



# ¿WHAT IS IAB SPAIN?

IAB is the world's largest **digital advertising and marketing association**, with presence in **47** countries.

In Spain, IAB has been active since 2001, working towards the industry for a greater social and economic development of our country.



IAB SPAIN is a member of:



# TYPE OF MEMBERS

- 
- ✓ **Agencies** (Media, Advertising, Communication, Content, Inbound Marketing, Influencers Representation, and specialized in general)
  - ✓ **Advertisers and Brands**
  - ✓ **Consultants** (Digital, eSports)
  - ✓ **Online Audio Companies**
  - ✓ **DOOH companies**
  - ✓ **Mobile Companies**
  - ✓ **Connected TV Companies**
  - ✓ **Digital media and supports**
  - ✓ **Suppliers and Technological Services**
  - ✓ **Advertising and Affiliation Networks**
  - ✓ **Others** (eCommerces, research institutes, etc.)
- 

# OUR SERVICES

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Groups of associates who meet to **develop, define and regulate** specific aspects of digital advertising in order to enhance the value of the industry by creating tools such as market research, white papers, guides or standards.



We can find **vertical, transversal and legal** commissions, in total we have 24 committees.





## Vertical Committees

- ✓ Media Agencies
- ✓ Creative Agencies
- ✓ Advertisers / Publishers
- ✓ Advertising networks

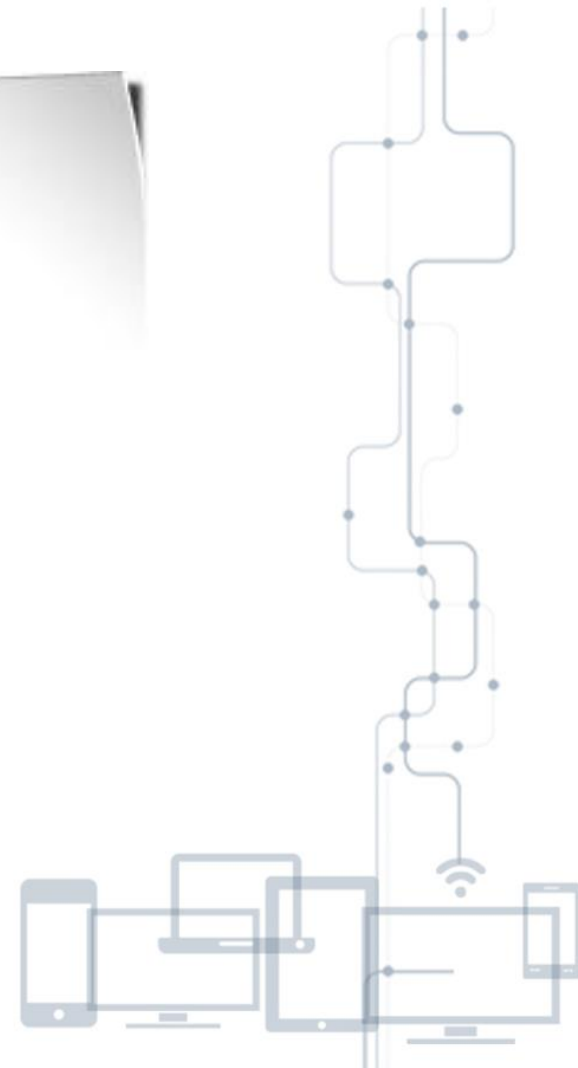
## Legal Committees

- ✓ Regulation
- ✓ Privacy and Data Protection
- ✓ Intellectual Property
- ✓ Audiovisual. Branded Content and Influencers
- ✓ Blockchain

## Transversal Committees

- ✓ Audio Online
- ✓ Branding
- ✓ Branded Content
- ✓ Data
- ✓ DOOH
- ✓ eCommerce
- ✓ Esports

