



GAIN A COMPETITIVE EDGE



UNDERSTANDING  
OF MEDIA ECOSYSTEM



# EXAM BLUEPRINT

DIGITAL ADVERTISING FOUNDATIONS

As you prepare for the DAFC 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.

An individual working in Digital Advertising works closely with advertisers and agencies throughout the life of an advertising campaign. From forecasting inventory to reviewing insertion orders, to trafficking and delivery, a professional working in digital advertising can take on many roles. This includes providing quality assurance, logging traffic, pulling campaign reports, entry of proposals, and reviewing the status of campaigns to optimize their performance, while assisting the Ad Sales, Ad Ops, Marketing, and Product teams in formulating media plans.

The following is a summary of specialized knowledge and content outline for the IAB Digital Advertising Foundations Certification examination. A successful and knowledgeable digital advertising professional should have a fundamental understanding of these six areas:

**Comprehend Digital Advertising Ecosystem.** Understanding the ecosystem of the digital advertising industry is integral to the success of a digital advertising professional. Before learning the required steps to launch a campaign, a digital ad professional must learn about traditional marketing models like the consumer journey, and how these models can be applied to digital advertising.

**Gather Pre-Campaign Information.** There are essential steps that must be taken before an advertising campaign can begin. In this phase, a campaign timeline is assembled, roles and responsibilities are determined, contacts are shared, and media and creative come together. Also, any third party vendors that need to be used will be determined in this phase. A digital ad professional can work on either the publisher or agency side.

**Executing the Campaign.** Ensuring a successful launch requires end to end operations management that starts well before a campaign goes live. In the planning stages, a digital ad professional helps to define campaign goals, identify execution strategy, and check inventory and availability against the desired targeting criteria.

**Monitoring the Live Campaign.** Digital media offers greater opportunity for engagement, interactivity, target ability, measurability, and on the fly optimization than traditional media. To ensure optimal performance, a digital ad professional performs ongoing quality assurance and optimization reviews for each live campaign throughout its lifecycle.

**Identifying Troubleshooting.** While it would be nice to think that everything will go smoothly during an ad campaign, it's unrealistic to think this way. There will be little bumps and tweaks that will need to be made by the digital advertising professional. Identifying what areas of the campaign will need to be fixed, and having the knowledge to fix them is half the battle.

**Campaign Reporting and Analysis.** To ensure the success of future campaigns, a digital advertising professional works to establish campaign metrics and contributes to pricing structure, products, and packaging of the company's advertising products. They provide product feedback to vendors and partners, generate logs, report bugs, identify and document workarounds, and submit enhancement requests.

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?
- 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](http://iab.com/adopscert) or email [certification@iab.com](mailto:certification@iab.com)

**EXAM BLUEPRINT**

<b>Content Areas</b>		<b>Weight</b>
<b>A</b>	<b>Comprehend Digital Advertising Ecosystem</b>	<b>27.5%</b>
1	Explain traditional marketing models	
2	Describe the media value chain	
3	Describe digital advertising formats	
4	Differentiate digital advertising platforms	
5	Define key digital advertising tools and technologies	
6	Calculate media mathematics	
7	Adhere to compliance standards/policies	
<b>B</b>	<b>Gather Pre-Campaign Information</b>	<b>20.0%</b>
1	Determine A Campaign Timeline	
2	Forecast Inventory	
3	Generate and IO (Agency Side)	
4	Validate IO Completeness	
5	Conduct Kick-Off Call	
6	Collect Potential Assets	
7	Align Creative Assets with Media Plan	
<b>C</b>	<b>Executing the Campaign</b>	<b>12.5%</b>
1	Create Traffic Sheet (Agency Side)	
2	Book Campaign in Ad Server (Publisher Side)	
3	Generate Tags (Agency or Vendor Side)	
4	QA Tags	
5	Implement Tags	
6	Confirm Campaign Launch	
<b>D</b>	<b>Monitoring the Live Campaign</b>	<b>13.8%</b>
1	Check Campaign Delivery and Pacing	
2	Optimize Within Contract Parameters	
3	Propose Optimization Changes	
4	Execute Campaign Modifications	
5	Perform Billing and Reconciliation Activities	
<b>E</b>	<b>Identifying Troubleshooting</b>	<b>15.0%</b>
1	Troubleshoot Creative	
2	Troubleshoot Tags	
3	Troubleshoot Delivery	
4	Troubleshoot Discrepancies	
5	Troubleshoot Fraudulent and/or Malicious Behavior	
6	Troubleshoot Targeting	
<b>F</b>	<b>Campaign Reporting and Analysis</b>	<b>11.3%</b>
1	Generate and Schedule Reports	
2	Provide Benchmarks for Success	
3	Conduct Post-Campaign Analysis	

Specialized Knowledge Required of those seeking the Digital Advertising Foundation Certification

