



INTELLIGENT CAMPAIGNS



UNDERSTANDING THE  
MEDIA ECOSYSTEM



# CANDIDATE HANDBOOK

DIGITAL MARKETING AND MEDIA FOUNDATIONS



Join more than **9,000** digital media professionals participating in IAB Certification

As a media and advertising professional today, not only do you need to stay current on the latest trends, tools, measurement tactics, and technologies, but you need to prove your knowledge and credibility to clients, employers, and peers.

IAB Certification programs establish and measure the baseline digital industry knowledge required for digital advertising professionals. Created by industry subject matter experts and a leading test development company, the certification programs are managed by an independent Certification Commission.

### RECENT IAB SALES CERTIFICATION HOLDERS\*

**91%** would recommend IAB Digital Media Sales Certification to a colleague in advertising media sales

**86%** said the program expanded their working knowledge of digital media

\*Source IAB Certification Sales Certification Survey Jan 2016

### AGENCIES AND MEDIA BUYERS\*\*

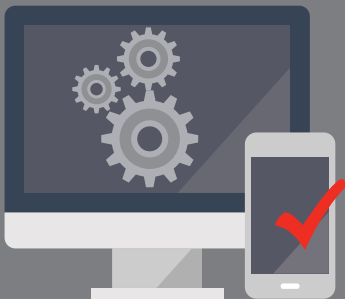
**84%** prefer to work with a media sales person who understands analytics, campaign management and performance metrics in digital media

**81%** of agencies and media buyers prefer to work with a media sales person who stays educated in digital media regularly

\*\*Source IAB Certification Agency Survey Dec 2014



**300+** LEADING DIGITAL COMPANIES HAVE COMMITTED THEIR TEAMS TO THE PROGRAM INCLUDING



**Aol.**

**Google**

**theorem**

**Bloomberg MEDIA**

**PANDORA**

**Time Inc.**

**Triad Retail Media**  
turn shoppers into buyers

**CNÉ**  
CONDÉ NAST ENTERTAINMENT

**The New York Times**

**Time Warner Cable Media**  
That's how.®

**YAHOO!**



## Table of Contents

<b>Table of Contents.....</b>	<b>0</b>
<b>1. INTRODUCTION.....</b>	<b>2</b>
<b>2. GENERAL INFORMATION .....</b>	<b>2</b>
<b>3. APPLYING FOR &amp; SCHEDULING THE EXAM .....</b>	<b>3</b>
Applying for the Digital Marketing and Media Foundation Certification(DMFC) Examination .....	4
Certification Fees .....	4
Refunds .....	4
Scheduling your Examination .....	4
Where to Test .....	5
Cancellation, No Shows and Rescheduling the Examination .....	5
<b>4. TAKING THE EXAM .....</b>	<b>6</b>
On the Day of the Exam – In a Testing Center .....	6
Required Identification – In a Testing Center .....	6
At the Testing Center .....	6
Exam Security – In a Testing Center .....	7
Scheduling and Taking an Online Proctored Examination .....	7
Special Accommodations .....	8
Hazardous Weather or Local Emergencies .....	8
Updating Contact Information .....	8
Notification of Pass/Fail Status.....	8
Retaking the Examination .....	9
<b>5. AFTER THE EXAMINATION .....</b>	<b>9</b>
Pass/Fail Results .....	9
Score Reporting.....	9
<b>6. AWARDING CERTIFICATION .....</b>	<b>10</b>
Authorized and Appropriate use of the DMFC designation.....	10
<b>7.RECERTIFICATION REQUIREMENTS .....</b>	<b>10</b>
<b>8. HOW TO PREPARE FOR THE EXAM .....</b>	<b>11</b>
Digital Marketing and Media Foundation Certification Examination Blueprint.....	11
Testing Tips .....	13
On the day of the exam.....	13
<b>9. OTHER INFORMATION .....</b>	<b>13</b>
Language the Exam is Given In .....	13
Expiration of Authorization .....	13
Appeal of Denial of Request for Special Accommodations.....	14
Cheating .....	14
Cancellation of Scores .....	14
Invalidating Scores .....	14
Certificates .....	14
Confidentiality and Release of Information.....	14