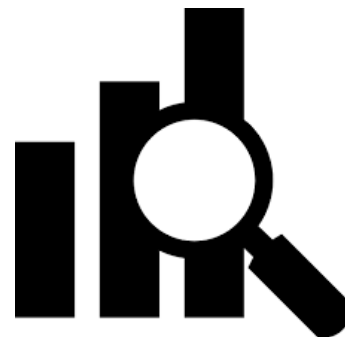
- ✓ Influencers
- ✓ Technological Innovation
- ✓ Programmatic
- ✓ Native Advertising
- ✓ Social Networks
- ✓ Mobile
- ✓ Connected TV
- ✓ Online Video



# 2.



**+100,000**  
**INVESTMENT IN**  
**STUDIES AND**  
**DOCUMENTATION**

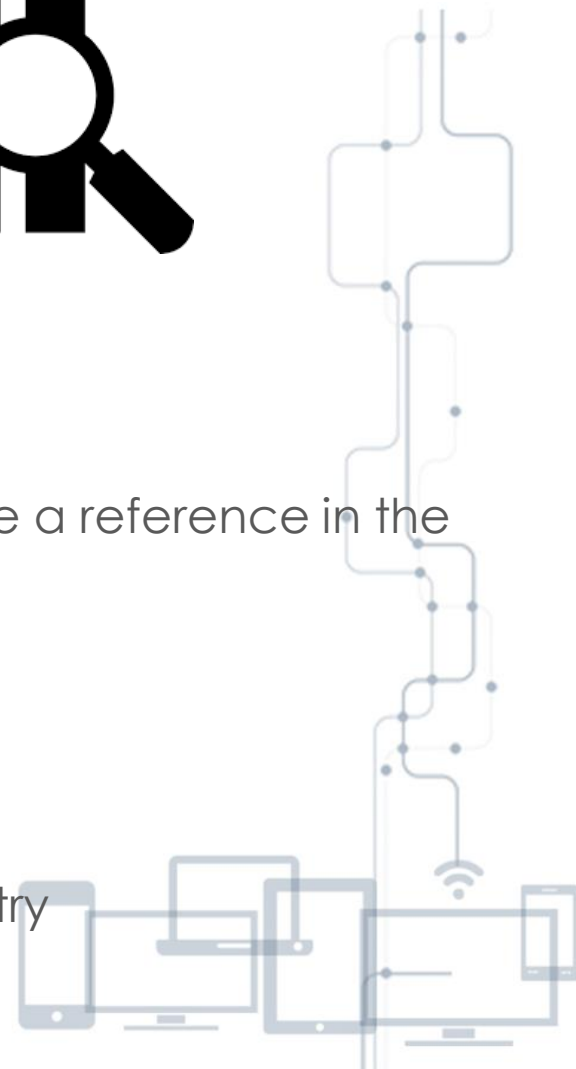


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We publish more than 15 annual studies of the digital sector that are a reference in the same:

- Adhoc to the Commissions
- Industry generics / Cobranded

In addition to valuable documentation for understanding the industry



# Adhoc to the Commissions

- ✓ Adblocking Study
- ✓ Online Audio Study
- ✓ Branded Content Study
- ✓ DOOH Study
- ✓ eCommerce Study
- ✓ Media Study
- ✓ Mobile Study
- ✓ Social Networking Study
- ✓ Connected TV study
- ✓ Online Video Study
- ✓ Social Media Brand Observatory





# Industry generics/ Cobranded

- ✓ Adex Benchmark Report
- ✓ Digital Marketing Labor Market Study
- ✓ Millennials vs. Generation X consumer habits study
- ✓ Sectorial studies:
  - ✓ Digital Marketing Observatory of the Retail sector
  - ✓ Digital Marketing Observatory of the Finance sector
  - ✓ Digital Marketing Observatory of the Automotive sector
- ✓ Top Digital Trends

