JOB/TASK ANALYSIS (JTA)
FOR

INTERACTIVE ADVERTISING BUREAU (IAB)

DIGITAL MEDIA SALESPERSONS

Prepared by:

Professional Testing Inc.
7680 Universal Blvd., Suite 300
Orlando, Florida 32819

Dr. Reed Castle, Facilitator
Angelique Bowman, Recorder

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Digital Media Salesperson
Job Description

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, client's marketing objectives, and providing impactful solutions.

The following is a proposed content outline resulting from this Job/Task Analysis.

Digital Media Salesperson
Comprehend Digital Advertising Ecosystem
Selling Digital Media
Managing Digital Advertising Campaigns
Analyze Campaign Performance

Proposed Exam Blueprint for Digital Media Salespersons

Duties and Tasks			Percent
A		**Comprehend Digital Advertising Ecosystem**	**36.00%**
	1	Explain traditional marketing models	4.33%
	2	Describe the media value chain	4.09%
	3	Describe digital advertising formats	6.01%
	4	Differentiate digital advertising platforms	5.29%
	5	Define key digital advertising tools and technologies	4.81%
	6	Calculate media mathematics	6.01%
	7	Adhere to compliance standards/policies	2.88%
B		**Selling Digital Media**	**36.00%**
	1	Identify standard available digital media Ad types	5.29%
	2	Prospect for new clients	6.25%
	3	Conduct needs assessment	6.01%
	4	Align digital advertising product with client objectives	6.01%
	5	Generate proposal	5.77%
	6	Negotiate digital media Insertion Order (IO)	6.49%
C		**Managing Digital Advertising Campaigns**	**10.00%**
	1	Launch digital advertising campaign	5.05%
	2	Monitor digital advertising campaign	4.33%
	3	Upsell digital advertiser	6.01%
D		**Analyze Campaign Performance**	**18.00%**
	1	Analyze digital advertising campaign data	4.57%
	2	Review opportunities to renew or upsell digital advertising campaign	5.29%
	3	Present digital advertising campaign results and new opportunities	5.53%
Total			**100%**

*Note: The percentages of the duty areas were revised by the DACUM Panel during the meeting and as such, the sum of the tasks under each duty may not be equal to the total task weighting.

Specialized Knowledge Required of Digital Media Salespersons

Specialized Knowledge	
Account Management	Media mathematics
Ad Operations	Mobile/Apps standards
Aggregators	Needs assessment
Approved third party tools and technologies	News alerts
Assets	Non-regulatory
Audience segmentation tools	OPA Ad units
Audio Ad units	Operational compliance
Audio media formats	Optimization options
Buy-side advertising servers	Out of Home (OOH)
Campaign success metrics	Overlay Ad units
Client motivations	Overlay media formats
Client relationship history	Performance-based pricing
Client's existing vendor relationships	Pixels
Company financials	Pre-emptible/Non-reserved pricing
Competitive reporting	Presentation software
Consumer buying funnel	Proposal management systems
Consumer decision journey	Prospecting tools
Cost Per Acquisition (CPA)	Publishers (content creators)
Cost Per Click (CPC)	Real-time bidding
Cost Per thousand (CPM)	Regulatory
Creative Agencies	Research reports
Creative technologies (e.g., rich media)	Research tools
Desktop/PC media platforms	Revenue operations
Digital advertising offerings	Rich media ad units
Digital advertising pricing	Rising star units
Digital advertising products	Search ad units
Digital advertising terminology	Search engines
Digital landscape	Search media formats
Digital media inventory and availability (Ad Avails)	Self-regulatory
Digital media platforms	Sell-side advertising servers
Digital media pricing (Rate Card)	Site analytics
Digital media tools and technologies	Site metrics
Digital Out of Home	Social ad units
Direct and indirect ad sales	Social media formats
Display ad units	Spreadsheet software
Display media formats	Strategy agencies
Distributors	Success metrics
Flat rate pricing	Syndicators
Gross Rating Point (GRP)	Tablet media platforms
Guaranteed/Reserved pricing	Tags
Handheld media platforms	Targeting

Specialized Knowledge Required of Digital Media Salespersons (continued)