# CANDIDATE HANDBOOK



Statement of Non-Discrimination .....	15
Enforcement of the Code of Ethics.....	15
Filing a Complaint.....	16
Disciplinary Procedures.....	16
Due Process.....	16



## 1. INTRODUCTION

Welcome! Thank you for your interest in the Digital Marketing and Media Foundation Certification (DMFC) offered by IAB Certification. This certification is an industry credential for digital marketing and media foundation professionals. Individuals who earn the Digital Marketing and Media Foundation Credential have demonstrated their knowledge and competency in digital marketing and media foundations and are dedicated to upholding high standards of ethical and professional practice in the industry. This handbook contains the application procedures, requirements to sit for the certification examination, and the policies that guide the decisions on certification.

IAB Certification is an organization/certification body formed to manage and administer the IAB certification programs. IAB Certification is owned and operated by Professional Testing, Inc. a partner with the Interactive Advertising Bureau (IAB) in the development of the IAB certification programs.

IAB Certification is dedicated to offering a credentialing program that is credible, valid, fair and based on certification best practices. The Digital Marketing and Media Foundation Certification program is comprised of the following key components:

- Application submission and review procedures
- An examination testing the competency and knowledge requirements of digital marketing and media professionals
- Recertification requirements for maintenance of the credential
- A Code of Ethics all DMFCs must abide by and uphold
- Complaints and disciplinary procedures.

The competency requirements of the Digital Marketing and Media Foundation Certification examination were determined by a comprehensive job task analysis study which defined the job description for the Digital Marketing and Media professionals as follows.

*A Digital Marketing and Media professional* supports companies throughout the media buying lifecycle. Representative companies include advertisers, agencies, media properties, and/or technology platforms. They often have a solid understanding of Digital Marketing and Media and the overall digital media ecosystem enabling this associate to complete campaign planning, execution, and analysis tasks for a range of Digital Marketing and Media departments.

## 2. GENERAL INFORMATION

IAB Certification is committed to administering a valid, reliable, legally defensible, and sound examination. The examination is computer-based and administered at a network of secure test sites owned and operated by Pearson VUE worldwide as well as delivered to remote locations through Pearson VUE's online proctoring network, OnVUE.

Successful achievement of a passing score on the DMFC certification examination is required for an individual to earn the DMFC designation. Each candidate must agree to uphold and abide by the



Code of Ethics for certification to be awarded. Certification is awarded for a period of two years; therefore, DMFCs must recertify every two years in order to maintain the designation. DMFCs must also remain in good standing which means they must be current in all fees and not be found in violation of the Code of Ethics.

Failure to comply with these requirements may result in certification being withdrawn from the individual.

IAB Certification has developed this candidate handbook to describe all aspects of the certification process and assist candidates in preparing for the exam. This handbook contains an overview of exam content, information on registering for and scheduling the exam, guidelines for taking the exam, relevant policies and requirements, and links to the application and other relevant information.

All exam applications, score reports, requests for special accommodations, and general inquiries about the Digital Marketing and Media Foundation certification are handled by the IAB Certification located at:

IAB Certification  
720 S. Colorado Blvd.  
Suite 750N  
Denver, CO 80246  
E-mail: [info@iabcertification.com](mailto:info@iabcertification.com)  
Phone: 888.807.0378

Please direct all inquiries to IAB Certification. Do not contact IAB regarding the certification programs.

### **3. APPLYING FOR & SCHEDULING THE EXAM**

To qualify for certification and earn the DMFC designation, individuals must pass the DMFC examination. The examination consists of 100 multiple-choice questions and candidates will have two hours to take the exam. Of the 100 test questions, 80 questions are scored, and 20 are questions being pre-tested for statistical purposes and are not scored. You are only scored on the 80 exam questions and only correct answers will be counted. You will not receive any feedback on the pre-test questions.