Specialized Knowledge	
knowledge of ad calls	knowledge of ad server counting methodologies
knowledge of ad server reporting times	knowledge of ad servers
knowledge of aggregators	knowledge of agreed upon term and conditions
knowledge of analytics	knowledge of audience segmentation tools
knowledge of audio media formats	knowledge of buy-side advertising servers
knowledge of campaign contract	knowledge of campaign deliverables
knowledge of campaign goals	knowledge of campaign KPIs
knowledge of common causes of discrepancies	knowledge of common causes of fraudulent and/or malicious behavior
knowledge of common causes of pacing problems	knowledge of contract terms
knowledge of correct creative behavior	knowledge of creative Agencies
knowledge of creative settings	knowledge of creative team deliverables
knowledge of creative technologies (e.g., rich media)	knowledge of desktop/PC media platforms
knowledge of digital advertising terminology	knowledge of digital out of home
knowledge of direct and indirect ad sales	knowledge of discretionary reporting
knowledge of display media formats	knowledge of distributors
knowledge of escalation path	knowledge of existing inventory
knowledge of existing web page behavior	knowledge of expected site traffic patterns
knowledge of file types	knowledge of first and third party tracking
knowledge of first-party served versus third-party served	knowledge of handheld media platforms
knowledge of historical campaign success	knowledge of IAB specs
knowledge of IAB standard ad sizes	knowledge of IAB standards
knowledge of image properties	knowledge of individual site specs and rules
knowledge of industry accepted range of discrepancies	knowledge of industry bots and spiders
knowledge of industry terminology	knowledge of internal benchmarks
knowledge of internal business rules	knowledge of internal processes
knowledge of internal thresholds for fraudulent data	knowledge of internal toolsets
knowledge of inventory	knowledge of IO structure
knowledge of IO terms and conditions	knowledge of IP Connected TV media platforms
knowledge of macros	knowledge of major web browsers

## Specialized Knowledge

knowledge of make-good process	knowledge of marketers
knowledge of marketplace and exchange technologies	knowledge of pricing formulas (e.g., how to calculate CPM)
knowledge of media Agencies (buyers)	knowledge of media mathematics
knowledge of media planning tools	knowledge of non-regulatory
knowledge of operational compliance	knowledge of optimization levers
knowledge of optimization tactics	knowledge of organizational processes related to modifying campaigns
knowledge of organizational services	knowledge of Out of Home (OOH)
knowledge of overlay media formats	knowledge of pacing
knowledge of partners	knowledge of placement delivery setup
knowledge of placements	knowledge of measurement tools
knowledge of proposal management systems	knowledge of publisher contacts
knowledge of publishers (content creators)	knowledge of QA process
knowledge of regulatory	knowledge of report interface
knowledge of reporting	knowledge of reporting interface
knowledge of reporting tools	knowledge of research tools
knowledge of search media formats	knowledge of self-regulatory
knowledge of sell-side advertising servers	knowledge of site analytics
knowledge of site architecture	knowledge of site contacts
knowledge of site or vendor contacts	knowledge of site platforms
knowledge of site specs	knowledge of social media formats
knowledge of specs	knowledge of specs and site capabilities
knowledge of spreadsheet software	knowledge of strategy Agencies
knowledge of support systems	knowledge of syndicators
knowledge of T&C	knowledge of tablet media platforms
knowledge of tag delivery options (e.g., ways to rotate creative)	knowledge of tag types and capabilities
knowledge of targeting capabilities	knowledge of targeting criteria
knowledge of targeting parameters	knowledge of targeting setup
knowledge of the components of an IO	knowledge of the consumer decision journey
knowledge of the creative QA process	knowledge of the escalation path
knowledge of the factors that affect the forecast	knowledge of the IO
knowledge of the make-good process	knowledge of the media plan
knowledge of the metrics related to reporting	knowledge of traditional media platforms (e.g., print, TV, radio)
knowledge of types of ad units	knowledge of types of creative
knowledge of types of creatives and how they behave	knowledge of verification systems
knowledge of video media formats	knowledge of who is authorized to sign an IO

## Skills and Abilities Required of those Seeking the Digital Advertising Certification

Skills and Abilities	
ability to articulate	ability to create a pivot table
ability to interpret reports	adaptability
analytical skills	basic coding skills
basic computing skills	basic Flash skills
basic HTML skills	basic JavaScript skills
basic math skills	basic reporting skills
client services skills	communication skills
coordination skills	critical thinking skills
detail oriented	file transfer skills
Flash coding skills	flexibility
HTML coding skills	HTML skills
investigative skills	JavaScript coding skills
JavaScript skills	listening skills
math skills	organizational skills
patience	presentation skills
problem solving skills	research skills
resourcefulness	screen capturing skills
spreadsheet software skills	storytelling skills
synthesis skills	tact
web proxy skills	word processing skills

## Tools, Equipment, and Resources Used by those Seeking the Digital Advertising Certification

Tools, Equipment, and Other Resources	
ad server	benchmark tools
billing system	calculator
calendar tools	communication tools (email, phone)
computer software	confirmation checklist
contact information for campaign stakeholders	creative checklist
CRM	debugging software
debugging tools	email
file sharing software	file transfer software
file transfer tools	Flash decompiler
forecast tool	forecasting tools
fraud prevention tools (e.g., white ops, double verify)	IAB Standards
inventory reservation tool	IO
IO checklist	kick-off documents
media information tools	media plan
media planning tools	non-regulatory standards
Photoshop	presentation software (i.e., PowerPoint)
rate card	regulatory standards
reporting interface	reporting tools
screen capture software	screen capture tools
screen share software	screen sharing
site contacts	site or vendor contacts
site platforms	specs
spreadsheet software	spreadsheet software (i.e., excel)
support system	T&C
tags or creative	test page
trafficking worksheet	

