



FAQ -- Adswizz Digital Audio Advertising Expert Program January, 2019

1. What is the Digital Audio Advertising Expert program?

The Adswizz Digital Audio Advertising Expert program is a unique and first of its kind accreditation for digital audio advertisers. This certification requires in-depth knowledge of executing audio advertising campaigns in Audiomatic, Adswizz audio DSP and buying platform. The certification covers planning and trafficking audio campaigns using Adswizz's audio-first technology platform; creating targeted campaigns using new, innovative ad formats; enabling advanced targeting across different content types and devices; and monitoring and interpreting campaign results.

2. How does someone get certified?

To be certified as an Audiomatic Digital Audio Advertising Expert, a participant will go through onboarding and training on the AudioMatic platform. The user will need to run at least \$10,000 in campaigns during a three month period and pass a test administered by Adswizz.

3. Is this only for Adswizz?

Yes, this Digital Audio Advertising certification is for the Adswizz platform. Adswizz tech is the underlying tech for the majority of audio publishers in both North America and Europe. Developing an expertise in AudioMatic will enable any expert to run campaigns across all the major audio publishers around the world, serving as a one-stop shop for digital audio.

4. What is the benefit to being certified?

With the growth of streaming music, podcast, and smart speakers, digital audio is becoming mainstream. In addition, digital audio advertising is becoming increasingly programmatic and sophisticated, requiring advertisers to master both business acumen, expertise around audio, and digital skills. As a pioneer in the digital audio advertising industry, Adswizz is partnering with clients on a set of standards — defining what being a digital audio advertising expert means and helping users master new skills. By being certified, an organization and its users will join a selected group of audio advertising experts who will be recognized for leading brands towards new opportunities in audio. Once in, the program will provide best support, tips and knowledge around Audio Advertising from the Adswizz teams.

5. How can I promote that I'm certified?

Those who successfully complete the program will receive [a digital badge](#) that can be displayed on LinkedIn, Facebook, in an email signature, and across other social media channels.

6. How long does it take?

The program requires the participant to run campaigns for at least three months.

7. Where do I sign up to find out more information?

To learn more about the Adswizz Accreditation Program, you can visit <https://www.adswizz.com/digital-audio-expert>, or email digitalaudioexpert@adswizz.com.