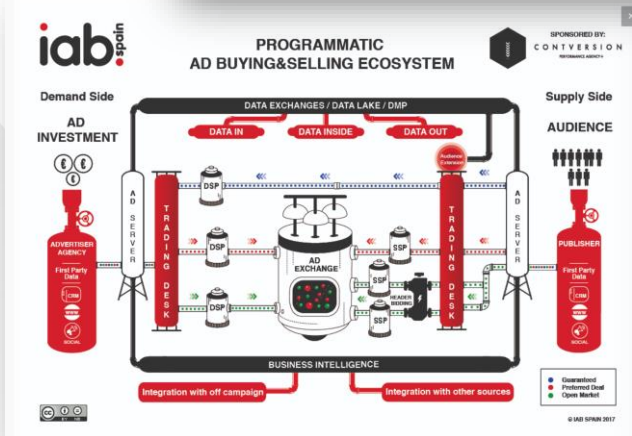


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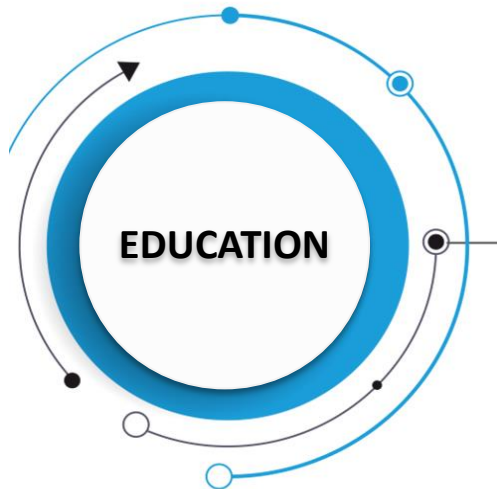


# Documents

- ✓ Infographics
- ✓ White Papers
- ✓ Standards
- ✓ Formats
- ✓ Good practices



# 3.



Education at IAB Spain has a **practical focus**, with relevant and highly demanded topics in the sector.

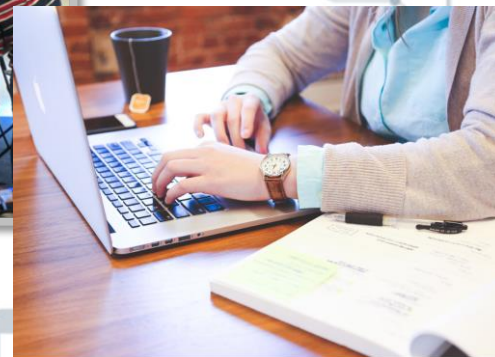
We are currently continuing our courses **online**.

1.- Business Digital Master  
IAB Spain - The Valley

2.- Advanced Courses

3.- Intensive Courses

4.- Courses AdHoc/InCompany



**FORMACIÓN IN COMPANY**

'NUESTRO SERVICIO SE  
ADAPTA A LA FORMACIÓN ONLINE PARA  
SEGUIR FORMANDO A GRANDES  
PROFESIONALES

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\* Consult the discounts for our associates: [formación@iabspain.es](mailto:formación@iabspain.es)

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# Master IAB-The Valley

- ✓ The **only program** in the market in which **online marketing campaigns** are carried out **with real investment**.
- ✓ **More than 100 hours in practical** workshops with Google Analytics, Google Tag Manager, Facebook Ads,...
- ✓ 50% de **practical sessions**
- ✓ **End of master project** with small groups
- ✓ **Personalized mentoring program**.
- ✓ **30h. of specialization:** Exponential Tech & Business or Product & Service innovation
- ✓ <https://thevalley.es/formacion/programas/madrid/master-digital-business>



iabspain | formación

¿Quieres cambiar de empleo?

El 51% de alumnos del Máster en Digital Business consigue cambiar de empleo antes de haber terminado el Máster o seis meses después de finalizar.

Evoluciona a puestos vinculados con la estrategia como Product Marketing Manager, Digital Strategy and Transformation Expert, Account Manager, Jefe de Ventas, Digital Marketing y Project Manager.