## Ad Types, Tag Types, and Platforms Used by those Seeking the Digital Advertising Certification

Ad Types
Auto-expanding
Expandable
Flash
HTML
MRAID
Polite
Rich Media
Static
VAST
VPAID

Tag Types
Click Tracker
iFrame
Internal Redirect
JavaScript
Pre-fetch
Standard Tags

Platforms
Audio
Data
Display
Email
Mobile
Search
Social
Video



Detailed Content Outline

Duties, Tasks, and Steps			Knowledge	Skills, Abilities, and Attributes	Tools, Equipment, and Resources	
A	<b>Comprehending the Digital Advertising Ecosystem</b>					
	1	Explain traditional marketing models				
		a	Learn the traditional consumer buying funnel	<ul style="list-style-type: none"> <li>• knowledge of the consumer decision journey</li> <li>• knowledge of digital advertising terminology</li> </ul>	<ul style="list-style-type: none"> <li>• ability to articulate</li> <li>• synthesis skills</li> </ul>	
		b	Learn the consumer decision journey			
		c	Incorporate traditional marketing models in digital advertising strategies			
		d	Identify the difference between paid, owned, earned, and shared media			
	2	Describe the media value chain				
		a	Define the role and value of each part of the media value chain	<ul style="list-style-type: none"> <li>• knowledge of marketers</li> <li>• knowledge of media Agencies (buyers)</li> <li>• knowledge of creative Agencies</li> <li>• knowledge of strategy Agencies</li> <li>• knowledge of publishers (content creators)</li> <li>• knowledge of distributors</li> <li>• knowledge of syndicators</li> <li>• knowledge of aggregators</li> <li>• knowledge of direct and indirect ad sales</li> </ul>		
		b	Delineate relationships of different agency functions (e.g., media creative strategy)			
		c	Demonstrate how the different elements of the value chain work together			
3	Describe digital advertising formats					
	a	Research advertising guidelines	<ul style="list-style-type: none"> <li>• knowledge of search media formats</li> </ul>			
	b	Differentiate media formats				

Detailed Content Outline

Duties, Tasks, and Steps				Knowledge	Skills, Abilities, and Attributes	Tools, Equipment, and Resources
		c	Evaluate best uses of each digital media format	<ul style="list-style-type: none"> <li>• knowledge of display media formats</li> <li>• knowledge of video media formats</li> <li>• knowledge of social media formats</li> <li>• knowledge of audio media formats</li> <li>• knowledge of overlay media formats</li> </ul>		
		d	Explain measurability of digital advertising on various media formats			
	4		Differentiate digital advertising platforms			
		a	Convey how consumer uses media platforms	<ul style="list-style-type: none"> <li>• knowledge of handheld media platforms</li> <li>• knowledge of traditional media platforms (e.g., print, TV, radio)</li> <li>• knowledge of tablet media platforms</li> <li>• knowledge of desktop/PC media platforms</li> <li>• knowledge of IP Connected TV media platforms</li> <li>• knowledge of Out of Home (OOH)</li> <li>• knowledge of digital out of home</li> </ul>		
		b	Describe relationship between ad platforms and ad formats			
		c	Explain how to measure advertising on various media platforms			
		d	Articulate the value proposition of each advertising platform			
	5		Define key digital advertising tools and technologies			
		a	Describe digital advertising tools and technologies for booking	<ul style="list-style-type: none"> <li>• knowledge of buy-side advertising servers</li> <li>• knowledge of sell-side advertising servers</li> </ul>	<ul style="list-style-type: none"> <li>• analytical skills</li> <li>• research skills</li> <li>• synthesis skills</li> </ul>	
		b	Describe digital advertising tools and technologies for trafficking			

Detailed Content Outline

Duties, Tasks, and Steps			Knowledge	Skills, Abilities, and Attributes	Tools, Equipment, and Resources
	c	Describe digital advertising tools and technologies for implementing	<ul style="list-style-type: none"> <li>• knowledge of verification systems</li> <li>• knowledge of creative technologies (e.g., rich media)</li> <li>• knowledge of audience segmentation tools</li> <li>• knowledge of research tools</li> <li>• knowledge of measurement tools</li> <li>• knowledge of site analytics</li> <li>• knowledge of proposal management systems</li> <li>• knowledge of marketplace and exchange technologies</li> </ul>		
	d	Illustrate the digital media ad serving process as it goes from buy-side to sell-side.			
6		Calculate media mathematics			
	a	Calculate pricing math	<ul style="list-style-type: none"> <li>• knowledge of media mathematics</li> <li>• knowledge of spreadsheet software</li> </ul>	<ul style="list-style-type: none"> <li>• math skills</li> <li>• detail oriented</li> </ul>	<ul style="list-style-type: none"> <li>• computer software</li> <li>• calculator</li> </ul>
	b	Calculate performance math			
7		Adhere to compliance standards/policies			
	a	Recognize digital media advertising privacy standards/policies	<ul style="list-style-type: none"> <li>• knowledge of regulatory</li> <li>• knowledge of non-regulatory</li> <li>• knowledge of self-regulatory</li> <li>• knowledge of operational compliance</li> <li>• knowledge of IAB standards</li> </ul>	<ul style="list-style-type: none"> <li>• synthesis skills</li> </ul>	<ul style="list-style-type: none"> <li>• IAB Standards</li> <li>• regulatory standards</li> <li>• non-regulatory standards</li> </ul>
	b	Recognize digital media advertising regulatory compliance standards/policies (e.g., Pharma, alcohol, children)			
	c	Recognize digital media advertising nonregulatory compliance standards/policies (e.g., IAB)			
<b>B</b>		<b>Gather Pre-Campaign Information</b>			