At a Pearson VUE computer test center, your test appointment is for two hours. You will have five minutes to agree to the nondisclosure agreement for the DMFC examination. Thereafter, you will have 1 hour and 55 minutes to complete the exam. You are permitted to take a restroom break, however your break time counts in the 1 hour and 55 minutes allotted to test.

It is the policy of IAB Certification to develop examinations utilizing a psychometrically valid process. The examination was developed by subject-matter experts under the guidance of psychometricians (experts in measurement and test development) and is designed to measure the knowledge, skills and abilities required to perform competently as a digital marketing and media



professional. The exam questions were written and edited by subject-matter experts working with test development experts. The passing point—or the score you need to achieve in order to pass—was also determined utilizing valid psychometric procedures.

The Digital Marketing and Media Foundation Certification examination questions cover the knowledge in each of the domains on the examination blueprint. Candidates are encouraged to refer to the examination blueprint to become familiar with the content areas on the DMFC examination. Candidates may review the examination blueprint to assess their level of knowledge in each of the content areas, and to identify the areas in which they believe they need additional preparation. For convenience, an outline of the exam blueprint is provided in Section 7 of this document.

Please note the following summary of important steps in the application and exam administration process.

### ***Applying for the Digital Marketing and Media Foundation Certification(DMFC) Examination***

All applications are to be submitted online. Applicants may apply for the DMFC examination at <https://www.iabcertification.com/digital-marketing-media-foundations>

Applications must be completed in full, signed, and accompanied by the application fee and exam fee. During the certification application process, candidates will be required to electronically sign a Consent Statement and Code of Ethics that all certified individuals must abide by and uphold.

All data captured during the application process is stored in a secure manner in the certification database with access restricted to authorized certification personnel. Information on the application regarding the platforms in which you have worked is collected in the aggregate and used by IAB certification staff for informational purposes only.

### ***Certification Fees***

Candidates applying for certification must pay a fee of \$500.00. The Certification Fee includes the examination fee of (\$175.00). Individuals who fail the exam and wish to retake it, must pay a retake fee of \$175.00 to reschedule their examination. All fees must be paid in U.S. dollars.

### ***Refunds***

IAB Certification does not grant refunds for either the initial certification or retake fee.

### ***Scheduling your Examination***

After a candidate's complete application and associated fees are received, the candidate will receive an "Authorization to Test" email within five business days which will serve as the authorization to schedule an examination through Pearson VUE or OnVUE. This e-mail notification will contain instructions on how to register for the examination. The email will contain important authorization information including a unique Candidate Identification Number, which is needed to schedule the examination.

The Digital Marketing and Media Foundation Certification Examination is offered on demand through Pearson VUE test centers or through a Pearson VUE's remote proctoring network, OnVUE.



You are urged to schedule your test as soon as possible after your application is approved. Your authorization to test will be valid for approximately six months from the date of approval; if you don't test within your original authorization, you will need to reapply and pay a new certification fee (\$500).

You may schedule online or by phone once you have received your authorization to test email however IAB Certification recommends you schedule online rather than by phone.

Once you have made your exam appointment, you will receive a confirmation email from Pearson VUE. The email will confirm the address of the testing center; bring this confirmation e-mail to the testing center.

To Schedule:

**Online.** To schedule online, go to <https://home.pearsonvue.com/iabcertification> and click on "Schedule Online." You will be prompted to create a login and password and then schedule your test.

**Phone.** To schedule by phone, go to <https://home.pearsonvue.com/iabcertification> and click on "Schedule By Phone" to find the phone number and hours of operation for the call center for your country. When you call, a customer-service agent will work with you to find the testing center or centers nearest you and a day/time that is convenient to you.

### ***Where to Test***

The IAB Digital Marketing and Media Foundation Certification exam is offered in Pearson VUE's network of over 250 Pearson Professional Centers and Pearson VUE Select Testing Centers. You can find a list of available testing centers once you have received your authorization to test email.

