



INTELLIGENT CAMPAIGNS



STANDARDIZED KNOWLEDGE



PRACTICE EXAM

DIGITAL AD OPERATIONS

Introduction to Sample Test

Congratulations on taking your first step toward earning your IAB Digital Ad Operations Certification (DAOC). The following sample test provides a preview of question content, format, and style you should expect to see when you sit for the actual certification examination. This sample test was written by a panel of subject matter experts from the digital ad operations industry. Following the sample test is an answer key which provides the correct responses for each question.

Before taking this practice test, please review three important documents provided on the IAB website, at www.iab.com/adopsresources:

- The **Candidate Handbook** describes all aspects of the certification process and assists candidates in preparation for the exam. This handbook contains an overview of exam content, eligibility criteria, information on registering for the exam, guidelines for taking the exam, relevant policies and requirements, and links to the application and other relevant information.
- The **Exam Blueprint** outlines the content that is on the certification exam. It is the building block for the exam. It provides the weighting of each content area.
- The **Study Guide** provides a detailed content overview of the DAOC exam, sample questions, and links to study resources provided by the IAB.

To get the most out of this sample test, please keep the following guidelines in mind:

- **Time Yourself.** When you take the actual certification exam, you will be allotted 1 hour and 55 minutes to answer the 100-question exam, with each question submitted at your own pace. To prepare yourself for this, it would be a good idea for you to take this practice test in a single, uninterrupted **1 hour** session.
- **Consider Testing Format.** You will take the DAOC exam in a computer-based testing lab, so for the most realistic experience you might consider taking this sample test on a computer screen and writing your answers in a separate screen or on a sheet of paper. You will be given a notepad to use in the testing center, so feel free to use scratch paper when you take the practice test.
- **Calculator Usage.** You will not be permitted to take anything into the testing center with you, including a calculator. However, you will be given access to an on-screen calculator on the computer provided to you at the testing center. So, familiarize yourself with your computer's calculator, if needed as you complete the practice test. You will also be provided with either a scratch paper and writing utensil or a dry erase pen and surface to use for calculations during the exam.
- **Learn From Your Mistakes.** Please refer to the detailed content outline provided in the Study Guide (downloadable from www.iab.com/adopsresources) for more information about content areas where you may be weak.

Best of luck to you on your path toward earning the Digital Ad Operations Certification credential!



1. For a direct marketing campaign, what is the **MOST IMPORTANT** success metric?
 - a. clicks
 - b. impressions
 - c. conversions
 - d. interactions

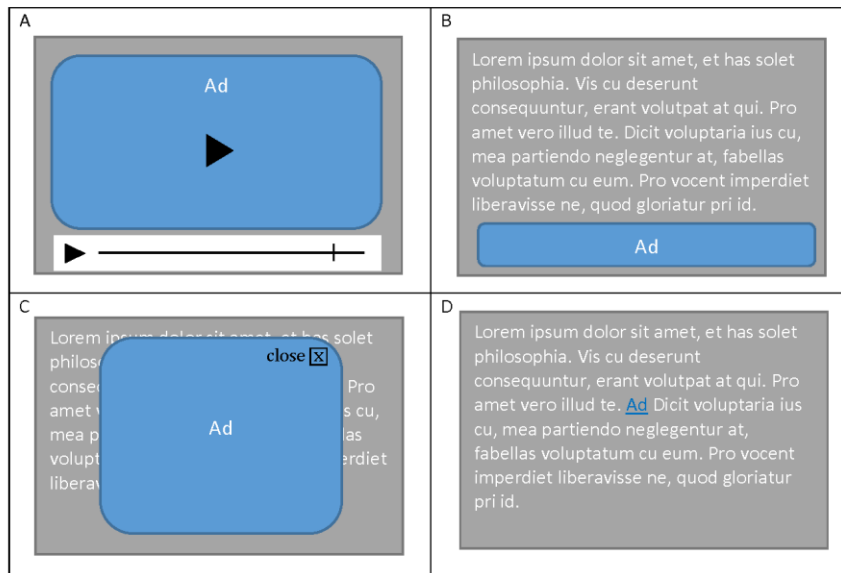
2. For the three **MOST COMMON** displayed ad sizes, the IAB recommends a maximum initial file size load of
 - a. 30 kb.
 - b. 40 kb.
 - c. 50 kb.
 - d. 60 kb.