## Detailed Content Outline

Duties, Tasks, and Steps			Knowledge	Skills, Abilities, and Attributes	Tools, Equipment, and Resources
1		Determine Campaign Timeline			
	a	Compare start date to standardized production timeline	<ul style="list-style-type: none"> <li>• knowledge of campaign deliverables</li> <li>• knowledge of creative team deliverables</li> </ul>	<ul style="list-style-type: none"> <li>• detail oriented</li> <li>• communication skills</li> <li>• organizational skills</li> </ul>	<ul style="list-style-type: none"> <li>• contact information for campaign stakeholders</li> <li>• CRM</li> <li>• email</li> </ul>
	b	Ensure creative is available per designated due dates			
	c	Ensure agency has provided publisher with reporting access			
	d	Designate roles and responsibilities			
	e	Identify additional vendors that will be utilized			
2		Forecast Inventory			
	a	Pull availability reports	<ul style="list-style-type: none"> <li>• knowledge of internal business rules</li> <li>• knowledge of internal toolsets</li> <li>• knowledge of internal processes</li> <li>• knowledge of targeting criteria</li> <li>• knowledge of the factors that affect the forecast</li> <li>• knowledge of site architecture</li> <li>• knowledge of organizational services</li> </ul>	<ul style="list-style-type: none"> <li>• critical thinking skills</li> <li>• basic math skills</li> <li>• detail oriented</li> </ul>	<ul style="list-style-type: none"> <li>• ad server</li> <li>• inventory reservation tool</li> <li>• forecast tool</li> <li>• spreadsheet software (i.e., excel)</li> </ul>
	b	Compare available impressions to requested proposal			
	c	Provide alternative solutions			
3		Generate an IO (Agency Side)			
	a	Input media plan information into a system or spreadsheet	<ul style="list-style-type: none"> <li>• knowledge of the media plan</li> <li>• knowledge of support systems</li> <li>• knowledge of publisher contacts</li> <li>• knowledge of agreed upon term and conditions</li> </ul>	<ul style="list-style-type: none"> <li>• basic math skills</li> <li>• communication skills</li> <li>• organizational skills</li> </ul>	<ul style="list-style-type: none"> <li>• support system</li> <li>• spreadsheet software</li> <li>• IO checklist</li> <li>• T&amp;C</li> </ul>
	b	Pull the IO from the system			
	c	Create a copy of the IO			
	d	Obtain approval to send IO from authorized party			

## Detailed Content Outline

Duties, Tasks, and Steps		Knowledge	Skills, Abilities, and Attributes	Tools, Equipment, and Resources
	e	Send IO to publisher or vendor		
	f	Receive signed copy of IO		
	g	Create IO checklist		
4		Validate IO Completeness		
	a	Check for start and end date	<ul style="list-style-type: none"> <li>• spreadsheet software skills</li> <li>• basic math skills</li> <li>• detail oriented</li> <li>• organizational skills</li> </ul>	<ul style="list-style-type: none"> <li>• IO checklist</li> <li>• rate card</li> <li>• IO</li> </ul>
	b	Check for campaign placements and/or creative formats		
	c	Check for delivery goals		
	d	Check pricing		
	e	Check campaign targeting		
	f	Verify billing contacts		
	g	Compare third-party IO with internal IO (publisher side)		
5		Conduct Kick-Off Call		
	a	Coordinate kick-off call	<ul style="list-style-type: none"> <li>• knowledge of types of ad units</li> <li>• knowledge of industry terminology</li> <li>• knowledge of specs and site capabilities</li> <li>• coordination skills</li> <li>• detail oriented</li> <li>• word processing skills</li> <li>• listening skills</li> <li>• communication skills</li> </ul>	<ul style="list-style-type: none"> <li>• calendar tools</li> <li>• email</li> <li>• screen sharing</li> <li>• kick-off documents</li> </ul>
	b	Determine kick-off call attendees		
	c	Create an agenda for the call		
	d	Send out spec information prior to the call		
	e	Discuss ad formats		
	f	Discuss timelines and launch dates		
	g	Discuss campaign goals and metrics		
	h	Discuss site tagging		
	i	Discuss site capabilities and limitations		
	j	Schedule mid-campaign check-in call		
	k	Set reporting delivery expectations		
	l	Take notes on kick-off call		