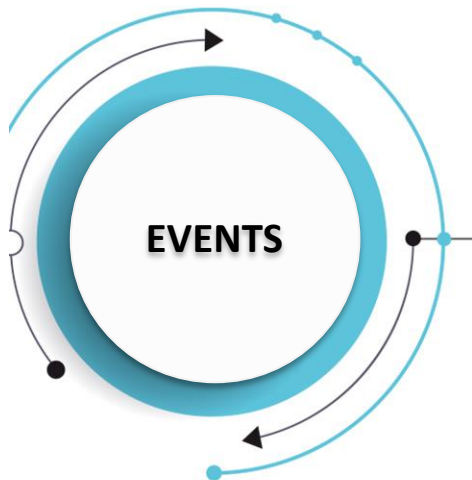
¡¡Conoce el programa!!

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# 4.



We organize and collaborate in different events related to the **industry** with the aim of showing the sector the latest **news, trends and practices.**

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- Thematic breakfasts & Conferences
- Webinars
- Inspirational



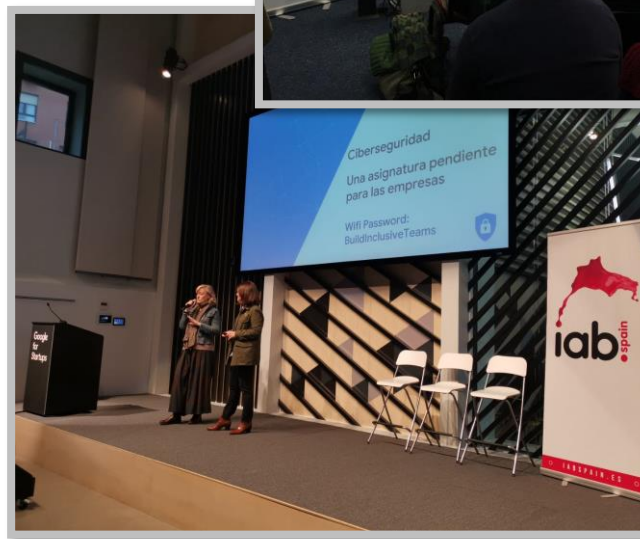


# THEMATIC BREAKFASTS

- ✓ More than 50 annual events in Madrid and Barcelona
- ✓ Free events
- ✓ Partners can participate and contribute with case studies











## MEETINGS

- ✓ Round tables
- ✓ Study presentations
- ✓ Presentations White Papers and Infographics
- ✓ Regulatory congresses
- ✓ Workshops
- ✓ Seminars



# WEBINARS

- ✓ Thematic breakfasts and conferences has become webinars
- ✓ About 200 participants
- ✓ Communication of the event
- ✓ Made through the zoom platform

 <p><b>Webinar IAB Spain &amp; Zeotap:</b> La resolución de identidade...</p> <p>61 visualizaciones • Hace 1 día</p>	 <p><b>Webinar IAB Spain &amp; Xandr:</b> Audiencias contextuales.</p> <p>142 visualizaciones • Hace 5 días</p>	 <p><b>Webinar IAB Spain &amp; Infinita:</b> Clusters de Audiencias.</p> <p>93 visualizaciones • Hace 6 días</p>	 <p><b>Webinar IAB Spain &amp; Salvatore Cospito (Datmean...)</b></p> <p>102 visualizaciones • Hace 1 semana</p>	 <p><b>Webinar IAB Spain &amp; LVP &amp; Antevenio &amp; Top Tier: Espor...</b></p> <p>71 visualizaciones • Hace 1 semana</p>
 <p><b>Webinar IAB Spain &amp; Digitos (HMG):</b> Integración de...</p> <p>72 visualizaciones • Hace 1 semana</p>	 <p><b>Formación Online IAB Spain &amp; Mikel Lekaroz:...</b></p> <p>203 visualizaciones • Hace 1 semana</p>	 <p><b>Webinar IAB Spain &amp; Adevinata &amp; PhD: Estrategia...</b></p> <p>172 visualizaciones • Hace 1 semana</p>	 <p><b>Webinar IAB Spain &amp; Adform:</b> Transforma tu estrategia...</p> <p>168 visualizaciones • Hace 2 semanas</p>	 <p><b>Webinar IAB Spain &amp; 2b-tube:</b> Publicidad Premium en...</p> <p>216 visualizaciones • Hace 2 semanas</p>