3. A client provides an ad tag from a newly certified rich media vendor. What is the publisher's **FIRST** step?
 - a. reject the ad tag
 - b. traffic tag to test page
 - c. request vendor benchmarks
 - d. traffic tag to IO and set it live

4. Publisher A needs a 300x250 under 40kb. Publisher B needs a 300x250 under 60kb. Publisher C needs a 300x600 under 100kb. What is the agency's lowest common denominator specs?
 - a. 40kb 300x250; 40kb 300x600
 - b. 40kb 300x250; 100kb 300x600
 - c. 60kb 300x250; 100kb 300x600
 - d. 100kb 300x250; 100kb 300x600

5. What file type is needed to deploy a flash banner?
 - a. .mp4
 - b. .mov
 - c. .xml
 - d. .swf

6. Which of the following is an interstitial?



- a. A
- b. B
- c. C
- d. D

7. What is **MOST LIKELY** provided by the publisher the day a campaign goes live to confirm the launch?

- a. report
- b. screenshot
- c. media plan
- d. creative asset

8. A placement is contracted to run 1MM impressions over a week. It serves 35% in the first day. To prevent over-delivery, how much should it serve per day over the next 6 days?

- a. 58,333
- b. 92,857
- c. 108,333
- d. 142,857

9. It has been identified that one of an exclusive sponsor's ads is breaking the homepage, but only on the iPhone. What is the **MOST EFFECTIVE** troubleshooting method?

- a. launch new tags
- b. HTTP proxy
- c. iOS emulator
- d. browser user agent



10. A client may request _____ in order to reach their consumers when they are most likely to purchase their product.
 - a. dayparting
 - b. geo-targeting
 - c. frequency capping
 - d. domain targeting

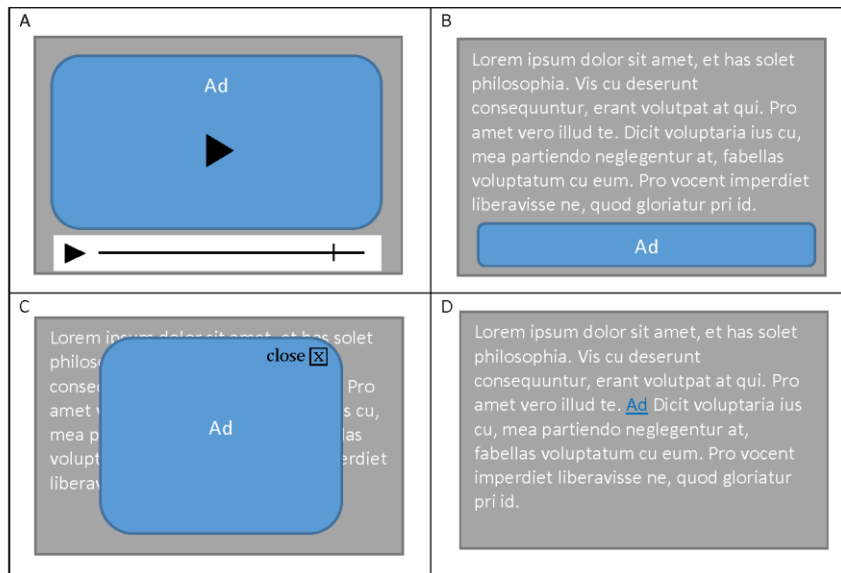
11. For a rich media unit, there were 1,000,000 impressions served, 1,000 clicks, and 1,500 interactions. What is the CTR of this unit?
 - a. 0.001%
 - b. 0.1%
 - c. 0.15%
 - d. 0.66%

12. When investigating impression discrepancies between in-house and 3rd party reporting it is important to
 - a. enable conversion tracking.
 - b. adjust impression goals in the ad server.
 - c. ensure frequency capping is set as expected.
 - d. ensure both reports are in the same time zone and date range.

13. What type of vendor could offer ad blocking technology?
 - a. OBA
 - b. research
 - c. rich media
 - d. verification

14. What is a **PRIMARY** function of SafeFrame technology?
 - a. block 3rd party tracking
 - b. provide mature content blocking
 - c. measure iFrame interactivity
 - d. provide transparent ad delivery

15. In which of the following locations would a VPAID creative be displayed?



- a. A
- b. B
- c. C
- d. D

16. What pricing structure is **MOST COMMON** for a branding campaign?

- a. cost per view
- b. cost per click
- c. cost per acquisition
- d. cost per conversion

17. While documenting bugs, Jira is a tool often used for

- a. forecasting.
- b. ticket tracking.
- c. reconciliation.
- d. system securities.

