



## Certification Program

### Overview

Earning your AdMall Certification badge is a great way to get immediate value from AdMall, whether you're a new user or an experienced user brushing up on your skills.

AdMall Certification provides specific learning paths based on the job role you select, and is designed to help you leverage AdMall's powerful research and selling tools with a minimal time investment.

### Certification Benefits

- **Validate your knowledge of AdMall's most powerful resources and selling tools.**
- **Ramp up to speed faster and position yourself to sell smarter by becoming AdMall Certified.**
- **Gain a competitive edge over other media sales reps in your market by fully leveraging AdMall's market research.**
- **Help clients realize increased ROI on their ad dollars by reaching their best customers with targeted advertising.**
- **Establish your sales credibility by staying on top of each client's business category and recent developments.**

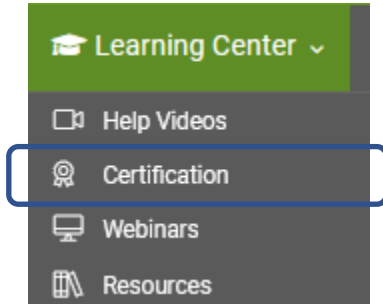
### Certification Paths

Select from the following AdMall Certification paths:

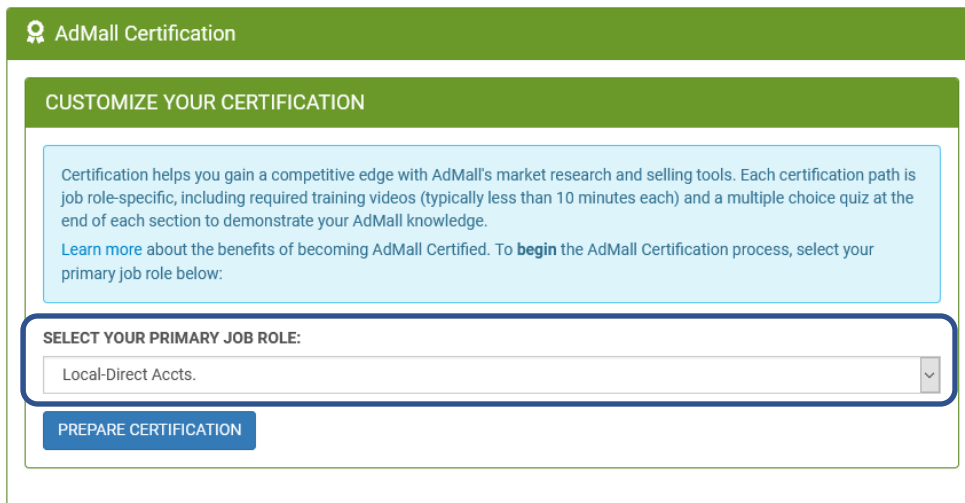
- **Local-Direct Accounts**
- **Automotive Accounts**
- **Major/Key Accounts**
- **Marketing Research**
- **Digital Accounts**

## Certification Process

1. From the Featured page, click Learning Center at the top and select Certification:



2. Select your primary Job Role then click Prepare Certification:

A screenshot of the 'AdMall Certification' page. The header is green with a graduation cap icon and the text 'AdMall Certification'. Below the header is a section titled 'CUSTOMIZE YOUR CERTIFICATION'. Inside this section is a light blue box containing text: 'Certification helps you gain a competitive edge with AdMall's market research and selling tools. Each certification path is job role-specific, including required training videos (typically less than 10 minutes each) and a multiple choice quiz at the end of each section to demonstrate your AdMall knowledge. Learn more about the benefits of becoming AdMall Certified. To begin the AdMall Certification process, select your primary job role below:'. Below the text box is a dropdown menu labeled 'SELECT YOUR PRIMARY JOB ROLE:' with 'Local-Direct Accts.' selected. At the bottom of the section is a blue button labeled 'PREPARE CERTIFICATION'.

**3. Your Certification path is now displayed, beginning with Navigating AdMall:**

AdMall Certification

Certification Program: Local-Direct Accts.