Detailed Content Outline

Duties, Tasks, and Steps			Knowledge	Skills, Abilities, and Attributes	Tools, Equipment, and Resources
	m	Document expectations (recap kick-off call)			
	n	Recommend best practices			
6		Collect Potential Assets			
	a	Obtain assets from creative agency or advertiser	<ul style="list-style-type: none"> <li>• knowledge of image properties</li> <li>• knowledge of the creative QA process</li> <li>• knowledge of IAB specs</li> <li>• knowledge of ad servers</li> <li>• knowledge of tag types and capabilities</li> <li>• knowledge of site platforms</li> <li>• knowledge of individual site specs and rules</li> <li>• knowledge of media planning tools</li> </ul>	<ul style="list-style-type: none"> <li>• basic HTML skills</li> <li>• basic JavaScript skills</li> <li>• basic Flash skills</li> <li>• web proxy skills</li> <li>• detail oriented</li> <li>• critical thinking skills</li> <li>• client services skills</li> <li>• communication skills</li> </ul>	<ul style="list-style-type: none"> <li>• debugging tools</li> <li>• Flash decompiler</li> <li>• file transfer tools</li> <li>• creative checklist</li> <li>• Photoshop</li> <li>• media information tools</li> <li>• site platforms</li> <li>• screen capture tools</li> </ul>
	b	QA assets			
	c	Communicate revisions to stakeholders			
	d	Upload creative to ad server			
	e	Send creative assets to publisher or vendor			
	f	Send tags to publisher			
	g	Publisher or Vendor creates custom units			
	h	Add additional tracking pixels			
	i	Archive all versions of assets			
7		Align Creative Assets with Media Plan			
	a	Verify media plan format	<ul style="list-style-type: none"> <li>• knowledge of first-party served versus third-party served</li> <li>• knowledge of media planning tools</li> </ul>	<ul style="list-style-type: none"> <li>• detail oriented</li> <li>• flexibility</li> <li>• adaptability</li> </ul>	<ul style="list-style-type: none"> <li>• media plan</li> <li>• media planning tools</li> </ul>
	b	QA media plans placement sizing			
	c	QA additional metrics (e.g., audience, spend)			
	d	Provide updates to media planning			
<b>C</b>		<b>Executing the Campaign</b>			
1		Create Traffic Sheet (Agency Side)			

## Detailed Content Outline

Duties, Tasks, and Steps			Knowledge	Skills, Abilities, and Attributes	Tools, Equipment, and Resources
	a	Determine creatives	<ul style="list-style-type: none"> <li>• knowledge of the media plan</li> <li>• knowledge of industry terminology</li> <li>• knowledge of IAB standard ad sizes</li> <li>• knowledge of tag delivery options (e.g., ways to rotate creative)</li> <li>• knowledge of site or vendor contacts</li> </ul>	<ul style="list-style-type: none"> <li>• critical thinking skills</li> <li>• detail oriented</li> <li>• basic math skills</li> <li>• organizational skills</li> <li>• communication skills</li> </ul>	<ul style="list-style-type: none"> <li>• spreadsheet software</li> <li>• site or vendor contacts</li> <li>• media plan</li> </ul>
	b	Determine placements			
	c	Append additional tracking parameters			
	d	Confirm click-through URL works			
	e	Review creative rotation strategy			
	f	Determine creative and placement dates			
	g	Send traffic sheet to ad ops team			
2		Book Campaign in Ad Server (Publisher Side)			
	a	Create campaign structure	<ul style="list-style-type: none"> <li>• knowledge of ad servers</li> <li>• knowledge of IO structure</li> <li>• knowledge of inventory</li> <li>• knowledge of targeting capabilities</li> </ul>	<ul style="list-style-type: none"> <li>• detail oriented</li> </ul>	<ul style="list-style-type: none"> <li>• IO</li> <li>• ad server</li> </ul>
	b	Replicate IO structure in ad server			
	c	Build targeting			
	d	Create line items			
	e	Book line items			
	f	Input campaign goals			
	g	Input pricing or rate information			
	h	Input start and end dates			
3		Generate Tags (Agency or Vendor Side)			
	a	Receive trafficking worksheet	<ul style="list-style-type: none"> <li>• knowledge of ad servers</li> <li>• knowledge of tag types and capabilities</li> <li>• knowledge of file types</li> <li>• knowledge of ad calls</li> <li>• knowledge of specs</li> </ul>	<ul style="list-style-type: none"> <li>• web proxy skills</li> <li>• file transfer skills</li> <li>• communication skills</li> <li>• organizational skills</li> </ul>	<ul style="list-style-type: none"> <li>• debugging tools</li> <li>• site contacts</li> <li>• trafficking worksheet</li> <li>• file transfer software</li> <li>• email</li> <li>• ad server</li> </ul>
	b	Review trafficking worksheet to ensure all information is accurate			
	c	Upload creative assets			
	d	Implement ad serving strategy			
	e	Assign creative to placements			

