

# Build your expertise. Get Studio Certified.



Certified partners have on average **25% fewer issues** with their creatives than non-certified partners. Spend less time dealing with basic issues and more time being innovative.

## 25,000

people viewed the certified partner list in 2013. That's ~70 people a day. Prove to your media agencies and advertisers that you're keeping your skills fresh and that you're right for the job.



We found a 40% uplift in business prospects for Plus Factory; in addition, the time it takes us to complete the whole QA phase has been cut in half.



Fred Gurnot, Senior Developer at Plus Factory



TIP 2

**Thousands of creative variations, one creative.**

Brands are demanding more personalized creative, but building thousands of ads to cover all possible combinations isn't realistic. Don't do it all by hand! Use a **dynamic "feed"** to program which assets you want to show up to which people, and the system will automatically create all the combinations for you.

TIP 1



**Get your creative in-sync**

Ever tried hand-coding tandem ad creatives (ads that coordinate their animation)? It can tie your fingers in knots. Instead, sync up your ads automatically with the **local connection component** in Studio.

“Once I became certified, I found that I was developing ads much faster and better, saving up to 40 minutes per creative, while reducing errors by 50% and QA rejections by 30%.”

Eduarado Botelho Lucas, Web developer at F.biz



**Live help, right when you need it.**

Get in touch with a real person, get your questions answered quickly and get on with your work. Certified Partners now get access to live chat support.

**Showcase your portfolio of work.**

In addition to getting your name on our Certified Partner List, link any of your creative from the rich media gallery to your Certified Partner profile. This way, people can see your portfolio of work in addition to your badge collection.

TIP 3

**Preview your ads, whenever, wherever.**



It's always helpful to take a step back and preview your work. The **preview tool** lets you see how your ad will appear to users across devices (smartphones and tablets included). **External preview links** let you share creative with your clients before you publish it, so you can get feedback early and often.

**For more tips and tricks, visit [www.richmediagallery.com/certification](http://www.richmediagallery.com/certification)**

TIP 4

**Know your (campaign) status.**

Keeping track of all the creative your team is building can be time consuming. With the **Campaign Status Overview** section in Studio, you can see which creatives are still in development, which are in QA, and which have passed QA and been trafficked.



A QA certified user saves, on average, **24 days per year\*** by eliminating each 24-hour creative review cycle necessary for each campaign. You can also push creative Friday night to hit those Monday morning deadlines.

(\*assuming you QA two campaigns per month)