (RTB) |
| Relationship between ad formats and device capabilities (e.g., mobile, video) | Reporting data analysis |
| Reporting expectations | Reporting metrics |
| Reporting refresh cycles | Reporting requirements and cadence |
| Reporting systems | Reporting time zone |
| Reservation calendar | Reservation management practices or rules |
| Reserved inventory versus booked inventory | Resource allocation |
| Retargeting goals | Risk analysis |
| Roadblocks | Rollback process |
| Rotation percentages or weights | Sales pipeline |
| Sales team assignments | Scalability |
| Script interpretation (e.g., css, javascript, html) | Seasonality |
| Site structure and inventory | Site tagging structures |
| Site tags | Site updates |
| SLAs | SOPs |
| Special client relationships (e.g., preferred rates, discounts) | Sponsorship areas |
| Sponsorships | Stakeholders or key contributors |
| Success indicators | Supportability |
| System up and down times | Tag management systems (e.g., Bright Tag, Google Tag Management, Tealium) |
| Tag structure management (e.g., serve macros) | Tagging capabilities |
| Tagging formats | Tags and the platforms in which they are serving |
| Targeted audience for training | Targeting capabilities (e.g., audience, inventory) |
| Targeting options | Technical capabilities |
| Technical integrations | Technical jargon |
| Technical stack | Testing processes |
| The platforms on which the technology will be served | The testing environment |
| The user experience | Third party ad servers |
| Third party tag functionality | Ticketing systems |
| Tracking capabilities across devices | Tracking expectations |
| Tracking formats (e.g., image pixel, JavaScript pixel) | Traffic fluctuations (e.g., world events, sporting events, deaths) |
| Trafficking process | Training needs |
| Triage process | Troubleshooting processes |
| Turnaround times | Types of programmatic campaigns (e.g., direct, remnant) |
| Types of research vendors | Update schedules or creative schedules |
| User best practices as they relate to operating new | User experience best practices |

# Specialized Knowledge Required of Digital Ad Operations

| Specialized Knowledge | |
|---|---|
| technology | |
| Variances in reporting capabilities | Vendor capabilities (creative or delivery experience) |
| Vendor expectations | Vendor ramp-up times |
| Vendor relationships | Vendor requirements |
| Verification incident reporting (e.g., double verify) | Web debugging tools and techniques |
| Web technologies (e.g., html, javascript, iframe) | Yield management techniques |

# Skills and Abilities Required of Digital Ad Operations

| Skills, Abilities, and Attributes | |
|---|---|
| Ability to advocate for operations | Ability to anticipate problems and issues |
| Ability to communicate clearly | Ability to communicate in a timely manner |
| Ability to communicate technical information to non-technical individuals | Ability to deliver difficult messages |
| Ability to evaluate assets | Ability to make quick assessments |
| Ability to manage up and/or down | Ability to multitask |
| Ability to perform root-cause analysis | Ability to resolve conflicts |
| Ability to work in a team | Ability to work independently |
| Ability to work under pressure | Account reconciliation skills |
| Accountability | Accurate |
| Adaptable | Analytical |
| Articulate | Assertiveness |
| Basic business acumen | Client-service oriented |
| Coachable | Collaboration skills |
| Communication skills | Consultative |
| Creative design awareness | Creative thinking skills |
| Critical thinking skills | Customer service focused |
| Data management skills | Data presentation skills |
| Decision making skills | Detail-oriented |
| Discretionary | Documentation skills |
| Empathetic | Ethical |
| Flexible | Forecasting skills |
| Front-end web skills | Goal-oriented |
| Independent | Innovative |
| Inquisitive | Insightful |
| Integrity | Intuitive |
| Investigative skills | Leadership skills |
| Logical | Mathematics skills |
| Negotiation skills | Objective |
| Open-minded | Organization skills |
| Patient | Positive attitude |
| Prioritization skills | Proactive |
| Problem solving skills | Process improvement skills |
| Process-oriented | Project management skills |
| Punctual | QA skills |
| Reliable | Research skills |
| Script- or code-literate | Self-directed |
| Sense of ownership | Sense of urgency |
| Solutions-oriented | Tech savvy |
| Technical writing skills | Time management skills |
| Transparent | Troubleshooting skills |
| Visualization skills | Willingness to learn |