Detailed Content Outline

Duties, Tasks, and Steps		Knowledge	Skills, Abilities, and Attributes	Tools, Equipment, and Resources
	f	Upload vendor or publisher pixels	<ul style="list-style-type: none"> <li>knowledge of site contacts</li> </ul>	<ul style="list-style-type: none"> <li>spreadsheet software</li> </ul>
	g	Append additional tracking parameters		
	h	QA tags prior to sending out		
	i	Send tags and assets to publishers or vendors		
	j	Confirm delivery of tags		
4	QA Tags			
	a	View tags locally to verify click through	<ul style="list-style-type: none"> <li>knowledge of ad servers</li> <li>knowledge of existing web page behavior</li> <li>knowledge of specs</li> <li>knowledge of site architecture</li> </ul>	<ul style="list-style-type: none"> <li>HTML coding skills</li> <li>Flash coding skills</li> <li>JavaScript coding skills</li> <li>web proxy skills</li> <li>screen capturing skills</li> <li>basic reporting skills</li> </ul>
	b	View tags locally to verify proper display		
	c	Verify ad server is tracking impressions and clicks		
	d	Verify third party pixels are firing properly		
	e	Traffic to a test page (from publisher side)		
	f	Verify proper display of ad on test page		
	g	Verify ad is behaving as expected		
	h	Verify proper page display once ad is loaded		
	i	Verify ad behaves the same in all web browsers and devices		
	j	Verify ad operates within site specs		
5	Implement Tags (Publisher Side)			
	a	Confirm receipt of tags	<ul style="list-style-type: none"> <li>knowledge of ad servers</li> </ul>	<ul style="list-style-type: none"> <li>ad server</li> </ul>



## Detailed Content Outline

Duties, Tasks, and Steps			Knowledge	Skills, Abilities, and Attributes	Tools, Equipment, and Resources
	b	Upload tags into ad server	<ul style="list-style-type: none"> <li>• knowledge of tag types and capabilities</li> <li>• knowledge of targeting setup</li> <li>• knowledge of macros</li> </ul>	<ul style="list-style-type: none"> <li>• basic computing skills</li> <li>• detail oriented</li> <li>• web proxy skills</li> <li>• basic coding skills</li> <li>• flexibility</li> </ul>	<ul style="list-style-type: none"> <li>• tags or creative</li> <li>• debugging software</li> </ul>
	c	Insert macros (e.g., cachebusting, click tracking)			
	d	Implement additional tracking (e.g., surveys, ad verification)			
	e	Preview creative			
	f	Setup targeting (e.g., rotation, weighting)			
	g	Assign tag creative to line items			
	h	Confirm setup for launch			
6		<b>Confirm Campaign Launch</b>			
	a	Produce screenshots	<ul style="list-style-type: none"> <li>• knowledge of placements</li> <li>• knowledge of reporting tools</li> <li>• knowledge of partners</li> <li>• knowledge of major web browsers</li> <li>• knowledge of the media plan</li> </ul>	<ul style="list-style-type: none"> <li>• ability to create a pivot table</li> <li>• ability to interpret reports</li> <li>• communication skills</li> </ul>	<ul style="list-style-type: none"> <li>• confirmation checklist</li> <li>• spreadsheet software</li> <li>• email</li> </ul>
	b	Review initial delivery of campaign			
	c	Check campaign status in ad server			
	d	View high impact ads live on page			
	e	Check campaign within varying web browsers and devices			
	f	Pull report from ad server (agency side)			
	g	Confirm with all partners that campaign is live (agency side)			
	h	Complete confirmation checklist			
	i	Notify stakeholders of campaign launch			
<b>D</b>		<b>Monitoring the Live Campaign</b>			
1		Check Campaign Delivery and Pacing			

## Detailed Content Outline

Duties, Tasks, and Steps			Knowledge	Skills, Abilities, and Attributes	Tools, Equipment, and Resources
	a	Review summary data from dashboard	<ul style="list-style-type: none"> <li>• knowledge of ad servers</li> <li>• knowledge of analytics</li> <li>• knowledge of expected site traffic patterns</li> <li>• knowledge of common causes of pacing problems</li> </ul>	<ul style="list-style-type: none"> <li>• basic math skills</li> <li>• critical thinking skills</li> <li>• detail oriented</li> <li>• problem solving skills</li> <li>• communication skills</li> <li>• tact</li> </ul>	<ul style="list-style-type: none"> <li>• ad server</li> <li>• spreadsheet software</li> </ul>
	b	Review pacing for over or under delivery			
	c	Pull detailed campaign report (e.g., creative by day, hourly by day, domain)			
	d	Determine reason for over or under pacing			
	e	Create discrepancy report			
	f	Analyze report findings			
	g	Correct for over or under delivery			
	h	Send delivery and pacing findings to stakeholders			
2		Optimize Within Contract Parameters			
	a	Identify optimization levers	<ul style="list-style-type: none"> <li>• knowledge of campaign goals</li> <li>• knowledge of campaign KPIs</li> <li>• knowledge of campaign contract</li> <li>• knowledge of placement delivery setup</li> </ul>	<ul style="list-style-type: none"> <li>• detail oriented</li> <li>• critical thinking skills</li> <li>• problem solving skills</li> <li>• basic math skills</li> </ul>	<ul style="list-style-type: none"> <li>• fraud prevention tools (e.g., white ops, double verify)</li> </ul>
	b	Collaborate with sales team and key stakeholders			
	c	Adjust frequency caps			
	d	Adjust targeting			
	e	Remove poorly performing sites (i.e., black list)			
	f	Adjust priority level of campaign			
	g	Shift impressions to better performing inventory (within a package)			