### NAVIGATING ADMALL

- Session 2 - Navigating AdMall
- Session 3 - My Accounts

TAKE QUIZ

### LEVERAGING ADMALL

- Session 4 - Prospecting for Local-Direct Accounts
- Session 7 - Prospecting with Consumer Spending and Demographics
- Session 8 - Prospecting with AudienceSCAN Research
- Session 9 - Prospecting for New Local Account Opportunities
- Session 10 - Prospecting for New Digital Account Opportunities
- Session 12 - Creating a Diagnosis Call
- Session 13 - Conducting an Account Diagnosis
- Session 14 - Analyzing Advertiser Responses
- Session 15 - Basics of Co-op Advertising
- Session 16 - Financing Ads with Available Co-op

TAKE QUIZ

- 4. View the required videos for each module. Then click Take Quiz.**
- 5. After you answer all of the questions, your quiz is graded automatically.**
- 6. Your results are displayed, including the percentage answered correctly and a pass/fail designation.**
- 7. After passing all of the quizzes, AdMall confirms your Certified status:**

AdMall Certification

**ADMALL CERTIFIED!**  
CONGRATULATIONS, AUDREY STRONG!  
Join AdMall Champions Program!

You are AdMall certified in:  
• Local Accounts

SalesFuel  
AdMall  
CERTIFIED  
LOCAL MARKETING  
SPECIALIST

## Certification Guidelines

- View all videos in each learning module to activate the Take Quiz button.
- Answer at least 75% of the questions correctly to pass each quiz.
- Each quiz consists of multiple choice and true/false questions.
- If your score is less than 75% you may retake the quiz when you're ready.
- The quiz questions for each retake are randomized.
- After you pass the final quiz a message will appear confirming your AdMall Certification status!

## AdMall Digital Badges

Once you have completed your first AdMall Certification, you will receive an email notification to set up your badge account information on the Credly badge platform including your name, password and email address.

Click [here](#) to learn how to accept your badge, complete your badge settings and how to share your badge on social media platforms.

## Digital Badge Benefits

Representing your skills with a badge gives you a way to share your skills and knowledge online in a way that is simple, trusted and can be easily verified in real time. Badges provide employers and peers concrete evidence of what you had to do to earn your credential and what you're capable of doing now.

## AdMall Badge Types and Levels

### Specialist-Level Badges

Specialist-Level badges are awarded for each AdMall Certification you complete:



## Expert-Level Badges

After earning your Specialist-Level badge, register for the corresponding webinar(s) in the [AdMall Learning Center](#) to earn your Expert-Level badge:

- **Local Marketing:** AdMall 101: Selling Local Accounts
- **Automotive Marketing:** AdMall 102: Selling Automotive Accounts
- **Regional Marketing:** AdMall 103: Selling Major+Franchise Accounts
- **Market Research:** AdMall 104: Selling with Audience+Market Research
- **Digital Marketing:**
  - Digital Audit 101: The Basics
  - Digital Audit 201: Digital Sales Discovery

Once you have completed each required webinar, AdMall issues the corresponding Expert-Level badge:

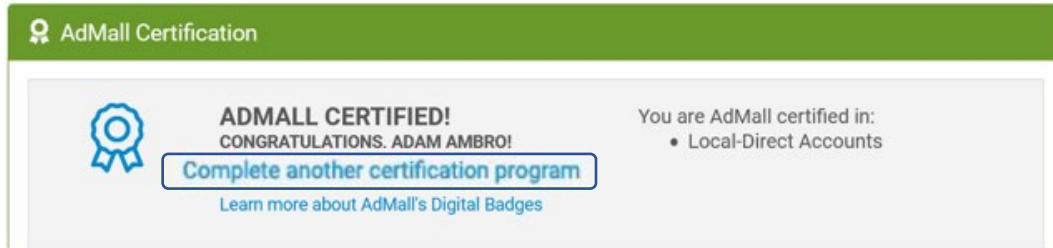


## Certification Badge Requirements

Badge Type	Specialist-Level Requirement	Expert-Level Requirement
Local Marketing	Local-Direct Accts. Certification	Local-Direct Accts. Certification <b>Plus:</b> AdMall 101: Selling Local Accounts webinar
Automotive Marketing	Automotive Accts. Certification	Automotive Accts. Certification <b>Plus:</b> AdMall 102: Selling Automotive Accounts webinar
Regional Marketing	Major/Key Accts. Certification	Major/Key Accts. Certification <b>Plus:</b> AdMall 103: Selling Major+Franchise Accounts webinar
Market Research	Marketing Research Certification	Marketing Research Certification <b>Plus:</b> AdMall 104: Selling with Audience+Market Research webinar
Digital Marketing	Digital Accts. Certification	Digital Accts. Certification <b>Plus:</b> 1. Digital Audit 101: The Basics webinar 2. Digital Audit 201: Digital Sales Discovery webinar

## Multiple Certification Badges

Once you have completed your first certification, return to the AdMall Learning Center/ Certification and click 'Complete another certification program' to earn additional badges:



## AdMall Champion Badge

To become an [AdMall Champion](#), complete any specialist-level certification (see above).



## SalesFuel Certification Badge Contact:

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