The exam is also offered through Pearson VUE's OnVUE remote proctoring system. Additional information is available at <https://home.pearsonvue.com/iabcertification/onvue>

### ***Cancellation, No Shows and Rescheduling the Examination***

You may cancel your scheduled examination appointment (by phone or online) without penalty up to 24 hours before your appointment. You may make a new appointment without incurring a fee at the time you cancel or at some other time.

Unless you give more than 24-hours' notice of cancellation, if you do not show up for your exam appointment, you will be considered a no show and be required to pay a retake examination fee (\$175). Likewise, if you show up late and are not admitted, if you fail to present adequate identification, or if you refuse the nondisclosure agreement, you will not be allowed to take the test and will be considered a no show.

You will be allowed to schedule a new test appointment only by completing a retake application and paying a retake examination fee (\$175). Circumstances which are considered grounds for an





emergency cancellation that will be excused from the cancellation fee are up to the discretion of the IAB Certification staff and include the following: 1) Inclement weather; 2) Family Death, 3) Jury Duty; 4) Military duty; or 5) State of Emergency.

To apply for a retake examination, complete the retake examination application found at: [DMFC Retake](#) and the retake examination fee is \$175.

## 4. TAKING THE EXAM

### *On the Day of the Exam – In a Testing Center*

Candidates should report to the exam site on the day of the exam as instructed in their appointment confirmation email, and plan to arrive at least 15 minutes prior to the appointment time. Late arrivals may not be accommodated; in that case, you will be considered a no show and will be required pay the retesting fee (\$175) to reschedule your examination.

### *Required Identification – In a Testing Center*

Candidates must show their confirmation email and two forms of acceptable identification. The name on the ID must match exactly the name submitted on the application, or the candidate will be denied admission.

You will need **two forms of identification** for admission: a primary ID and a secondary ID. The name that appears on your two forms of identification must match the name under which you are registered to take the test. Do not register under a nickname. If you have done so, you must contact IAB Certification well before your testing appointment to change the name on your record.

The following forms of ID are accepted as primary ID:

- Government-issued driver's license
- State/national identification card
- Passport\*
- Military ID\*
- Alien registration card (green card, permanent resident visa)
- U.S. Passport card
- U.S. Dept. of State Driver's License

\* The primary ID must contain a photo and signature unless the signature is embedded in the identification. When this occurs, the candidate must present another form of signature identification from the primary or secondary list.

The following forms of ID are accepted as secondary ID:

- Any ID on the primary list
- Social Security card
- Credit/bank ATM card (signature required).

### *At the Testing Center*

The test administrator at the testing center will not allow test takers to take personal items with them into the examination area. Although locker storage is normally offered, it is best not to bring large bags, jewelry, electronics, and the like to the testing center. Consideration will be made for



comfort items like pillows and tissues or medical necessities like crutches; the test administrator is required to inspect such items.

You will be given access to an on-screen calculator. You will also be provided with either a scratch paper and writing utensil or a dry erase pen and surface to use for calculations during the exam.

Questions concerning the content of the exam will not be answered during the exam. Listen carefully to the instructions given by the Proctor and read all directions thoroughly.

The Digital Marketing and Media Foundation Certification examination is closed book. Therefore, you will not be permitted to bring any materials into the testing room. You will be provided with a secure storage area to check your valuables.

The following items are NOT PERMITTED in the exam room:

- Dictionaries or other reference materials
- Papers of any kind, except as provided by the proctor
- Telephones, signaling devices such as pagers or cell phones
- Alarms or recording/playback devices
- Photographic or image copying devices
- Electronic devices of any kind
- Food or beverages

### ***Exam Security – In a Testing Center***

All exam materials are the property of IAB and IAB Certification. Removal of any material from the exam room by unauthorized persons is prohibited. Copyrights for the IAB exam are owned by IAB and IAB Certification. Any attempt to reproduce or memorize all or part of the exam is prohibited. Any unauthorized disclosure, publication, copying, reproduction, transmission, distribution, or possession of the exam content or materials in any form may subject the individual to civil liability and/or criminal prosecution, removal of certification, and/or restrictions on future access to IAB certification examinations.