Specialized Knowledge	
IAB standard ad unit types	Third party proposal systems
IAB standard terms and conditions (T&C)	Trade publications
IAB standards	Traditional media platforms (e.g., print, TV, radio)
IP connected TV media platforms	Verification systems
Marketers	Video ad units
Marketing principles	Video media formats
Marketplace and exchange technologies	Wrap-up reports
Measurement tools	Yield management
Media Agencies (buyers)	

Knowledge of Calculations Required of Digital Media Salespersons

Calculations
Change numbers from percentages into decimals and back
Collect information to solve a problem
Compare numbers
Figure averages
Make rough estimates
Multiply and factor algebraic expressions
Perform math operations using signed (positive and negative) numbers
Perform math operations using single and multiple digit numbers
Perform mathematical operations with decimals
Perform mathematical operations with fractions
Perform simple math operations of addition
Perform simple math operations of division
Perform simple math operations of multiplication
Perform simple math operations of subtraction
Solve formula calculations with more than one unknown
Solve formula calculations with one unknown
Solve percent problems
Solve problems with graphs
Solve ratio problems
Transfer number sequences from a source into a column
Use a calculator

Knowledge of Communications Required of Digital Media Salespersons

Communications
Apply assertiveness
Ask questions
Communicate using the vocabulary/terminology of a related trade
Communicate with co-workers and/or business people in writing (letters, memos)
Communicate with co-workers and/or business people verbally (face-to-face)
Communicate with co-workers and/or business people verbally (telephone, radio)
Compare names
Evaluate options/alternatives
Evaluate solutions
Explain procedures
Find information in references (Machinery handbook, tap/drill charts, etc.)
Follow verbal job instructions
Listen
Participate in brainstorming
Present to others
Read and follow a map, chart, plan, etc.
Read flowcharts
Read information from tables and graphs (bar, circle, etc.)
Read statistical data
Research information
Speak to large groups
Summarize information
Write reports
Write words and numbers legibly

Skills, Abilities, and Attributes Required of Digital Media Salespersons

Skills, Abilities, and Attributes
Adaptability
Analytical
Articulation skills
Communication skills
Competitive analysis
Confidence
Consultative
Creativity
Detail-oriented
Efficiency
Flexibility
Integration skills
Interview skills
Math skills
Negotiation skills
Networking
Patience
Presentation skills
Prioritization skills
Project Management skills
Research skills
Responsive
Sales skills
Synthesis
Technical skills
Time management
Transparent
Trustworthy
Written communication skills

Attitudes Required of Digital Media Salespersons

Attitudes	
Accurate/Precise	Leader
Adaptable/Flexible	Manage stress/pressure
Analytic	Multi-tasker
Appropriate dresser	Open-minded to change
Common sense	Organized
Confident	Patience
Conscientious	Persistent
Cooperative	Personal hygiene
Courteous	Positive attitude
Creative	Pride in job
Critical thinker	Professional
Customer-Oriented	Punctual
Dependable	Quality focused
Detail Oriented	Respectful
Eager to learn new things	Responsible/accountable
Enthusiasm	Self-discipline
Ethical	Self-esteem
Focused	Self-motivated
Friendly	Sense of humor
Goal-oriented	Social skills
Good listener	Tactful
Good time manager	Team player
Helpful	Trustworthy
Honest	Work efficiently (resources)
Industrious	Work efficiently (time)
Initiative	Work in teams
Integrity	

Physical Conditions Recommended for Digital Media Salespersons

Physical Conditions
Talk
Hear speech

Resources Used by Digital Media Salespersons

Resources
Calculator
Company financials
Company website
Competitive reporting
Computer software
IAB compliance code
IAB standards
Internal metrics
News alerts
Non-regulatory standards
OPA Standards
Prospecting tools
Regulatory standards
Search engines
Third party ad servers
Third party research
Trade publications

Platforms
Audio
Data
Display
Mobile
Search
Social
Video

Ecosystem Players
Advertisers
Consumers
Publishers
Technologies/Tools

Tools
Approved third party tools and technologies
Audience segmentation tools
Digital media tools and technologies
Double Click
Measurement tools
MediaVisor
Prospecting tools
Research tools

