



Upgrade your Professional Status in digital marketing



DIMAQ[®]
digital marketing qualification

Digital Marketing Qualification

DIMAQ (Digital Marketing Qualification) certification is a programme of standardization of knowledge and competence among industry professionals. It allows industry professionals to confirm their competences, streamlines the communication between marketers and agencies, and aids employers in assessing the level of knowledge and skills of their employees, acting as an essential element of both motivation and recruitment activities. DIMAQ acts as a tool of effective assessment of industry qualifications, improves the quality of the offered services, and builds market trust. It is compliant with the principles of the European Qualifications Framework and is part of the IAB Europe Endorsement Programme.

Benefits for employers

- a tool and process to verify employees' knowledge and competence
- facilitation in recruitment process and employee development plans
- contributes to company competitiveness in the market of digital services, and the increasing expectations of marketers and advertisers across Europe
- a solution to a more coherent communication process between advertisers and digital marketing service providers

Benefits for employees

- a Certificate and proof of competence in the area of digital marketing
- exclusive access to a structured knowledge base on professional digital marketing and to discounts for attending local and international market events such as DMXco, ICEE fest, IAB Mixx etc
- a significant asset in an all encompassing digital environment that covers 12 areas including strategy and planning, display advertising, social media and content marketing, mobile marketing, cyberlaw, e-commerce, programmatic, and analytics
- a validated certificate recognized and acknowledged by marketers and advertisers across Europe

DIMAQ covers not only global issues, but also those specific to a given regional sector of e-marketing (e.g. legal issues). The DIMAQ examination assesses knowledge in the scope of digital marketing on a general level (professional). Every certificate is compliant with the principles of the European Qualifications Framework.

Training Sessions and DIMAQ Examination

- DIMAQ exams are conducted under the IAB Hellas auspices at the egg - enter-grow-go" the incubation, acceleration and co-working programme offered by Eurobank in cooperation with Coralia. The DIMAQ exam is composed of 80 questions, covering 12 areas, lasts 60 minutes and is online.
- Preparation for the examination: individual (self-study) or taking advantage of IAB Hellas training offer that increases Pass Rates as experienced in other IAB countries.
- The DIMAQ Preparation Training: 16 hours in 4 afternoons between 18:00 - 22:00 leading to the Exam day which is usually a Saturday morning.
- The appointed DIMAQ trainers also perform the 16 hour or custom trainings for Closed Groups at company premises. Contact us to find out more.