# INSPIRATIONAL

# OCTOBER 2<sup>nd</sup> 2020

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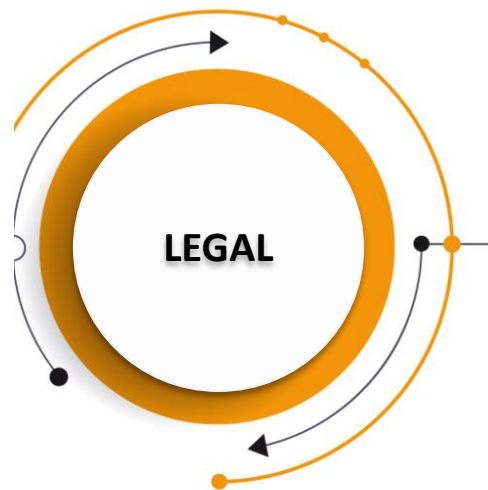
- ✓ Major annual event dedicated to **technological innovation**
- ✓ It is the meeting point for **advertisers, agencies, publishers and technologies.**
- ✓ **Trends, innovations and best practices** in the digital sector that currently exist or will come.
- ✓ Members have **10 free tickets**



[https://www.instagram.com/inspirational\\_iabspain](https://www.instagram.com/inspirational_iabspain)

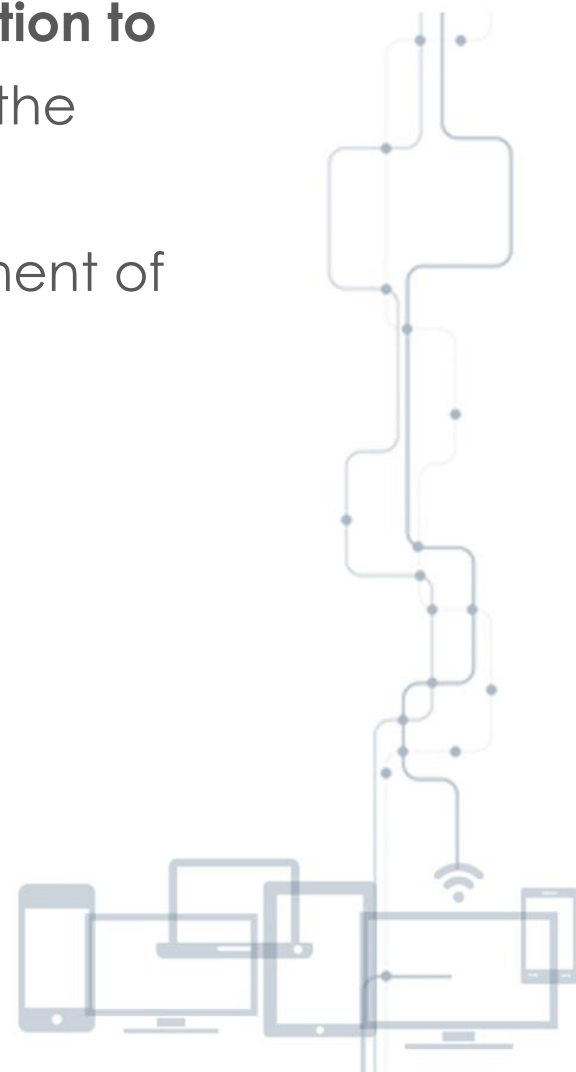


5.