Terminology Used by Digital Media Salespersons

Terminology	
Above/below the field	Longtail
Ad Network	Marketing mix
Ad Ops	Media buyers
Ad Servers	Media Management Systems
Age Gate	Media mix
Apps	Media planners
Assets	Mid-roll
Authentication services	Overlay
Banner	Pace/Pacing
Behavioral targeting	Page views
Bounce Rate	Performance-based pricing (CPC, CPA)
Buffering	Pixels
C3	Polite load
Can Spam Law	Portals
Cloud	Post-roll
Connected TV	Pre-roll
Consumption targeting	Publisher Tools
Conversion tracking	Retargeting
Creative optimization	Revenue operations
Creatives	Rich media
Cross-platform	Search engine
Data Aggregators	Social Tools
Data Platform	SSP
Data Suppliers	Tag management
Deck	Tags
Digital advertising networks	Text Ads
Digital media properties	Text links
DSP	Trading desk
E-Newsletters	TV everywhere
Exchanges	Uniques
Flighting	Verification services
Frequency caps	Viral
Inslate	Widget
Interstitial	Yield management
Logo links	

Acronyms used by Digital Media Salespersons

Acronym	Description
ATF	Above The Fold
BT	Behavioral Targeting
BTF	Below The Fold
CPA	Cost Per Acquisition
CPC	Cost Per Click
CPD	Cost Per Download
CPE	Cost Per Engagement
CPM	Cost Per Thousand
CPO	Cost Per Order
CPS	Cost Per Sale
CPV	Cost Per View
CTC	Click To Continue
CTR	Click Through Rate
CTV	Click To View
DMA	Designated Market Area
DMP	Data Management Platform
DR	Direct Response
DSP	Demand Side Platform
eCPM	effective Cost Per Thousand
FEP	Full Episode Player
GRP	Gross Rating Point
HTML	Hyper-text Markup Language
IAB	Interactive Advertising Bureau
IO	Insertion Order
IP	Internet Protocol
KPI	Key Performance Indicator(s)
LDA	Legal Drinking Age
MMM	Mixed Media Modeling
MRAID	Rich Media Player Ad Interface Definition
MSA	Master Service Agreement
OOH	Out of Home
OPA	Online Publisher Ad
OVP	Online Video Platform
PII	Personally Identifiable Information
POP	Point Of Purchase
RFI	Request For Information
RFP	Request For Proposal
ROAS	Return On Ad Spend
ROI	Return On Investment
ROS	Run Of Site
RPM	Revenue Per Thousand

Acronyms used by Digital Media Salespersons (continued)

Acronym	Description
RSS	Real Simple Syndication
RTB	Real Time Bidding
SEM	Search Engine Marketing
SEO	Search Engine Optimization
SOV	Share Of Voice
SSP	Supply Side Platform
T&C	Terms and conditions
TRP	Target Rating Point
UGC	User Generated Content
VAST	Video Ad Serving Template
VMAP	Video Mobile Ad Player
VOD	Video On Demand
VPAID	Video Player Ad Interface Definition
WAP	Wireless Application Protocol
WWW	World Wide Web

DACUM Chart for Digital Media Salespersons

			Duties, Tasks, and Steps	Knowledge	Skills, Abilities, and Attributes	Resources
A			**Comprehend Digital Advertising Ecosystem**			
	1		**Explain traditional marketing models**			
		a	Learn the traditional consumer buying funnel	• Consumer buying funnel • Consumer decision journey • Digital advertising terminology	• Articulation • Synthesis	
		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	• Marketers • Media agencies (buyers) • Creative agencies • Strategy agencies • Publishers (content creators) • Distributors • Syndicators • Aggregators • Direct and indirect ad sales		
		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	• Search media formats • Display media formats • Video media formats • Social media formats • Audio media formats • Overlay media formats		
		b	Differentiate media formats			
		c	Evaluate best uses of each digital media format			
		d	Explain measurability of digital advertising on various media formats			
	4		**Differentiate digital advertising platforms**			
		a	Convey how consumer uses media platforms	• Handheld media platforms • Traditional media platforms (e.g., print, TV, radio) • Tablet media platforms • Desktop/PC media platforms • IP connected TV media platforms • Out of Home (OOH) • Digital Out of Home		
		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			

