



With certification in DoubleClick Studio – including Flash, HTML5, YouTube Mastheads and QA – Plus Factory boosted both its technical ability and business prospects

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About Plus Factory

- www.plusfactory.com
- Two offices: New York and Beijing
- 16 employees (six in US, 10 in China)

Goals

- Obtain deeper understanding of latest version of DoubleClick Studio
- Market more effectively
- Streamline production work for agencies

Results

- Better understanding of the platform
 - More confidence in building creatives
 - Increased knowledge of all the online resources
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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.

Established in 2007, Plus Factory prides itself on being able to “design and develop better tools, campaigns and products”, and being “averse to formula”. It is this drive to be different that has driven Fred Gurnot, a Senior Developer at Plus Factory, to make sure that his knowledge of all that DoubleClick has to offer remains at the forefront of the industry.

A path to improvement

Fred was facing a lot of technical issues during the production of his creatives. While the latest version of DoubleClick Studio had been introduced, Fred had used the previous version for so long that he was having a difficult time learning the new system. He believed the solution was to become certified in DoubleClick Studio.

“I wanted to get some good bases and a deeper understanding, and also to market myself. We recently got a new client who found us through my certification.”

— **Fred Gurnot, Senior Developer, Plus Factory**

Boosted confidence, efficiency and profile

Following the Certification process, Fred reported a “better understanding” and “more confidence” in using Studio, which was reflected in:

- 25% reduction in time to develop creatives
 - 25% reduction in QA rejections
 - And a huge 75% reduction in tech support queries
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“We have noticed a significant improvement in quality and creativity in terms of deliverables.”

— **Fred Gurnot, Senior Developer, Plus Factory**

With all these improvements to the business, it's no surprise that Fred reported a **40% uplift in business prospects** for Plus Factory, and that the time taken to complete the **whole QA phase has been cut in half**. His ease of using DoubleClick Studio, combined with a thorough understanding of the tools and techniques available, has paved his way towards a significant improvement in both his professional output and that of Plus Factory as a whole.