

IPA

EFF TEST
CERTIFICATE

IPA Eff Test Certificate

The IPA Eff Test is a challenging qualification that promotes the comprehension of, and engagement with, planning as the USP of agencies; specifically it will help identify planning and effectiveness measurement techniques as central to understanding how agencies can create effective campaigns for their clients in the future.

IPA

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Format

30 hours of online learning, culminating in a 2 hour online exam.

Audience

The qualification is suitable for mid-level planners with at least two to three years' experience from all agency types and discipline, anyone discussing their campaign effectiveness with their client or anyone interested in broadening their understanding of how to create award winning effective campaigns.

Content

The qualification covers a broad range of subjects including definitions of effectiveness, evaluation and accountability; why businesses should invest in it, how it has developed over time, who has a stake in evaluation and current debates around the topic. It also looks into the broad principles behind different types of objectives that can be set:

Introduction to effectiveness testing

This learning path introduces effectiveness testing, including why it is so important to clients.

Planning for effectiveness

Top tips for evaluation including setting benchmarks and factors to consider.

Input measures

An introduction to campaign measures.

Output measures: Business

This learning path starts to look at output measures and more specifically business measures.

Output measures: Behavioural

Here, we'll look at behavioural measures.

Output measures: Awareness and attitudes

This learning path focuses on awareness and attitudinal measures.

Isolating your activity: Non-econometric

Here, non-econometric approaches to isolating the effects of activity are explored.

Isolating your activity: Econometrics

This learning path examines econometric approaches to isolating the effects of activity.

Payback and ROMI

The concepts of ROMI and payback are introduced plus we'll take a look at how to calculate payback and ROMI for a campaign.

Evaluating DM and CRM activity

This learning path examines evaluation techniques across DM and CRM activity.

Evaluating digital

Focuses on evaluating the digital mix.

Evaluating promotional activity

This learning path looks at the key principles in evaluating promotional activity.

Evaluating PR and sponsorship

Here, we'll look at the techniques used to evaluate PR and sponsorship activities including key metrics and tools.

Evaluating public sector campaigns

This learning path covers evaluation techniques and specific considerations when evaluating public sector campaigns.

Exam

To gain the official qualification there is an online examination. A certificate of completion is awarded to all delegates who successfully pass the exam.