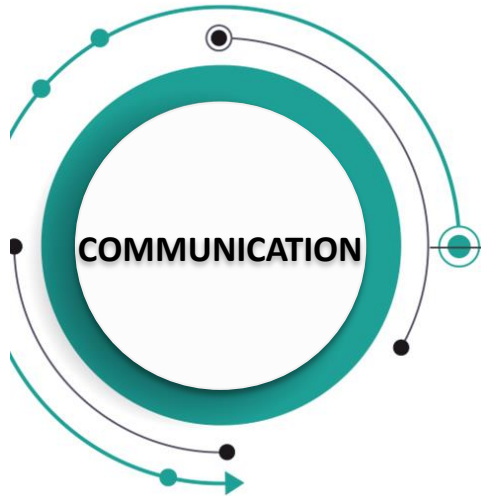
Our Legal area **works actively with the Spanish and European Administration to promote legislation** that respects the consumer and at the same time guarantees the correct development of the digital advertising industry.

IAB Spain **associates have free legal advice** on any issue related to Digital Advertising legislation



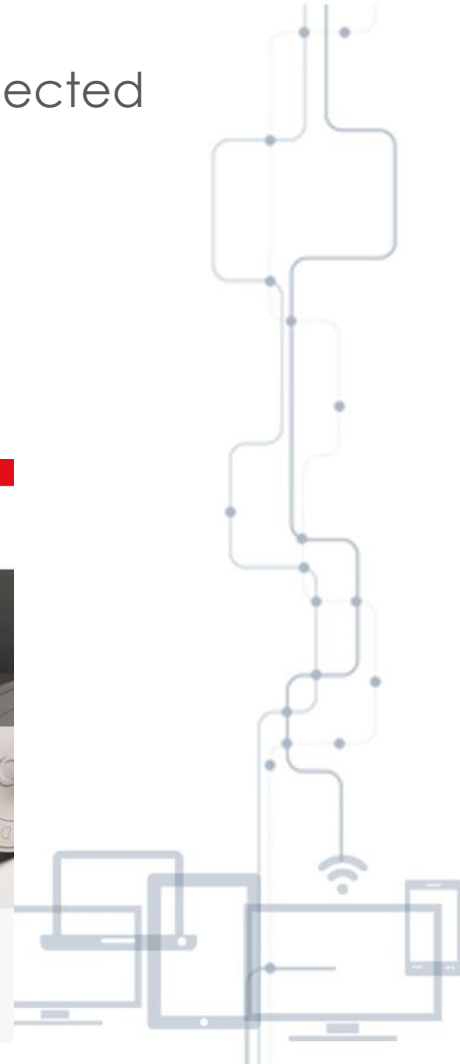
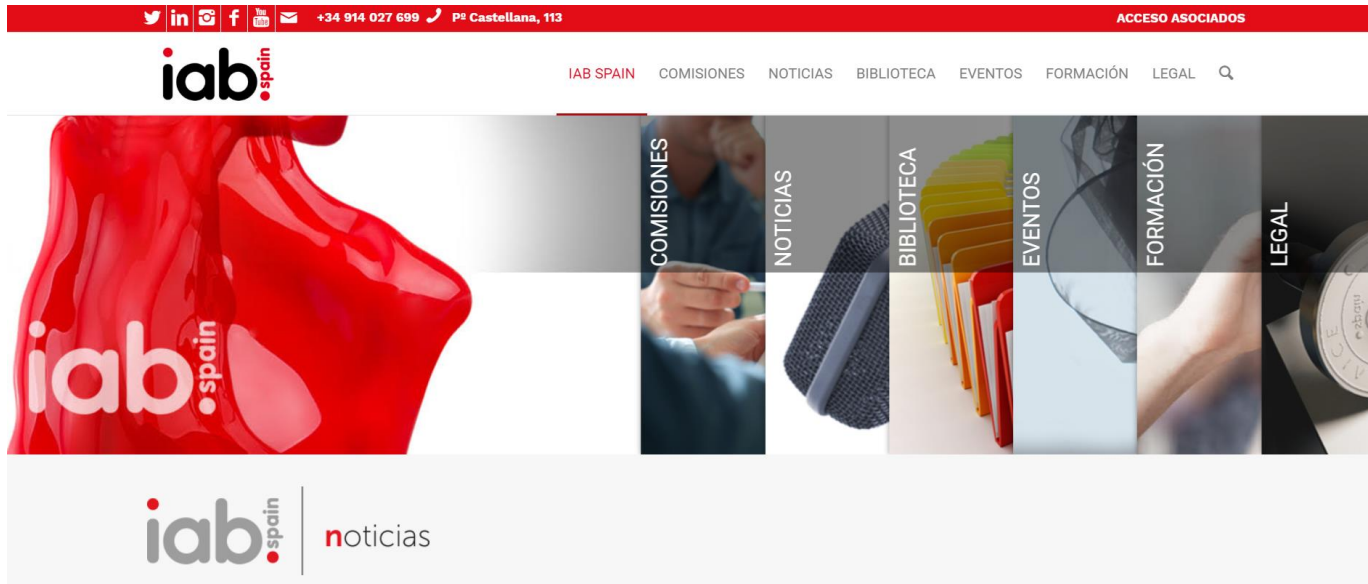


