

AD OPERATIONS

A5	DoubleVerify	OrderHub
Ad Reform	Email Experience Manager	Palo Alto Networks
Ad-Juster	Exponential	Pathmatics Console
AdBook (FatTail)	Facebook Ads Manager	Piwik
AdDaptive	Facebook Business Manager	Placements.IO
Adform	Firstspin	Proclivity Systems
Adobe DTM	Flashtalking Campaign Manager	PromoteIQ
AdPrime	Flashtalking Creative Manager	PubMatic
Adstream	Forensiq	PulsePoint
AdTheorent - Mobile RTB	FreeWheel MRM	QuickBase
Advalidation	Google Ad Manager (GAM)	RhythmOne
Adzerk	Google Ads	Rubicon Project
Amazon DSP Console	Google AdSense	Salesforce
Amobee	Google Analytics	SAP
Apple Workbench	Google Campaign Manager	Sharethrough
Asana	Google Marketing Platform	Silverpop
Aspera	Google Studio	Simplifi
Atlassian/Confluence	Hive	Sizmek Advertising Suite (SAS)
ATP	Hy-Vee	Sizmek MDX 2.0
Avantis	Hymnal	Skyview Networks
Barometric	Index Exchange	SocialFlow
Basecamp	Innovid	Sovrn
Beeswax	Integral Ad Science	Spongecell
Blue Water Ads	Javelin	SpotX
BrightRoll	Javnet	SRAX
Celtra	JIRA	STAQ
Chocolate	Kantar	Taboola
CitizenNet	ListenFirst	Teads
CitrusAd	Livelihood	The Trade Desk
Clipcentric	LiveRail	Trello
Comscore	Looker	TripleLift
Confiant	Mailchimp	Undertone
Consumable	MediaMath	Verizon Media Ad Platform
Conversant Media Platform	MediaTrust	VideoMize
CPMStar	MOAT Analytics	Westwood One
Criteo	MOAT Pro	Workfront
CrowdTangle	Mode	Wrike
DanAds	MultiView	Xandr
Dash Hudson	Nativo	Zendesk
DealMaker	OpenX	
district m	Operative.One	

CREATIVE SERVICES

Adacado	Basecamp	Hive
Adobe Acrobat	Celtra	JIRA
Adobe After Effects	Clipcentric	One Creative Platform
Adobe Animate	FIGMA	ResponsiveAds
Adobe Illustrator	Flashtalking	Sizmek
Adobe InDesign	Flashtalking Creative Manager	Sketch
Adobe Photoshop	Google Ad Manager (GAM)	Verizon Media
Adobe Premier Pro	Google Campaign Manager	Workfront
Adobe XD	Google Studio	Wrike
Atlassian/Confluence	Google Web Designer	

TASK EXAMPLES



3rd Party Revenue Reports
3rd Party Tracking Implementation
A/B Testing Setup
Ad Attachment
Ad Design & Resizes
Add Creatives
Add/Edit Tactics
Adding Users to Accounts
Adding/Editing Advertisers
Animated Banners Design & Resizing
Animated Gif's Design & Resizing
API Connections & Integrations
Assigning Spotlights to Campaigns
Basic Creative Editing
Beta Testing
Billing
Blacklisted Domain Reports
Brand Safety Wrapping
Campaign Performance Reporting
Campaign Creation & Setup
CDN Uploads
Change Request Quality Assurance
Changes to Flight Dates
Clipping Paths
Close Captioning
CMS Integrations
Color Correction
Communication with Trade Desks
Container Tag Creation
Contextual Targeting
Conversion Tag Creation
Creating and Editing Mapping Rules
Creating & Updating DCO Decision Tree
Creative Asset Management
Creative Duplication
Creative Flight Schedule
Creative Level Targeting Implementation
Creative Optimizations
Creative Quality Assurance
Creative Rotations & Updates
Creative Setup
Creative Version Migration
Cross-Platform Campaign Migration
Custom Reports
Custom Target Audiences
Daily Campaign Report
Daily Publisher Reports by Ad Unit
Dashboard Creation
Data Hub Segments
Dataset Creation
DCO Builds
DCO Mass Versioning
DCO Smart Versioning
Defaulting Placements Report
Delivery Group Setup
DSP Platforms Builds
Discrepancy Monitoring & Reporting
Display Certifications
Distributing Code Packages
Documentation
Dynamic Ad/Creative Versioning
Editing Container Tags
Email Confirmations & Connections
Enabling Site Visits
Frequency Capping
Generating Code Packages
Geo-Fencing
Geo-Optimized
Geo-Targeting
Google Analytics Reporting
HTML Banners Creation & Adaptation
HTML5
Image Enhancement
In-App Certifications
Industry Categorization
Information Collection and Summary
Initial Response
Interactive & Custom Banners
Invoice Ingest
IP Targeting
Issue Categorization
Keyword Lists
Landing Page Design & Development
Line Item Setup & Quality Assurance
Live Ad Troubleshooting
Logging Bugs
Login Creation
Mapping
Market Research
Media Buy Actualization
Media Buy Authorization & Tracking
Media Buy Management
Media Plan Entry
Media Pricing & Negotiations
Modification of Assets
Monitor Bids
Native Marquees
Native Tiles
Newsletter Template Design
Optimization
Order Form Processing
Pacing and Pacing Reporting
PL Delivery Reports
Placement Creation
Platform Support
Post-Log Ingest
Pre- and Post-Launch Quality Assurance
Product Feedback
Production Work Coordination
Proposal Ingest
PSD to HTML5 Conversion
PSD to Word Press Conversion
Publisher Segmentation Data Targeting
Quality Assurance of Custom Formats
Radio Order Entry
Reconcile Schedules
Regression Testing
Replace Creatives
Reproducing Issues
Resolving Audience Issues
Retargeting Tag Setup
RFP Estimations
RFP Processing & Support
Routing
Screenshots
Search Targeting
Segment Creation & Quality Assurance
Site Keyword Targeting
Site Retargeting
Site-Served Tag Generation
Source Building
Sponsorship Quality Assurance
Spot-Log Ingest
Spotlight Creation & Quality Assurance
Standard Trafficking
Static Banner Design & Resizing
Station Support
Strategic Planning
Tactical Mix Support
Tag Generation
Tag Testing
Technical Support
Test Page Creation
Ticket Escalation
Ticket Follow Up
Trafficking
Troubleshooting
TV Order Entry
UAT Testing
Updating Existing Placements
Updating Targeting Parameters
URL Application and Updates
URL Quality Assurance
Validating Creative vs. Publisher Specs
VAST Batch Encoding
Version Creation & Quality Assurance
Video Certifications
Video Creative Review
Video Editing
Video Tag Wrapping
Volume Testing
Watermarking
Web Animation (JS, CSS, HTML5)
Website Design & Development
Word Press Template Design
Yield Metrics Reporting