

## When Eduardo Botelho Lucas of F.biz became certified in DoubleClick Studio, he found his productivity soared



### About F.biz

- fbiz.com.br
- 300 employees
- São Paulo, Brazil
- Part of WPP group

### Goal

- Increase efficiency

### Results

- Faster development: savings of up to 40 minutes per creative
- 50% fewer errors
- 30% reduction in QA rejections

Part of WPP Group, F.biz is an agency specialising in online advertising and technology. F.biz web developer Eduardo Botelho Lucas had been a user of DoubleClick Studio since 2009. When Google announced the new DoubleClick Studio Certification Programme, Eduardo decided to take part.

### Upskilling made easy

Eduardo's job is to code creatives that have been designed by his colleagues, then perform QA on these digital ads before they go live. F.biz clients include such brands as Lifebuoy, Campari, SKYY Vodka and TRESemmé. Working quickly and accurately on behalf of its clients is critical in helping the agency maintain a competitive edge.

*"Before the certification I used to have some stupid doubts during production; that no longer happens, so I can develop creatives faster."*  
—Eduardo Botelho Lucas, Web Developer, F.biz

### Setting the pace

Since gaining certification, Eduardo reports that he's been able to boost both the quality and quantity of deliverables he is producing. The training has provided him with access to more features, while he's also obtained a better understanding of some formats. He estimates he's now spending 30 to 40 minutes less time on each creative, and because he performs the QA himself, Eduardo is able to reveal that he's seeing a significant reduction in errors and about 30% fewer QA rejections. Overall, he says that Studio Certification has contributed to his ability to execute better creatives more quickly than before.

### About Studio Certification

Studio Certification distinguishes developers as highly skilled in creating innovative, inventive and performance-driven Rich Media ads. There are three types of certification:

- **Core Studio Certification for Flash and HTML5 developers**

A qualification that demonstrates a user's knowledge and skills to build high quality Rich Media ads within DoubleClick Studio that function as intended when displayed by the DoubleClick ad server.

- **QA Certification**

A qualification that demonstrates a user's knowledge and skills to determine the quality assurance of a Rich Media ad built within DoubleClick Studio.

- **Badges Certification**

A qualification that demonstrates a user's knowledge and skills in a specific field in addition to Core Studio Certification.