# 7.



In IAB Spain we have different sources of diffusion:

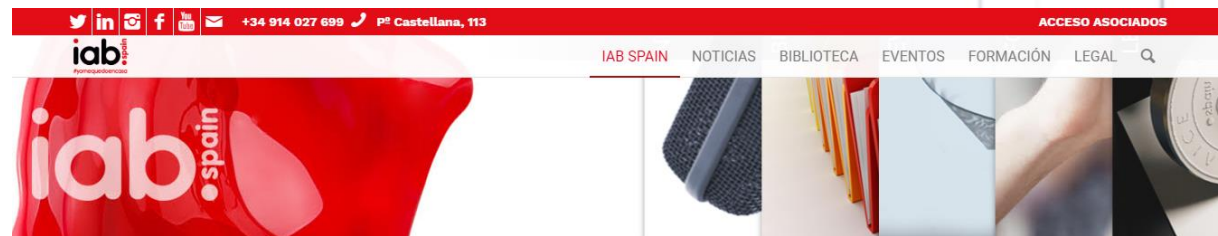
- New web: Be-Connected
- Web
- Newsletter
- e-mailing





# IAB SPAIN #beconnected

- ✓ Press releases and reports
- ✓ Events and online training
- ✓ Committees and working groups
- ✓ Research and Standards Library



## #beconnected

Debido a la situación que estamos viviendo por el COVID19 en España, en IAB Spain estamos trabajando para apoyar a la industria en diversas áreas de actuación.

Por ello, hemos querido recoger de una manera sencilla y fácilmente localizable, todos los recursos y la actividad que puedan ser útiles durante el periodo de confinamiento. En IAB Spain #Beconnected encontrarás todas las acciones y actividades que hemos puesto en marcha y que actualizamos constantemente con los informes, webinars, comunicados, formación etc...



COMUNICADOS  
E INFORMES



EVENTOS Y  
FORMACIÓN  
ONLINE



COMISIONES Y  
GRUPOS DE  
TRABAJO



BIBLIOTECA  
INVESTIGACIÓN  
Y ESTÁNDARES



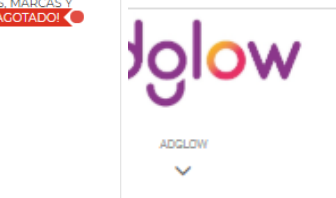
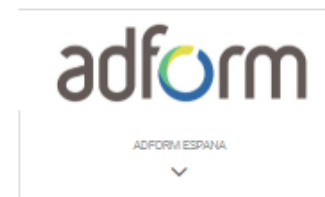
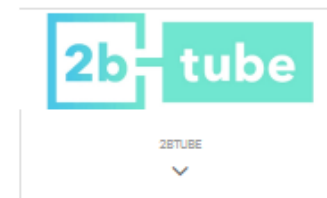
INFORMES  
ASOCIADOS