## Detailed Content Outline

Duties, Tasks, and Steps			Knowledge	Skills, Abilities, and Attributes	Tools, Equipment, and Resources
3		Propose Optimization Changes			
	a	Turn off under performing campaign elements	<ul style="list-style-type: none"> <li>• knowledge of ad servers</li> <li>• knowledge of the media plan</li> <li>• knowledge of historical campaign success</li> </ul>	<ul style="list-style-type: none"> <li>• detail oriented</li> <li>• critical thinking skills</li> <li>• basic math skills</li> <li>• problem solving skills</li> <li>• communication skills</li> <li>• tact</li> </ul>	<ul style="list-style-type: none"> <li>• spreadsheet software</li> <li>• ad server</li> <li>• email</li> <li>• forecasting tools</li> </ul>
	b	Reallocate budget to better performing inventory			
	c	Recommend new sites (i.e., white list)			
	d	Recommend targeting changes			
	e	Recommend flight date changes (i.e., extend flight date)			
	f	Seek approval for changes to campaign			
4		Execute Campaign Modifications			
	a	Execute client requested modifications	<ul style="list-style-type: none"> <li>• knowledge of organizational processes related to modifying campaigns</li> <li>• knowledge of ad servers</li> <li>• knowledge of optimization levers</li> </ul>	<ul style="list-style-type: none"> <li>• detail oriented</li> <li>• problem solving skills</li> <li>• critical thinking skills</li> <li>• basic math skills</li> </ul>	<ul style="list-style-type: none"> <li>• ad server</li> <li>• spreadsheet software</li> <li>• communication tools (email, phone)</li> </ul>
	b	Execute internally recommended modifications			
	c	Confirm changes with key stakeholders			
5		Perform Billing and Reconciliation Activities			
	a	Pull delivery reports	<ul style="list-style-type: none"> <li>• knowledge of contract terms</li> <li>• knowledge of the IO</li> <li>• knowledge of ad servers</li> <li>• knowledge of pricing formulas</li> <li>• knowledge of make-good process</li> </ul>	<ul style="list-style-type: none"> <li>• basic math skills</li> <li>• detail oriented</li> <li>• investigative skills</li> <li>• analytical skills</li> </ul>	<ul style="list-style-type: none"> <li>• ad server</li> <li>• reporting tools</li> <li>• spreadsheet software</li> <li>• billing system</li> </ul>
	b	Compare delivery against invoice			
	c	Compare first party with third party data (i.e., discrepancy report)			
	d	Confirm rates are correct			

Detailed Content Outline

Duties, Tasks, and Steps			Knowledge	Skills, Abilities, and Attributes	Tools, Equipment, and Resources
	e	Investigate discrepancies		<ul style="list-style-type: none"> <li>communication skills</li> <li>tact</li> </ul>	
	f	Communicate with accounting			
	g	Confirm invoice matches contracted amount or actualized amount			
	h	Determine potential need and scale of make-goods			
<b>E</b>		<b>Identifying Troubleshooting</b>			
	1	Troubleshoot Creative			
	a	Repeat QA process	<ul style="list-style-type: none"> <li>knowledge correct creative behavior</li> <li>knowledge of types of creative</li> <li>knowledge of escalation path</li> <li>knowledge of creative settings</li> <li>knowledge of QA process</li> <li>knowledge of site specs</li> <li>knowledge of ad servers</li> </ul>	<ul style="list-style-type: none"> <li>resourcefulness</li> <li>critical thinking skills</li> </ul>	<ul style="list-style-type: none"> <li>ad server</li> <li>test page</li> </ul>
	b	Resolve creative issues			
	c	Escalate findings to management			
	2	Troubleshoot Tags			
	a	Repeat QA process	<ul style="list-style-type: none"> <li>knowledge of escalation path</li> <li>knowledge of QA process</li> <li>knowledge of tag types and capabilities</li> <li>knowledge of ad servers</li> </ul>	<ul style="list-style-type: none"> <li>web proxy skills</li> <li>HTML skills</li> <li>JavaScript skills</li> <li>organizational skills</li> </ul>	<ul style="list-style-type: none"> <li>debugging tools</li> <li>test page</li> <li>ad server</li> <li>spreadsheet software</li> </ul>
	b	Resolve tag issues			
	c	Escalate findings to management			
	3	Troubleshoot Delivery			
	a	Repeat QA process	<ul style="list-style-type: none"> <li>knowledge of escalation path</li> <li>knowledge of QA process</li> <li>knowledge of ad servers</li> <li>knowledge of the media plan</li> <li>knowledge of pacing</li> </ul>	<ul style="list-style-type: none"> <li>basic math skills</li> <li>critical thinking skills</li> </ul>	<ul style="list-style-type: none"> <li>ad server</li> <li>spreadsheet software</li> <li>reporting tools</li> </ul>
	b	Resolve delivery issues			
	c	Escalate findings to management			