# Tools, Equipment, and Resources Used by Digital Ad Operations

| Tools, Equipment, and Resources | |
|---|---|
| Account team | Ad platform access |
| Ad server | Ad server |
| Ad server | Ad server |
| Ad server documentation | Ad server reporting |
| Advertiser UIs | Advertiser's site |
| Analytics team | APIs |
| Auditing tools | Beta test partner |
| Blacklist and whitelist | Blacklist and whitelist |
| Bug tracking tool (e.g., Jira) | Bulk upload tools (e.g., Mediaocean) |
| Business development team | Business development team |
| Business requirements document | Calculator |
| Calculator | Calendar |
| Calendar | Calendar |
| Campaign checklist | Campaign QA template |
| Campaign reporting | Client contacts |
| Client contacts | Client SLA |
| Collaboration tools | Computer |
| Creative configuration templates | Creative optimization tools |
| Creative testing tools | CRM systems (e.g., salesforce) |
| Data management tools | Devices (e.g., tablets, phones) |
| Devices (e.g., tablets, phones) | Diagnostics checklist |
| Email | Escalation teams |
| Escalation teams | Escalation teams |
| Escalation template | External notification system |
| External support team | Finance team |
| Forecasting systems | Forecasting systems |
| FTP access | FTP access |
| Historical resource and cost reports | Incident report |
| Internal knowledge base | Inventory management system |
| Inventory numbers | Inventory reports |
| Invoicing systems | IO |
| IT security | Knowledge base platform (e.g., confluence) |
| Legal team | Log files |
| Log files | Managerial support |
| Marketing services team | Marketing team |
| Media plan | Media plan |
| Media team | Monitoring systems |
| Order management system | Page load performance tools |
| Performance dashboards | Points of contact |
| Post-mortem template | Presentation software |
| Presentation software | Process efficiency tools (internal and external) |
| Product documentation or catalog | Product documentation or catalog |
| Product roadmaps | Product team |
| Product team | Project management system |
| Project plan | Proxy server |

# Tools, Equipment, and Resources Used by Digital Ad Operations

| Tools, Equipment, and Resources | |
|---|---|
| Publisher test or demo pages (e.g., screenshot) | QA tools |
| Rate cards | Remote meeting tools |
| Reporting dashboards | Reporting dashboards |
| Reporting UIs | RFP |
| Sales team | Sales team |
| Sales team | Screenshot software |
| Screenshot software | Screenshot tools |
| SDKs | Site analytics tools |
| Site monitoring tools | SLAs |
| SMEs | SOPs |
| SOPs | SOW |
| Sponsorship calendar | Sponsorship calendar |
| Spreadsheet software | Spreadsheet software |
| Spreadsheet software | SWOT analysis |
| Tag management systems (e.g., Bright Tag, Google Tag Management, Tealium) | Tag management systems (e.g., Bright Tag, Google Tag Management, Tealium) |
| Tag QA tools | Tech stack |
| Tech team | Tech team |
| Technical writer | Technology team |
| Technology team | Terms and conditions |
| Test devices | Test devices |
| Test environments | Test environments |
| Testing environment (e.g., mobile, video, desktop) | Third party reconciliation tools (e.g., Adjuster, C360) |
| Ticketing system (e.g., Jira) | Ticketing systems |
| Vendor contacts | Vendor contacts |
| Vendor documentation | Vendor management team |
| Vendor rate cards | Vendor UIs |
| Vendor UIs | Verification and research reporting |
| Verification services (e.g., mediatrust, MOAT, IAS) | Verification services (e.g., mediatrust, MOAT, IAS) |
| Verification services (e.g., mediatrust, MOAT, IAS) | Web debugging tools (e.g., Charles, Fiddler, HTTP Watch, Tamperdata, Firebug, IE developer tool) |
| Web debugging tools (e.g., Charles, Fiddler, HTTP Watch, Tamperdata, Firebug, IE developer tool) | Web debugging tools (e.g., Charles, Fiddler, HTTP Watch, Tamperdata, Firebug, IE developer tool) |
| Web debugging tools (e.g., Charles, Fiddler, HTTP Watch, Tamperdata, Firebug, IE developer tool) | Web monitoring tools |