WEBINARS  
ASOCIADOS

# IAB SPAIN WEB

- ✓ Private area for members with their own keys
- ✓ Who is who
- ✓ Calendar of events
- ✓ IAB Spain Education
- ✓ News
- ✓ Studies



## MAYO 2020

**20 MAYO**  
 16:00 - 19:00  
 Curso Intensivo Marketing de Influencia

**21 MAYO**  
 16:00 - 17:30  
 Webinar #SEOandTools: El uso de herramientas en tu estrategia SEO

**25 MAYO**  
 16:00 - 17:30  
 Webinar: Cómo medir tus campañas y las de tus competidores de forma transparente y eficaz.

MENSUAL SEMANAL DIARIAMENTE LISTA

< ABRIL JUNIO >

MAYO 2020

LU	MA	MI	JU	VI	SA	DO
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

16:00 - 17:30  
 FORO LEGAL: INFLUENCERS, MARCAS Y DERECHO A ACOTADO

# NEWSLETTER

- ✓ Welcome to associates
- ✓ Save the Date for events
- ✓ Working Groups and Commissions Reminder
- ✓ News
- ✓ Education

# EMAILING

- ✓ Save the Date for events
- ✓ News
- ✓ Education



**\_Actualidad**

 IAB Spain da la bienvenida como asociado a WeAreContent

 **WEARE**  
CONTENT.COM

WeAreContent es una empresa especializada en crear estrategias de marketing de contenidos para las marcas. Crea las estrategias con un equipo especializado, crea el contenido utilizando la plataforma con más de 4.000 proveedores en el mercado hispano, y lo distribuye o amplifica con publicidad nativa.

[Conoce a nuestro asociado](#)

 **Conoce los datos del Observatorio de Marketing del sector Retail. Categoría Gran Distribución**



IAB Spain ha presentado el Observatorio Digital de Marketing del sector Retail. Gran Distribución ha sido la categoría protagonista de esta primera entrega. Conoce los datos más destacados extraídos por IAB Spain en colaboración con Comscore, adjinn, Epsilon Technologies, T2C media y Smartme Analytics.

[Haz muchas más oportunidades de empleo](#)

**Sector**

**\_Noticias**



**CURSO SUPERIOR DE eSports**

MADRID: DEL 7 DE FEBRERO AL 20 DE MARZO  
BARCELONA: DEL 23 DE MAYO AL 20 DE JUNIO

**Fórmate en una de las disciplinas que más profesionales demanda. El 7 de febrero comienza el Curso Superior: Claves del marketing en el sector de los eSports**

[Haz muchas más oportunidades de empleo](#)



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**iab.spain**  
**#IABRetail**

**Observatorio Digital de Marketing del sector Retail.**  
**Categoría Gran Distribución**

22 de enero de 10.00h a 12:00h

**Dirección:**  
**Publicis Media**  
Avd/ del Partenón 12-14. Planta 1.  
28042 Madrid. Sala Le Garage

[REGISTRATE](#)



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TODOS LOS DERECHOS RESERVADOS



# SOCIAL MEDIA



- ✓ Welcome to associates
- ✓ Acknowledgements at thematic breakfasts, events, conferences, commissions and other partner events
- ✓ Publication of the sector's news



# Contact



With **over 100 projects a year**, we are the most active association in the industry.

To keep your digital business growing, contact us at:

Paseo de la Castellana 113, Madrid (28046)

Phone: 91.402.76.99

<http://iabspain.es/>

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<https://www.linkedin.com/company/iab-spain>