DACUM Chart for Digital Media Salespersons

			Duties, Tasks, and Steps	Knowledge	Skills, Abilities, and Attributes	Resources
	5		**Define key digital advertising tools and technologies**			
		a	Describe digital advertising tools and technologies for booking	• Buy-side advertising servers • Sell-side advertising servers • Verification systems • Creative technologies (e.g., rich media) • Audience segmentation tools • Research tools • Measurement tools • Site analytics • Proposal management systems • Marketplace and exchange technologies	• Analytical • Research • Synthesizing	
		b	Describe digital advertising tools and technologies for trafficking			
		c	Describe digital advertising tools and technologies for implementing			
		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	• Media mathematics • Spreadsheet software	• Math skills • Detail-oriented	• Computer software • Calculator
		b	Calculate performance math			
	7		**Adhere to compliance standards/policies**			
		a	Recognize digital media advertising privacy standards/policies	• Regulatory • Non-regulatory • Self-regulatory • Operational compliance • IAB standards	• Synthesis	• IAB standards • Regulatory standards • Non-regulatory standards
		b	Recognize digital media advertising regulatory compliance standards/policies (e.g., Pharma, alcohol, children)			
		c	Recognize digital media advertising non-regulatory compliance standards/policies (e.g., IAB)			
B			**Selling Digital Media**			
	1		**Identify standard available digital media ad types**			
		a	Differentiate digital ad unit types	• IAB standard ad unit types • OPA ad units • Rising star units • Mobile/Apps standard • Video ad units • Search ad units • Display ad units • Overlay ad units • Social ad units • Audio ad units • Rich media ad units	• Synthesis • Analytical • Consultative • Technical skills	• IAB standards • OPA standards
		b	Identify digital ad units by ad platform (e.g., Tablet, Handheld, Desktop)			
		c	Adhere to IAB standards			

DACUM Chart for Digital Media Salespersons

		Duties, Tasks, and Steps	Knowledge	Skills, Abilities, and Attributes	Resources
2		**Prospect for new clients**			
	a	Select prospecting tools	• Prospecting tools • Competitive reporting • Trade publications • Search engines • Company financials • News alerts	• Communication skills • Trustworthy • Responsive • Transparent • Networking • Competitive analysis	• Company website • Prospecting tools • Competitive reporting • Trade publications • Search engines • Company financials • News alerts
	b	Identify potential prospects			
	c	Research prospects' business			
	d	Research prospects' industry			
	e	Contact prospects			
	f	Schedule meeting with prospect			
3		**Conduct needs assessment**			
	a	Assess audience's level of digital expertise	• Research tools • Needs assessment • Client relationship history	• Time management • Efficiency • Interview skills • Adaptability	
	b	Define client's historical buying habits			
	c	Research client's buying process			
	d	Identify client's objectives			
	e	Prioritize client's objectives			
	f	Secure Request for Proposal (RFP)			
4		**Align digital advertising product with client objectives**			
	a	Identify client's digital media marketing objectives	• Digital advertising products • Digital advertising pricing • Marketing principles • Targeting • Digital media platforms • Client's existing vendor relationships • Approved third party tools and technologies	• Analytical • Adaptability • Integration skills	
	b	Identify client's creative assets			
	c	Identify digital media platforms available for campaign			
	d	Determine digital advertising product recommendations (e.g., sponsorships, standard, custom)			
	e	Select targeting method solutions			
	f	Identify applicable digital media technology partners			
	g	Confirm technical compatibilities among systems			

			Duties, Tasks, and Steps	Knowledge	Skills, Abilities, and Attributes	Resources
	5		**Generate proposal**	• Third party proposal systems	• Written communication	
		a	Evaluate digital media Request for Proposal (RFP)	• Spreadsheet and presentation software	• Time management	
		b	Obtain digital media pricing	• Media mathematics	• Creativity	
		c	Evaluate digital media pricing models (e.g., performance-based, fixed)	• Performance-based pricing	• Analytical	
		d	Obtain digital media budget levels	• Real-time bidding		
		e	Determine available digital media products in inventory	• Guaranteed/ Reserved pricing		
		f	Input proposal data and other requested documentation	• Pre-emptible/Non-reserved pricing		
		g	Emphasize the value proposition of digital media solution	• Cost Per Thousand (CPM) • Cost Per Click (CPC) • Cost Per Acquisition (CPA) • Flat rate pricing • Gross Rating Point (GRP)		
	6		**Negotiate digital media Insertion Order (IO)**			
		a	Confirm pricing, budget, and inventory availability	• IAB standard terms and conditions (T&C)	• Negotiation skills	
		b	Define terms and conditions of agreement	• Digital media inventory and availability (Ad Avails)	• Sales skills • Patience	
		c	Confirm success metrics	• Digital media pricing (Rate Card)	• Communication skills	
		d	Sign and secure IO			
C			**Managing Digital Advertising Campaigns**			
	1		**Launch digital advertising campaign**			
		a	Confirm requirements for launch of digital advertising campaign	• Ad operations • Account management • Tags • Pixels • Assets • Digital media tools and technologies	• Project management	
		b	Ensure timely launch of digital advertising campaign			