# DACUM Chart for Digital Ad Operations

| | Duties and Tasks | Knowledge | Skills and Abilities | Resources |
|---|---|---|---|---|
| **A** | **Executing Campaign Launch** | | | |
| | Align Campaign Goals with Execution Strategy | • A/B testing<br>• Ad formats<br>• Ad platforms<br>• Ad request structure<br>• Ad server capabilities<br>• Ad server planning systems<br>• Ad specification exception process<br>• Ad tech stack (e.g., OMS, ad server)<br>• Ad unit sizes and specs<br>• Ad units<br>• Advertiser and agency details<br>• Advertiser's available assets<br>• Advertiser's data strategy<br>• Advertiser's expectations<br>• Advertiser's IT turnaround times<br>• Advertiser's site limitations or restrictions<br>• Agency tags<br>• Asset receipt process<br>• Attribution models<br>• Audience attributes<br>• Audience targeting (demo, geo, etc.)<br>• Billing details<br>• Buffering<br>• Campaign goals (e.g., direct response, branding, reach)<br>• Campaign prioritization<br>• Campaign restrictions (e.g., blocked categories)<br>• Campaign timeline<br>• Campaign volume (number of impressions, clicks, etc.)<br>• CMS | • Ability to communicate technical information to non-technical individuals<br>• Ability to evaluate assets<br>• Ability to multitask<br>• Ability to work in a team<br>• Accountability<br>• Accurate<br>• Adaptable<br>• Analytical<br>• Assertiveness<br>• Coachable<br>• Collaboration skills<br>• Communication skills<br>• Consultative<br>• Creative design awareness<br>• Creative thinking skills<br>• Critical thinking skills<br>• Customer service focused<br>• Decision making skills<br>• Detail-oriented<br>• Documentation skills<br>• Empathetic<br>• Flexible<br>• Forecasting skills<br>• Front-end web skills<br>• Independent<br>• Investigative skills<br>• Mathematics skills<br>• Open-minded<br>• Organization skills | • Account team<br>• Ad server<br>• Ad server documentation<br>• Ad server reporting<br>• Advertiser UIs<br>• Advertiser's site<br>• Blacklist and whitelist<br>• Bulk upload tools (e.g., Mediaocean)<br>• Business development team<br>• Calculator<br>• Calendar<br>• Campaign checklist<br>• Campaign QA template<br>• Client contacts<br>• Computer<br>• Creative configuration templates<br>• Creative testing tools<br>• CRM systems (e.g., salesforce)<br>• Data management tools<br>• Devices (e.g., tablets, phones) |
| | Check Inventory and Availability | | | |
| | Ensure Tracking Tags are in Place | | | |
| | Enter Order Details | | | |
| | Perform Asset Intake | | | |
| | Review and Align Assets with the | | | |
| | Implement Creative Assets | | | |
| | Perform QA and Pre-Launch | | | |
| | Verify Successful Launch | | | |
| | Align Campaign Goals with | | | |
| | Check Inventory and Availability | | | |