The Proctor may dismiss a candidate from the exam for any of the following reasons:

- If the candidate's admission to the exam is unauthorized
- If a candidate creates a disturbance or gives or receives help
- If a candidate attempts to remove exam materials or notes from the testing room
- If the candidate attempts to take the exam for someone else
- If a candidate has in his or her possession any item excluded from the exam site as specified above
- If a candidate exhibits behavior consistent with memorization or copying of exam items.

### ***Scheduling and Taking an Online Proctored Examination***

Candidates may also choose to schedule an online proctored examination. Online proctored examinations must meet very specific requirements for technology (computers, etc.) as well as the



surroundings in which the online proctored examination may be taken. Candidates will be required to load software on their computers which will lock down the computer for test security purposes. If a candidate does not have the permission or authority to load software onto their computers, it is advised they not schedule an online proctored examination. For more information about online proctored examinations through Pearson VUE's OnVUE system, candidates should review the requirements here:

<https://home.pearsonvue.com/pti/onvue>

Candidates should review the system requirements, examination rules, ID requirements, additional information, Pearson VUE Testing Policies, and the FAQs before selecting to schedule an online proctored examination. Additionally, candidates should review the “**Before Exam Day**” and “**On Exam Day**” information as well. IAB Certification is not responsible if candidates choose to schedule an online proctored examination and find themselves unable to take the examination online. Candidates who schedule an online proctored examination and fail to test online will be required to reapply and pay the retake examination fee (\$175) to reschedule an examination.

### ***Special Accommodations***

IAB complies with the Americans with Disabilities Act (ADA) and will ensure no individual is deprived of the opportunity to take the certification examination solely by reason of a disability as defined under the ADA. Candidates must complete and submit the Request for Exam Special Accommodations Form and supporting documentation related to disability needs. Requests for special testing accommodations require documentation of a formally diagnosed and qualified disability by a qualified professional who has provided evaluation or treatment for the candidate. The form to request accommodations is located at <https://www.iabcertification.com/contact>

### ***Hazardous Weather or Local Emergencies***

In the event of hazardous weather, or any other unforeseen emergencies occurring on the day of an exam, IAB will determine whether circumstances require the cancellation of the exam. Every attempt will be made to administer all exams as scheduled. Candidates will be given as much advance notice as possible.

### ***Updating Contact Information***

When you test, your legal ID must match your application name. Name changes must be submitted to IAB at [info@iabcertification.com](mailto:info@iabcertification.com) within 48 business hours prior to an exam appointment. IAB is not liable to cancellation fees due to a name change request not submitted outside that timeframe.

For contact information – such as changes to email, telephone number, company change – please submit to [info@iabcertification.com](mailto:info@iabcertification.com) . Failure to update your contact information may result in delays in receiving eligibility notices or examination results.

### ***Notification of Pass/Fail Status***

The purpose of the IAB certification is to establish standards of knowledge and competence in the field of digital marketing and media foundations, and to assure the ethical practices of certified individuals. Only candidates who are successful in passing the written examination for the



certification, meet all criteria for certification, and remain in good standing are considered certified.

Candidates are given a pass/fail status upon completion of their computer-based exam at the testing center, followed by official notification in writing within four weeks following their exam date. If you fail the exam, the score report will also provide feedback on your performance in each of the sections on the exam. The feedback is designed to help guide you to topics on which you should focus your study if you decide to retake the exam.

Candidates unsuccessful in passing the examination will receive information regarding how to schedule a retake examination.

### ***Retaking the Examination***

Candidates who are unsuccessful in passing the examination may retake it. To retake an examination, candidates must complete a retake application and pay the retake examination fee (\$175). Candidates who fail may retake the exam. All exam retakes must be completed within the initial six-month eligibility period. Candidates that do not complete the exam within the initial eligibility period are required to complete a new certification application and pay all applicable fees.