18. If a client requests a custom solution, what is the **FIRST** step the publisher and agency should take?

- a. define client objectives
- b. decide where the unit will run
- c. determine how to track the creative
- d. determine who will build the creative

19. Which of the following has the **MOST SEVERE** financial implications?
- a frequency cap is updated mid-flight
 - a one day roadblock does not launch
 - weighting is incorrectly assigned between creatives
 - an ad is served to a user outside of the targeted demographic
20. When holding a post-mortem, a necessary step is to conduct a _____ and document the findings.
- SWOT analysis
 - campaign wrap-up
 - root-cause analysis
 - performance review
21. Which of the following allows inventory to be auctioned?
- DMP
 - API
 - PMP
 - RTB
22. Which of the following **PUBLISHER** ad tag types can accommodate expandable creatives?
- Standard
 - HTML5
 - JavaScript
 - internal redirect
23. Which of the following is a tool that enables two disparate systems to communicate in a bi-directional manner?
- API
 - KPI
 - SDK
 - SLA
24. Publisher certification requires **AT LEAST** a _____ and _____.
- test tag; reporting
 - demo page; log data
 - screenshot; white paper
 - preview link; benchmarks
25. A campaign requires the implementation of a survey and OBA tracking on their display media. What is needed for the agency to execute this?
- vendor test pages
 - vendor image pixels
 - display media specs
 - vendor URL appends

26. What file extension should be used when providing HTML5 assets?
- .json
 - .html
 - .net
 - .zip
27. During a live direct response campaign, a publisher notices the third party ad server reports 10% of the conversions the publisher is reporting. Which of the following is the **MOST LIKELY** cause?
- dynamic models
 - look-back windows
 - engagement models
 - programmatic windows
28. Which tracking methodology relies on logged-in user data to identify people across devices?
- click tracking
 - conversion tracking
 - probabilistic tracking
 - deterministic tracking
29. When a user complains their computer is hijacked by your company's cookies and their privacy is invaded, the **BEST** way to respond is to
- log the user's complaint.
 - ask for the user's IP address and add to the blacklist.
 - provide this user with a list of consumer rights websites.
 - explain the purpose of cookie usage and opt out methods.
30. Prioritizing programmatic media buys based entirely on low price increases the risk of
- malware.
 - non-human traffic.
 - under delivery.
 - discrepancies.
31. Paid search units, sponsored content and promoted listings are all types of what advertising?
- native
 - rich media
 - paid media
 - programmatic
32. When using a workaround for a bug on an ad technology platform, it is **MOST IMPORTANT** to
- discount the IO CPM.
 - inform the sales team of the bug.
 - inform the technology partner of the bug.
 - run static image campaigns to minimize bug impact.

33. After tags have been serving, an agency rep catches that the live creative has outdated messaging. In order to gauge severity of the incident, they check the ad server to determine which of the following?
- number of creative versions and campaign flight dates
 - duration incorrect message ran and campaign flight dates
 - duration incorrect message ran and number of impressions served
 - number of impressions served and number of overall creative versions
34. What is a common strategy to allow header bidding partners to compete with direct sold ads?
- implement multiple header bidders per page
 - set a dynamic price floor on the header bidder
 - allow the header bidders to compete server-side
 - elevate the header bidder line items to a higher priority
35. A buyer issues a seller an RFP that specifies a guaranteed 10% budget allocation to programmatic from the media plan. If the buyer wants to use their own data to target users, the **BEST** programmatic solution for the seller to provide the buyer is a(n)
- open auction.
 - private marketplace.
 - automated guarantee.
 - audience segment.
36. Which of these steps comes **FIRST** when developing a campaign's workflow?
- define the campaign's goals
 - deliver the creative and/or tags
 - perform pre-launch, creative asset testing
 - identify opportunities to optimize the placement
37. An advertiser states the **MOST IMPORTANT** metric is driving traffic to their site. What primary tag is needed?
- standard tag
 - click tracker
 - research tag
 - impression tracker
38. When a rich media campaign is running across multiple publishers, what should agency Ad Ops provide the creative agency to ensure compliance and workflow efficiency?
- LCD specs
 - dynamic URLs
 - brand guidelines
 - campaign end dates
39. What file extension should be used when providing HTML5 assets?
- .json
 - .html
 - .net
 - .zip