| | | |
|---|---|---|
| | • Patient | • FTP access |
| • Common contractual terms | • Prioritization skills | • Internal |
| • Competitive separation | • Problem solving skills | knowledge base |
| • Content monetization strategies (e.g., native) | • Process improvement skills | • Inventory management system |
| • Conversion windows | • Process-oriented | • Inventory numbers |
| • Creative approval process | • Project management skills | • IO |
| • Creative asset requirements | • Punctual | • Marketing services team |
| • Creative QA process | • QA skills | • Media plan |
| • Creative scheduling | • Reliable | • Order management system |
| • Creative sequencing | • Research skills | • Page load performance tools |
| • Creative specs | • Self-directed | • Process efficiency tools (internal and external) |
| • Creative strategy | • Sense of ownership | • Product documentation or catalog |
| • Data integrations points | • Sense of urgency | • Product team |
| • Dayparting | • Solutions-oriented | • Publisher test or demo pages (e.g., screenshot) |
| • Deal IDs | • Tech savvy | • Rate cards |
| • Debugging processes | • Time management skills | • Reporting dashboards |
| • Delivery attribution model | • Troubleshooting skills | • Sales team |
| • Digital ecosystem | • Willingness to learn | • Screenshot software |
| • Escalation processes | | • Site analytics tools |
| • Finance approvals | | • SOPs |
| • Flighting (campaign start and end dates) | | • Sponsorship |
| • Forecasting methodologies | | |
| • Forecasting systems | | |
| • Frequency cap goals | | |
| • How the ad call is made | | |
| • How to debug page source | | |
| • How to read an IO | | |
| • How to review ad request | | |
| • How to use bulk upload tools | | |
| • How to use developer tools (e.g., Charles, Firebug) | | |
| • HTML (basic) | | |
| • HTTP (e.g., how to request response cookies) | | |
| • Integration limitations | | |
| • Internet mechanics | | |
| • Invoicing details | | |
| • IOs | | |

| | | | |
|---|---|---|---|
| | <ul><li>JavaScript (basic)</li><li>Landing page URLs</li><li>Measurement and verification systems (e.g., MOAT, double-verify)</li><li>Media math (e.g., CPMs, CTR, CPC)</li><li>Media plan details</li><li>Naming conventions</li><li>Numbers of placements and ad units</li><li>OBA</li><li>Order management systems</li><li>Pacing</li><li>Packaging</li><li>Page views and impressions</li><li>Placements</li><li>Platform (mobile, online, etc.)</li><li>Points of contact</li><li>Pricing models</li><li>Private marketplaces</li><li>Product availability (e.g., whether or not something has been sunsetted)</li><li>Product catalog</li><li>Programmatic concepts and players</li><li>Programmatic troubleshooting</li><li>Programmatic vendor management</li><li>Publisher or vendor certification statuses</li><li>Rate cards</li><li>Real time bidding (RTB)</li><li>Reporting data analysis</li><li>Reporting requirements and cadence</li><li>Reporting systems</li><li>Reservation calendar</li><li>Reservation management practices or rules</li><li>Reserved inventory versus booked inventory</li><li>Retargeting goals</li><li>Roadblocks</li></ul> | | calendar<ul><li>Spreadsheet software</li><li>Tag management systems (e.g., Bright Tag, Google Tag Management, Tealium)</li><li>Tag QA tools</li><li>Tech team</li><li>Terms and conditions</li><li>Testing environment (e.g., mobile, video, desktop)</li><li>Ticketing systems</li><li>Vendor documentation</li><li>Vendor rate cards</li><li>Vendor UIs</li><li>Verification services (e.g., mediatrust, MOAT, IAS)</li><li>Web debugging tools (e.g., Charles, Fiddler, HTTP Watch, Tamperdata, Firebug, IE developer tool)</li></ul> |

