

Preparing for the IAB Digital Media Ad Sales Certification

Digital Media Training, partner of Interactive Advertising Bureau (IAB), provides training that specifically prepares people for the IAB Digital Media Certification Test. Digital Media Training will help you prepare for the certification by reviewing current industry issues, players, and operations, as well as a broad understanding of every major digital platform (e.g., mobile, tablets, online). Media sellers, marketers and senior executives become more digitally savvy, confident and credible. *The results – increased ability to service client needs more effectively and ultimately drive more revenue!*

You will get 30-days access to the training session recordings, reference materials and sample practice testing to help prepare you for the exam. [Send us a note](#) if you have any questions. Customized live training sessions are available upon request.

Session One: Comprehending the Digital Advertising Ecosystem

1. Traditional marketing models
2. Digital vs. traditional media
3. The media value chain
4. Digital advertising formats
5. Digital advertising platforms
6. Key digital advertising tools and technologies
7. Media mathematics
8. IAB Compliance standards/policies

****Includes Resource Guide and a sampling of 25 practice test questions.***

Session Two: Selling Digital Media

1. Standard available digital media ad types
2. Prospect for new clients
3. Conduct needs assessment
4. Align digital advertising product with client objectives
5. Internal and third party research
6. Generate proposal
7. Negotiate digital media Insertion Order (IO)

****Includes Resource Guide and a sampling of 25 practice test questions.***

Session Three: Managing Digital Advertising Campaigns & Analyzing Campaign Performance

1. Launch digital advertising campaign
2. Monitor digital advertising campaign
3. Analyze digital advertising campaign data
4. Review opportunities to renew or upsell digital advertising campaign
5. Present digital advertising campaign results and new opportunities

****Includes Resource Guide and a sampling of 25 practice test questions.***

Session Four: Put Your Knowledge to the Test

This will be your opportunity to take a final practice test with 200+ randomized questions to put what you've learned to the test.