## **5. AFTER THE EXAMINATION**

### ***Pass/Fail Results***

Candidates will be provided with a printed report of their results at the completion of their examination.

Candidates who have passed the exam will receive a report indicating that they passed the exam. Candidates who fail the examination will be provided a diagnostic subsection analysis of their performance by content area, along with their examination result. They will also get an email from IAB Certification with information on how to retake the exam.

IAB provides diagnostic score reports to candidates. The diagnostic reports provide data regarding the percentage of items correct in each of the Duties listed in the blueprint. *Candidates are cautioned about making inferences based on the diagnostic scores due to the fact that there may not be sufficient items in each of the domains for accurate inferences.*

Candidates who have successfully passed the examination will be notified of their certification status by IAB Certification. Those who have passed the examination will be sent a Welcome email with information on how to access the portal and access their digital badge and certificate.

### ***Score Reporting***

The IAB uses a scaled score to report scores on the DMFC examination. Scaled scores are conversions of scores from one scale to another. While raw scores are the actual number of questions answered correctly. The scaled scores used for this examination were mathematically converted from raw scores. An example of this is the temperature scales of Fahrenheit and Celsius in regards to the point where water freezes. On a Fahrenheit scale, freezing occurs at 32 degrees



while on the Celsius scale freezing occurs at zero degrees even though it's the same freezing point. The use of different scales is just two different ways to report the same information. Scaled scores are used by certification bodies because examinations change over time, meaning they may vary in difficulty. By using a scaled score, it ensures each candidate gets scored fairly and consistently without having to adjust the percentage needed to pass the exam.

To pass the DMFC examination, the candidate must obtain a scaled score of 500. The actual passing score (raw score) was determined using a passing score study on a single form of the examination. Subsequent forms of the examination are statistically equated to the first form and the raw score needed to pass will get adjusted as necessary.

## 6. AWARDING CERTIFICATION

Candidates who successfully pass the Digital Marketing and Media Foundation Certification examination will be awarded certification for a period of two years.

### ***Authorized and Appropriate use of the DMFC designation***

The Commission encourages the authorized use of the logo and marks. Certificants who wish to use the DMFC designation may do so in the following manner:

John Doe, DMFC

John Doe, Digital Marketing and Media Foundation Certified

Certificants are permitted to use the DMFC designation in the above manner, on business cards, letterhead, within written guidelines. Authorized use requirements of the DMFC designations shall be sent to newly certified individuals with the certificate. Inactive certificants may not use the designation after their name.

## 7. RECERTIFICATION REQUIREMENTS

Certification is awarded for a period of two years. In order to remain certified, certificants must meet the recertification requirements. Recertification requirements for the DMFC credential include completing the requirements for continued competence during the two-year certification cycle. To recertify, certificants must agree to continue to abide by and uphold the Code of Ethics and the policies of the certification program, which includes continued appropriate and authorized use of the certificate, logo, and marks. Certificants must pay the current recertification fee (\$125). Candidates must also submit the required continuing education credits with their recertification application or may choose to recertify by retaking the examination.

Candidates who choose to recertify by retaking the examination instead of continuing education credits must pay a retake examination fee (\$125) in addition to the recertification fee (\$125) for a total of \$250 to recertify.

For further information on recertification, please visit the website:

<https://iabcertification.com/recertification/>



## 8. HOW TO PREPARE FOR THE EXAM

### *Digital Marketing and Media Foundation Certification Examination Blueprint*

As you prepare for the DMFC 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.

A Digital Marketing and Media professional supports companies throughout the media buying lifecycle. Representative companies include advertisers, agencies, media properties, and/or technology platforms. They often have a solid understanding of Digital Marketing and Media and the overall digital media ecosystem enabling this associate to complete campaign planning, execution, and analysis tasks for a range of Digital Marketing and Media departments.