| | | | | |
|---|---|---|---|---|
| | | • Rotation percentages or weights<br>• Sales team assignments<br>• Script interpretation (e.g., css, javascript, html)<br>• Seasonality<br>• Site structure and inventory<br>• Special client relationships (e.g., preferred rates, discounts)<br>• Sponsorships<br>• Tag management systems (e.g., Bright Tag, Google Tag Management, Tealium)<br>• Tag structure management (e.g., serve macros)<br>• Tagging capabilities<br>• Tagging formats<br>• Third party ad servers<br>• Tracking formats (e.g., image pixel, JavaScript pixel)<br>• Traffic fluctuations (e.g., world events, sporting events, deaths)<br>• Trafficking process<br>• Turnaround times<br>• Types of programmatic campaigns (e.g., direct, remnant)<br>• Types of research vendors<br>• User experience best practices<br>• Vendor capabilities (creative or delivery experience) | | |
| **B** | **Managing Live Campaign** | | | |
| | Manage Client Expectations<br>Monitor Campaign Performance and Delivery<br>Troubleshoot Live Issues<br>Provide Campaign Reporting<br>Investigate Discrepancy<br>Manage Client Communications<br>Recommend Adjustments to the<br>Optimize Campaign | • A/B testing<br>• Ad blocker technology<br>• Agency advertiser's expectations<br>• Attribution models<br>• Basic tag structures (e.g., iFrame, JavaScript, image)<br>• Brand benchmarks<br>• Cache-buster<br>• Campaign KPIs<br>• Campaign performance | • Ability to communicate technical information to non-technical individuals<br>• Ability to deliver difficult messages<br>• Ability to multitask<br>• Ability to resolve conflicts<br>• Ability to work in a team<br>• Ability to work independently | • Ad server<br>• Analytics team<br>• Blacklist and whitelist<br>• Calculator<br>• Calendar<br>• Campaign reporting<br>• Client contacts<br>• Client SLA |

| | | | |
|---|---|---|---|
| Manage Campaign Revisions | • Campaign placements | • Ability to work under pressure | • Creative optimization tools |
| Respond to Malicious Activity | • Campaign timeline | • Account reconciliation skills | • Devices (e.g., tablets, phones) |
| Reconcile Monthly Billing | • Changes in advertiser's marketing strategy | • Accountability | • Escalation teams |
| Perform Post-Campaign Reporting | • Changes to the inventory | • Analytical | • Finance team |
| | • Client preferences (how do clients prefer meetings, who to contact, etc.) | • Articulate | • Forecasting systems |
| | • Client relationships | • Collaboration skills | • FTP access |
| | • Client SLAs | • Communication skills | • Inventory reports |
| | • Compliance rules | • Creative thinking skills | • Invoicing systems |
| | • Contractual obligations | • Critical thinking skills | • Log files |
| | • Creative management within an active campaign | • Data presentation skills | • Managerial support |
| | • Creative specifications | • Detail-oriented | • Performance dashboards |
| | • Discrepancy investigation processes | • Discretionary | • Presentation software |
| | • Dispute resolution | • Empathetic | • Sales team |
| | • End-point technical stack | • Flexible | • Screenshot software |
| | • Escalation processes | • Inquisitive | • Site monitoring tools |
| | • Flighting (campaign start and end dates) | • Insightful | • Sponsorship calendar |
| | • Historical performance for clients | • Integrity | • Spreadsheet software |
| | • How media is bought and sold | • Leadership skills | • Tag management systems (e.g., Bright Tag, Google Tag Management, Tealium) |
| | • How to obtain screenshots | • Mathematics skills | • Tech team |
| | • Initial campaign setup | • Negotiation skills | • Third party reconciliation tools |
| | • Invoicing reports | • Open-minded | |
| | • Log files | • Organization skills | |
| | • Macro insertion and functionality | • Prioritization skills | |
| | • Make-good process | • Proactive | |
| | • Non-guaranteed remnant strategies | • Problem solving skills | |
| | • Optimization techniques | • Project management skills | |
| | • Optimization technologies | • Reliable | |
| | • Pricing models | • Sense of ownership | |
| | • Product catalog | • Sense of urgency | |
| | • Rate cards | • Solutions-oriented | |
| | • Real time bidding (RTB) | • Time management skills | |
| | • Relationship between ad formats and device capabilities (e.g., mobile, video) | • Transparent | |
| | • Reporting expectations | • Troubleshooting skills | |

