

Advertising Agency Training Topics



Setting the standard

Thank you very much for requesting training from ABC. To ensure this session is tailored specifically to meet your needs, please mark a Y or N against the topics you would like covered below.

How ABC Provides Trusted Brand Measurement		
Topic	What can be covered	Y/ N
Intro - Why are industry standards important?	Brief background – about ABC and how we help media buyers trade with confidence	
How to use ABC certificates to find the data you need	Key headline data – the important ‘at a glance’ data included on every ABC certificate.	
	Circulation Certificates (print and/or digital editions) A more detailed session on what to look for on an ABC Certificate. (Sectors are: Consumer Magazines, Regional Publications, National Newspapers, Bulk or Business Media)	
	Digital Certificates – more detail on these certificates, which cover digital publications, web traffic, email, social media, apps, etc.	
Media Brand performance	Brand Report Certificate This certificate shows each media brand’s performance for each of the platforms it wishes to report (and that ABC can audit.) This links to the individual ABC certificates listed above.	
	Total Audience (Business Media) ABC’s new hybrid offering brings together census and research data to provide a net audience figure across print and digital platforms.	
Accessing ABC Data and creating reports	Using ABC Interactive Tables Sector-specific data tables providing an overview of the reporting period (e.g. Year on Year % changes)	
	Using ABC Quickview How to create, save and share detailed reports	
What the ABC Stamp of Trust Means in Digital Ad Trading		
Topic	What can be covered	Y/ N
Online Brand Safety	What is Brand Safety?	
	How does the DTSG Seal promote trust in the area of Brand Safety?	
	Who is on the ABC Content Verification (CV) Tools report?	
Viewability	What is meant by Viewability?	
	What is ABC Viewability certification?	
	Who is on the latest ABC Viewability report?	
Ad Fraud	What is Ad Fraud?	
	What is ABC anti ad-fraud verification?	
	Why is the ABC Spiders & Robots service important for buyers?	
Online Behavioural Advertising (OBA)	What is OBA?	
	What does it mean if a company has EDAA certification?	
	Who is EDAA-certified by ABC?	

If you would like training from the ABC team on an industry topic not listed, please email your request to suzy.saker@abc.org.uk