Detailed Content Outline

Duties, Tasks, and Steps				Knowledge	Skills, Abilities, and Attributes	Tools, Equipment, and Resources
				<ul style="list-style-type: none"> <li>• knowledge of reporting</li> <li>• knowledge of existing inventory</li> </ul>		
4		Troubleshoot Discrepancies				
	a	Determine directionality of discrepancy		<ul style="list-style-type: none"> <li>• knowledge of common causes of discrepancies</li> <li>• knowledge of first and third party tracking</li> <li>• knowledge of ad server counting methodologies</li> <li>• knowledge of ad server reporting times</li> <li>• knowledge of types of creatives and how they behave</li> <li>• knowledge of industry bots and spiders</li> <li>• knowledge of industry accepted range of discrepancies</li> </ul>	<ul style="list-style-type: none"> <li>• patience</li> <li>• critical thinking skills</li> <li>• problem solving skills</li> <li>• resourcefulness</li> <li>• detail oriented</li> <li>• basic math skills</li> <li>• web proxy skills</li> </ul>	<ul style="list-style-type: none"> <li>• spreadsheet software</li> <li>• debugging tools</li> <li>• reporting interface</li> </ul>
	b	Determine origin and breadth of discrepancy				
	c	Resolve discrepancy				
	d	Escalate findings to support teams				
5		Troubleshoot Fraudulent and/or Malicious Behavior				
	a	Review third party reporting		<ul style="list-style-type: none"> <li>• knowledge of analytics</li> <li>• knowledge of common causes of fraudulent and/or malicious behavior</li> <li>• knowledge of the make-good process</li> <li>• knowledge of the media plan</li> <li>• knowledge of internal thresholds for fraudulent data</li> </ul>	<ul style="list-style-type: none"> <li>• basic math skills</li> <li>• critical thinking skills</li> </ul>	<ul style="list-style-type: none"> <li>• reporting tools</li> <li>• ad server</li> </ul>
	b	Determine what constitutes fraudulent and/or malicious behavior				
	c	Recommend publisher adjustments				
	d	Request make-goods				
	e	Update black list per fraudulent behavior				

## Detailed Content Outline

Duties, Tasks, and Steps				Knowledge	Skills, Abilities, and Attributes	Tools, Equipment, and Resources
				<ul style="list-style-type: none"> <li>knowledge of IO terms and conditions</li> </ul>		
	6		Troubleshoot Targeting			
		a	Repeat QA process	<ul style="list-style-type: none"> <li>knowledge of ad servers</li> <li>knowledge of targeting parameters</li> <li>knowledge of the escalation path</li> </ul>	<ul style="list-style-type: none"> <li>critical thinking skills</li> </ul>	<ul style="list-style-type: none"> <li>ad server</li> <li>spreadsheet software</li> </ul>
		b	Resolve delivery issues			
		c	Escalate findings to management			
<b>F</b>			<b>Campaign Reporting and Analysis</b>			
	1		Generate and Schedule Reports			
		a	Determine type of report to pull (e.g., summary, daily, creative)	<ul style="list-style-type: none"> <li>knowledge of the metrics related to reporting</li> <li>knowledge of ad servers</li> <li>knowledge of report interface</li> <li>knowledge of discretionary reporting</li> </ul>	<ul style="list-style-type: none"> <li>detail oriented</li> <li>communication skills</li> </ul>	<ul style="list-style-type: none"> <li>ad server</li> <li>spreadsheet software</li> <li>reporting tools</li> <li>file sharing software</li> <li>email</li> </ul>
		b	Determine reporting components			
		c	Determine frequency of report pulls			
		d	Determine report recipients			
		e	Determine report format			
		f	Schedule delivery of reports			
		g	Provide reporting to key stakeholders			
	2		Provide Benchmarks for Success			
		a	Analyze available data	<ul style="list-style-type: none"> <li>knowledge of internal benchmarks</li> <li>knowledge of campaign goals</li> <li>knowledge of ad servers</li> <li>knowledge of <sup>optimization</sup> tactics</li> </ul>	<ul style="list-style-type: none"> <li>basic math skills</li> <li>analytical skills</li> <li>communication skills</li> </ul>	<ul style="list-style-type: none"> <li>ad server</li> <li>spreadsheet software</li> <li>benchmark tools</li> </ul>
		b	Compare available data to agreed upon benchmarks			
		c	Compare available data to historical site benchmarks			
		d	Determine recommendation based on findings			
		e	Offer recommendations			

Detailed Content Outline

Duties, Tasks, and Steps			Knowledge	Skills, Abilities, and Attributes	Tools, Equipment, and Resources	
		f	Make adjustments to campaign based on accepted recommendations			
	3		Conduct Post-Campaign Analysis			
		a	Review reporting data	<ul style="list-style-type: none"> <li>• knowledge of campaign goals</li> <li>• knowledge of ad servers</li> <li>• knowledge of analytics</li> <li>• knowledge of reporting interface</li> </ul>	<ul style="list-style-type: none"> <li>• organizational skills</li> <li>• storytelling skills</li> <li>• communication skills</li> <li>• presentation skills</li> </ul>	<ul style="list-style-type: none"> <li>• presentation software (i.e., PowerPoint)</li> <li>• ad server</li> <li>• screen capture software</li> <li>• file transfer tools</li> <li>• reporting tools</li> <li>• screen share software</li> </ul>
		b	Assemble a list of campaign changes			
		c	Document results of changes to campaign			
		d	Pull campaign assets together			
		e	Take screenshots of campaign creative concepts			
		f	Highlight success metrics			
		g	Provide demo links to live creative			
		h	Document future recommendations			
		i	Compile reports from campaign publishers and vendors (agency side)			



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