| | | | | |
|---|---|---|---|---|
| | | <ul><li>Reporting refresh cycles</li><li>Reporting systems</li><li>Reporting time zone</li><li>Site tagging structures</li><li>Site tags</li><li>Site updates</li><li>Sponsorship areas</li><li>System up and down times</li><li>Targeting options</li><li>Third party ad servers</li><li>Tracking capabilities across devices</li><li>Update schedules or creative schedules</li><li>Variances in reporting capabilities</li><li>Verification incident reporting (e.g., double verify)</li><li>Web debugging tools and techniques</li><li>Yield management techniques</li></ul> | <ul><li>Willingness to learn</li></ul> | (e.g., Adjuster, C360)<ul><li>Vendor contacts</li><li>Vendor UIs</li><li>Verification and research reporting</li><li>Verification services (e.g., mediatrust, MOAT, IAS)</li><li>Web debugging tools (e.g., Charles, Fiddler, HTTP Watch, Tamperdata, Firebug, IE developer tool)</li></ul> |
| **C** | **Supporting New Ad Operations Initiatives** | | | |
| | Understand Industry Ecosystem and<br>Assist with Onboarding New<br>Assist with QA of New Ad Products<br>Document Bugs, Workarounds, and Enhancement<br>Provide Internal and External Operational Feedback<br>Contribute to Product or Feature Strategy<br>Contribute to Case Studies<br><br>Reporting on Success Metrics<br>Understand Industry Ecosystem and Terminology | <ul><li>Adoption process</li><li>Bug reporting and tracking systems</li><li>Business and client impacts</li><li>Business and marketing goals</li><li>Business ethics</li><li>Business KPIs</li><li>Business models</li><li>Business priorities</li><li>Business sensitivity</li><li>Certification statuses</li><li>Client's preferred vendor partnerships</li><li>Competitive landscape</li><li>Competitor offerings</li><li>Cost models</li><li>Current process</li><li>Current product</li></ul> | <ul><li>Ability to advocate for operations</li><li>Ability to anticipate problems and issues</li><li>Ability to communicate clearly</li><li>Ability to communicate in a timely manner</li><li>Ability to communicate technical information to non-technical individuals</li><li>Ability to manage up and/or down</li><li>Ability to multitask</li><li>Ability to work in a team</li><li>Accountability</li><li>Adaptable</li></ul> | <ul><li>Ad server</li><li>APIs</li><li>Beta test partner</li><li>Bug tracking tool (e.g., Jira)</li><li>Business development team</li><li>Business requirements document</li><li>Calendar</li><li>Collaboration tools</li><li>Email</li><li>Escalation teams</li><li>Forecasting systems</li></ul> |

| | | |
|---|---|---|
| | • Current sunset strategies<br>• Data structures<br>• Documentation needs<br>• Escalation processes<br>• Existing bugs and limitations<br>• Experiment process<br>• External client notification process<br>• Feature enhancement process<br>• Feedback loop<br>• Growth opportunities<br>• How to use the internal and external knowledge base<br>• Industry trends<br>• Integration statuses<br>• New product development process<br>• Operational deployment processes<br>• Operational impacts<br>• Operations surrounding product<br>• Organizational impacts<br>• Overall business strategies<br>• Overarching client goals<br>• Partner expectations<br>• Partnership status<br>• Post-mortem process<br>• Product backlogs<br>• Product capabilities<br>• Product delivery timelines<br>• Product dependencies<br>• Product offerings (e.g., what value is the product giving)<br>• Product or technology expected behaviors or functionalities<br>• Product roadmaps<br>• Product timelines<br>• Profit and loss goals and metrics | • Analytical<br>• Articulate<br>• Basic business acumen<br>• Client-service oriented<br>• Collaboration skills<br>• Consultative<br>• Creative thinking skills<br>• Critical thinking skills<br>• Data management skills<br>• Decision making skills<br>• detail-oriented<br>• Empathetic<br>• Ethical<br>• Flexible<br>• Goal-oriented<br>• Innovative<br>• Intuitive<br>• Leadership skills<br>• Mathematics skills<br>• Open-minded<br>• Organization skills<br>• Patient<br>• Positive attitude<br>• Prioritization skills<br>• Proactive<br>• Problem solving skills<br>• Project management skills<br>• Solutions-oriented<br>• Tech savvy<br>• Technical writing skills<br>• Time management skills<br>• Troubleshooting skills<br>• Visualization skills | • Historical resource and cost reports<br>• IT security<br>• Knowledge base platform (e.g., confluence)<br>• Legal team<br>• Marketing team<br>• Media team<br>• Monitoring systems<br>• Presentation software<br>• Product documentation or catalog<br>• Product roadmaps<br>• Product team<br>• Project management system<br>• Project plan<br>• QA tools<br>• Remote meeting tools<br>• Reporting dashboards<br>• RFP<br>• Sales team<br>• SDKs<br>• SLAs<br>• SMEs<br>• SOPs<br>• SOW<br>• Spreadsheet |