40. When a publisher pixel is piggybacked into a conversion tag, what is the **MOST LIKELY** reason the publisher's conversions are approximately double the third party reporting?
- The conversion tag was implemented on the site twice.
 - The conversion tag contains two different publisher pixels.
 - The publisher pixel was piggybacked with the conversion tag.
 - The publisher pixel was piggybacked into two different conversion tags.
41. During a live direct response campaign, a publisher notices the third party ad server reports 10% of the conversions the publisher is reporting. Which of the following is the **MOST LIKELY** cause?
- dynamic models
 - look-back windows
 - engagement models
 - programmatic windows
42. A campaign that was previously running smoothly has slowly started to pace behind schedule. What is the **FIRST** thing the Ad Ops professional should do?
- inform the client
 - increase the priority
 - frontload the campaign
 - review the daily delivery reports
43. Which tracking methodology relies on logged-in user data to identify people across devices?
- click tracking
 - conversion tracking
 - probabilistic tracking
 - deterministic tracking
44. What is the **FIRST** step in identifying a 3rd party discrepancy?
- compare publisher and 3rd party reporting
 - identify a live page on which ads are served
 - check the creative code for misconfigured macros
 - check if the 3rd party tags have been executed outside of the buy
45. When a user complains their computer is hijacked by your company's cookies and their privacy is invaded, the **BEST** way to respond is to
- log the user's complaint.
 - ask for the user's IP address and add to the blacklist.
 - provide this user with a list of consumer rights websites.
 - explain the purpose of cookie usage and opt out methods.
46. Prioritizing programmatic media buys based entirely on low price increases the risk of
- malware.
 - non-human traffic.
 - under delivery.
 - discrepancies.

47. What ad creative delivery mechanisms will benefit most by adhering to the VAST 4.0 specification?
- Video
 - Native
 - Mobile
 - Display
48. Paid search units, sponsored content and promoted listings are all types of what advertising?
- native
 - rich media
 - paid media
 - programmatic
49. When using a workaround for a bug on an ad technology platform, it is **MOST IMPORTANT** to
- discount the IO CPM.
 - inform the sales team of the bug.
 - inform the technology partner of the bug.
 - run static image campaigns to minimize bug impact.
50. What metrics can be provided to a client looking to compare the number of users who viewed and/or clicked on their ads, in comparison to the number who printed a coupon?
- total booked impressions and revenue
 - total clicks/impressions and conversions on the home page
 - total conversions on the home page and the print coupon success page
 - total clicks/impressions and conversions on the print coupon success page
51. After tags have been serving, an agency rep catches that the live creative has outdated messaging. In order to gauge severity of the incident, they check the ad server to determine which of the following?
- number of creative versions and campaign flight dates
 - duration incorrect message ran and campaign flight dates
 - duration incorrect message ran and number of impressions served
 - number of impressions served and number of overall creative versions
52. A header bidding partner has reported an issue with ad refreshing that is producing a discrepancy between ad server impression reports and the vendor's impression reports. They have provided a sample page where the issue can be observed. What is the **BEST** way to report this issue to the technical team?
- ask the vendor to provide a resolution and submit a ticket describing the solution
 - perform a detailed discrepancy analysis and submit a ticket describing the discrepancy
 - validate the discrepancy and submit a ticket describing the issue and the steps to reproduce
 - connect the vendor's tech resource with the engineering team so they can assess and discuss the issue



53. A campaign has a contracted goal of 21,564,000 impressions, and the flight is 35 days long. The advertiser wants 1/3 of the impressions delivered over the first 7 days. How many impressions will need to be delivered per day in the first 7 days?
- 616,114 impressions per day
 - 843,253 impressions per day
 - 1,026,857 impressions per day
 - 7,116,120 impressions per day
54. What is a common strategy to allow header bidding partners to compete with direct sold ads?
- implement multiple header bidders per page
 - set a dynamic price floor on the header bidder
 - allow the header bidders to compete server-side
 - elevate the header bidder line items to a higher priority
55. A vendor is conducting a research study. Users who have **NOT** been exposed to the research campaign belong to the _____ group.
- focus
 - control
 - survey
 - exposure
56. During the vendor selection process, what model is used to measure vendor capabilities against client goals?
- flowchart
 - scorecard
 - project plan
 - delivery report
57. A buyer issues a seller an RFP that specifies a guaranteed 10% budget allocation to programmatic from the media plan. If the buyer wants to use their own data to target users, the **BEST** programmatic solution for the seller to provide the buyer is a(n)
- open auction.
 - private marketplace.
 - automated guarantee.
 - audience segment.

PRACTICE EXAM



ANSWER KEY

Question	Answer	Question	Answer
1	C	30	B
2	B	31	A
3	B	32	C
4	B	33	C
5	D	34	D
6	C	35	B
7	B	36	A
8	C	37	B
9	B	38	A
10	A	39	D
11	B	40	D
12	D	41	B
13	D	42	D
14	D	43	D
15	A	44	A
16	A	45	D
17	B	46	B
18	A	47	A
19	B	48	A
20	C	49	C
21	D	50	D
22	C	51	C
23	A	52	C
24	A	53	C
25	B	54	D
26	D	55	B
27	B	56	B
28	D	57	B
29	D		

B