The following is a content outline for the Digital Marketing and Media Foundation Certification examination. A successful and knowledgeable digital marketing and media professional should have a fundamental understanding of these five areas:

- Comprehending the Digital Advertising Ecosystem
- Gathering Pre-Campaign Information
- Executing the Campaign
- Monitoring the Live Campaign
- Campaign Reporting and Analysis



The examination blueprint is as follows:

Duties and Tasks	%	On Exam
<b>Comprehending the Digital Advertising Ecosystem</b>	<b>33.75%</b>	<b>27</b>
Explain Traditional Marketing Models		
Describe the Media Value Chain		
Describe Digital Advertising Formats		
Differentiate Digital Advertising Platforms		
Define Key Digital Advertising Tools and Technologies		
Calculate Media Mathematics		
Adhere to Compliance Standards/Policies		
<b>Gathering Pre-Campaign Information</b>	<b>23.75%</b>	<b>19</b>
Receive Client Brief (Agency Side)		
Determine Campaign Timeline		
Understand the Planning and Buying Process		
Forecast Inventory		
Fundamentals of an IO		
Conduct Kick-Off Call		
Collect Potential Assets		
Align Creative Assets with Media Plan		
<b>Executing the Campaign</b>	<b>12.50%</b>	<b>10</b>
Create Traffic Sheet (Agency Side)		
Book Campaign in Ad Server (Publisher Side)		
Differentiate and Activate Tag Types		
Confirm Campaign Launch		
<b>Monitoring the Live Campaign</b>	<b>16.25%</b>	<b>13</b>
Check Campaign Delivery and Pacing		
Optimize Campaign Performance and Execute Modifications		
Troubleshoot Campaign		
<b>Campaign Reporting and Analysis</b>	<b>13.75%</b>	<b>11</b>
Generate and Schedule Reports		
Provide Benchmarks for Success		
Conduct Post-Campaign Analysis		
Perform Billing and Reconciliation Activities		
<b>Total</b>	<b>100.00%</b>	<b>80</b>



## ***Testing Tips***

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 in 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.

## ***On the day of the exam***

- Plan to arrive at the exam site at least 15 minutes prior to your appointment. If you have considerable distance to travel, consider arriving the night before.
- Eat a well-balanced meal prior to reporting to the exam site. Avoid excessive stimulants such as caffeine.
- Read and follow the instructions carefully. Ask the Proctor for clarification if you are not sure about the instructions. Remember, the Proctors will not answer questions related to exam content.
- Pace yourself by periodically checking your progress. This will allow you to make any adjustments in time. Remember, only the questions you answer correctly are scored. There are no penalties for answering a question incorrectly, so answer as many questions as you can. If you are unsure of a response, eliminate as many options as possible, and choose an option from those that remain.
- You may go back to review any items at any time.
- Pay attention to reminders of the time you have left to finish the exam.

## **9. OTHER INFORMATION**

### ***Language the Exam is Given In***

The Digital Marketing and Media Foundation Certification examination is given in English only. Translation dictionaries and/or other translation aids are not permitted. All program materials are provided in English.

### ***Expiration of Authorization***

If you fail to test or retest within your original or extended eligibility window, you will be given a status of expired. Your application will be withdrawn and no refund will be given. At that point, you will need to reapply and pay all necessary application fees again.





## ***Appeal of Denial of Request for Special Accommodations***

Candidates who are denied their request for Special Accommodations may file an appeal with the Appeals Committee in accordance with the policies of the certification program. Requests for an appeal must be made no later than 30 days after the request is denied. The Appeals Committee will review the response record and the determination will be communicated to the candidate within 60 days. The decision of the Appeals Committee shall be final.

## ***Cheating***

IAB Certification maintains strict policies to safeguard the security of the examination. Any individual who removes, or attempts to remove, examination materials from the testing site, including memorizing examination questions, is subject to prosecution in addition to sanctions. These sanctions may include removal of certification and restrictions on future access to the certification examination.