| | | | | |
|---|---|---|---|---|
| | | <ul><li>Project lifecycle</li><li>Project management processes</li><li>Project timelines</li><li>QA processes</li><li>Reporting metrics</li><li>Resource allocation</li><li>Risk analysis</li><li>Rollback process</li><li>Sales pipeline</li><li>Scalability</li><li>SLAs</li><li>SOPs</li><li>Stakeholders or key contributors</li><li>Success indicators</li><li>Supportability</li><li>Targeted audience for training</li><li>Technical capabilities</li><li>Technical integrations</li><li>Technical jargon</li><li>Technical stack</li><li>Testing processes</li><li>The platforms on which the technology will be served</li><li>The testing environment</li><li>The user experience</li><li>Third party tag functionality</li><li>Training needs</li><li>User best practices as they relate to operating new technology</li><li>Vendor expectations</li><li>Vendor ramp-up times</li><li>Vendor relationships</li><li>Vendor requirements</li></ul> | | <ul><li>software</li><li>SWOT analysis</li><li>Tech stack</li><li>Technical writer</li><li>Technology team</li><li>Test devices</li><li>Test environments</li><li>Vendor contacts</li><li>Vendor management team</li><li>Verification services (e.g., mediatrust, MOAT, IAS)</li><li>Web debugging tools (e.g., Charles, Fiddler, HTTP Watch, Tamperdata, Firebug, IE developer tool)</li></ul> |
| **D** | **Managing Incidents** | | | |
| | Perform Initial Diagnostics<br>Identify Incident Severity | <ul><li>Ad servers</li></ul> | <ul><li>Ability to communicate technical information to</li></ul> | <ul><li>Ad platform access</li></ul> |

| | | | |
|---|---|---|---|
| Communicate Expectations, Updates, and Resolutions to Internal and External Clients | • Business impact analysis<br>• Client tiers<br>• Communication channels<br>• Debugging tools<br>• Escalation processes<br>• Expected outcomes<br>• General inventory prioritization<br>• Impact assessment protocols<br>• Involved platforms and technologies<br>• SLAs<br>• SOPs<br>• Tags and the platforms in which they are serving<br>• Targeting capabilities (e.g., audience, inventory)<br>• Technical jargon<br>• Ticketing systems<br>• Tracking expectations<br>• Triage process<br>• Troubleshooting processes<br>• Web technologies (e.g., html, javascript, iframe) | non-technical individuals<br>• Ability to make quick assessments<br>• Ability to multitask<br>• Ability to perform root-cause analysis<br>• Ability to work under pressure<br>• Accurate<br>• Analytical<br>• Communication skills<br>• Creative thinking skills<br>• Critical thinking skills<br>• Detail-oriented<br>• Investigative skills<br>• Logical<br>• Objective<br>• Open-minded<br>• Problem solving skills<br>• Script- or code-literate<br>• Sense of urgency<br>• Solutions-oriented<br>• Tech savvy | • Ad server<br>• Auditing tools<br>• Diagnostics checklist<br>• Escalation teams<br>• Escalation template<br>• External notification system<br>• External support team<br>• Incident report<br>• Log files<br>• Media plan<br>• Points of contact<br>• Post-mortem template<br>• Proxy server<br>• Reporting UIs<br>• Screenshot tools<br>• Technology team<br>• Test devices<br>• Test environments<br>• Ticketing system (e.g., Jira)<br>• Web debugging tools (e.g., Charles, Fiddler, HTTP Watch, Tamperdata, Firebug, IE developer tool)<br>• Web monitoring tools |
| Advise on Business Impact and Incident Resolutions | | | |
| Create and Supply Post-Mortems | | | |