DACUM Chart for Digital Media Salespersons

			Duties, Tasks, and Steps	Knowledge	Skills, Abilities, and Attributes	Resources
	2		**Monitor digital advertising campaign**			
		a	Monitor if digital advertising campaign is on pace	• Yield management • Ad operations • Revenue operations • Account management • Tags • Pixels • Assets • Success metrics • Optimization options • Media mathematics	• Flexibility • Adaptability • Prioritization skills	• IAB compliance code
		b	Troubleshoot digital advertising campaign issues			
		c	Evaluate if digital advertising campaign meets client's success metrics			
		d	Provide recommendations to client for digital advertising campaign issues/opportunities			
	3		**Upsell digital advertiser**			
		a	Evaluate site/network metrics for current campaign	• Optimization options • Site metrics • Media mathematics • Research reports	• Negotiation skills • Articulation skills	
		b	Identify strengths of existing campaign			
		c	Identify opportunities for upsell			
D			**Analyze Campaign Performance**			
	1		**Analyze digital advertising campaign data**			
		a	Collect data reports	• Campaign success metrics • Media mathematics • Wrap-up reports • Spreadsheet and presentation software	• Analytical • Synthesis • Articulation • Communication skills	• Third party ad servers • Third party research • Internal metrics
		b	Evaluate data reports against confirmed success metrics and objectives			
		c	Identify successful areas of digital advertising campaign			
		d	Generate digital advertising campaign wrap-up report			
	2		**Review opportunities to renew or upsell digital advertising campaign**			
		a	Leverage wrap-up findings to identify new business opportunities	• Wrap-up reports • Digital advertising offerings • Digital landscape		
		b	Evaluate digital advertising offerings			
		c	Assemble new digital advertising campaign opportunities			
	3		**Present digital advertising campaign results and new opportunities**			
		a	Determine best method to report campaign findings to client	• Client motivations • Wrap-up reports • Digital advertising offerings • Digital landscape	• Presentation skills • Negotiation skills • Articulation • Confidence	
		b	Contact the client			
		c	Secure meeting with the client			
		d	Present campaign findings to client			
		e	Present new digital advertising campaign opportunities			
		f	Ask for business			

DACUM PERFORMED FOR: Interactive Advertising Bureau (IAB)

DACUM PERFORMED BY: Professional Testing Inc.
7680 Universal Blvd, Suite 300
Orlando, Florida 32819

DACUM FACILITATORS: Dr. Reed Castle
Angelique Bowman

DACUM PANEL:

John Alleva	Michael Peroutka
NBCUniversal	Tremor Media
Director of Planning	Sales Manager
New York City, NY	New York City, NY
Brian Atwood	Rob Rasko
AOL	614 Group
Sr. Director, Sales- Premium Formats	Managing Partner
Chicago, IL	Parsipany, NJ
Jeff Barish	Frans Vermeulen
Condé Nast Media Group	Freewheel
Sr. Executive Director, Digital Sales	VP, Services
New York City, NY	New York, NY
Andy Hibbler	Michele Wolfenstein
Mojiva	Google
Director Sales, East	Program Manager, L&D Americas
New York City, NY	New York City, NY
Cheryl O'Donnell	
Rodale	
Digital Sales Director	
El Segundo, CA	

IAB STAFF and OBSERVERS:

Patrick Dolan	Michael Theodore
IAB - EVP & COO	IAB - VP, Member Services
New York City, NY	New York City, NY
Jennifer Deutsch	Stacy Schwartz
IAB -Director, Professional Development	Independent
New York City, NY	Marketing Consultant
	New York City, NY
Ed Cohen	
Nelson Cohen	
Executive Vice President	
San Diego, CA	