## ***Cancellation of Scores***

IAB Certification reserves the right to cancel any examination score if, in IAB Certification's professional judgment, there is any reason to question the score's validity. Conduct which warrants score cancellation may include, but is not limited to: consulting study aids of any type during a testing session; copying from notes or from another examinee's answers during a testing session; speaking or otherwise communicating with others during a testing session; copying, photographing, transcribing, or otherwise reproducing test materials; removing test materials from the examination site; aiding other examinees or receiving aid from anyone else; or having improper access to the DMSC examination content prior to the examination administration. Engaging in such misconduct may disqualify the individual from all future examinations and from ever being certified. Significant score increases upon retesting may also be investigated to ensure the authenticity of results.

## ***Invalidating Scores***

IAB Certification is concerned with reporting only valid scores. On rare occasions, circumstances may invalidate exam scores. IAB reserves the right to cancel or withhold exam scores if there is any reason to question their validity. Examination results may be cancelled or invalidated if, upon investigation, violations of certification policies have been committed.

Doubts may be raised about the validity of candidates' scores because of suspected misconduct; in such circumstances, candidates shall cooperate in the investigation of their scores. Such candidates will be notified of procedures to ensure fair treatment. Some scores may be rendered invalid due to circumstances beyond candidates' control, such as faulty exam materials or mistiming. In this event, retesting will be arranged.

## ***Certificates***

A digital certificate/badge will be issued to certificants upon completion of all certification requirements.

## ***Confidentiality and Release of Information***

Information regarding the status of an applicant or candidate will only be discussed with the



applicant or candidate or their legal representative. The certification staff may release information regarding a candidate's performance on the certification examination to an employer or entity only with written permission from the candidate.

The certification staff shall release upon request the name and certification status of certificants who have successfully completed the DMFC certification examination.

### ***Statement of Non-Discrimination***

IAB Certification does not discriminate among applicants, candidates or certificants on the basis on age, sex, race, religion, national origin, or marital status.

### ***Enforcement of the Code of Ethics***

IAB Certification shall establish and enforce a Code of Ethics applicable to all certified individuals. Certificants must agree to uphold and abide by the Code of Ethics as a condition of earning and maintaining DMFC certification, using the designation and being awarded a certificate.



The Digital Marketing and Media Foundation Certification Code of Ethics is a statement of the required behaviors and responsibilities of certificants. Certificants found to be in violation of the Code of Ethics are subject to an investigation of the violation, which may result in sanctions. All sanctions are subject to appeal.

The Code of Ethics was developed to safeguard the reputation of the organization, and in the interest of protecting the stakeholders impacted by the credential.

### ***Filing a Complaint***

Any individual may file a complaint against a certified individual. Only complaints that follow the published procedures of IAB Certification will be considered.

IAB Certification has established policies and procedures for investigating complaints filed against certificants. Any individual may file a complaint. All complaints will be reviewed, and if determined valid and actionable, will be investigated.

Individuals who wish to file a complaint should contact IAB Certification for information on how to proceed. Direct all inquiries to:

IAB Certification  
720 S. Colorado Blvd, Suite 750N  
Denver, CO 80246  
[info@iabcertification.com](mailto:info@iabcertification.com)

### ***Disciplinary Procedures***

In executing its mission of establishing a credible certification program which ensures high standards of ethical and professional practice in digital marketing and media foundations, IAB Certification has established and implemented a Code of Ethics. IAB Certification requires its certificants to remain in good standing with the organization by complying with the tenets of the Code. As such, IAB Certification reserves the right to sanction certificants found to be in violation of the Code of Ethics, following the investigation of such complaints in accordance with its published procedures. IAB Certification shall make available upon request and shall publish in the Certification Directory all decisions resulting in sanctions which shall include the name, certification, code violated and sanction imposed.

### ***Due Process***

IAB Certification respects and upholds the right of its certificants to due process in circumstances in which a negative or adverse decision is made on the standing and status of the certificant. Due process shall apply in instances affecting an individual's ability to earn and maintain Digital Marketing and Media Foundation Certification status.