



DATA INTEGRATION



DATA MANAGEMENT



PRACTICE EXAM

DIGITAL DATA SOLUTIONS

PRACTICE EXAM



1. COPPA imposes restrictions on the collection and use of data on people under the age of
 - A. 13.
 - B. 16.
 - C. 18.
 - D. 21.
2. What is the BEST way to ensure HIPAA compliance with a targeted campaign?
 - A. Make certain all data is de-identified
 - B. Pass all data through a 3rd party source
 - C. Include a control group which uses no data
 - D. Require a HIPAA detailed privacy notice where the data is collected
3. On the buy-side, who owns CRM data?
 - A. agency
 - B. publisher
 - C. advertiser
 - D. media platform
4. _____ data is based on the attributes of where the data is collected, while _____ data is based on the actions of a user.
 - A. Declared; inferred
 - B. Contextual; behavioral
 - C. Geographic; firmagraphic
 - D. Probabilistic; Deterministic
5. Which contract clause provides protection by 1st party to 2nd party against 3rd party claims, based on 1st party actions?
 - A. direct damages
 - B. indemnifications
 - C. mutual consideration
 - D. service level agreement
6. Which of the following is the MOST COMPREHENSIVE process for ensuring data security and integrity?
 - A. encrypting all data
 - B. utilizing cloud storage
 - C. performing an IT analysis
 - D. conducting a 3rd party audit
7. The Digital Advertising Association principle that regulates the use of an “opt out” is
 - A. data security.
 - B. transparency.
 - C. accountability.
 - D. consumer control.

8. Participation in which online privacy program allows entities to use the Advertising Option Icon to represent adherence to the self-regulatory principles for online behavioral advertising?
- A. IAB
 - B. NAI
 - C. DAA
 - D. Safe harbor
9. In assessing the long-term viability of a data product, which step compares current product capabilities to customer and industry requirements?
- A. gap analysis
 - B. product road map
 - C. resource allocation
 - D. technical debt-analysis
10. According to industry regulations, which of the following data segments can ETHICALLY be used for individual targeting?
- A. alcohol abuse
 - B. sexual preference
 - C. title specific audio/visual rentals
 - D. offline purchase data for OTC medication
11. Which of the following IDs can be used to track Android users that use a Google Chrome web browser?
- A. 1st party cookie, IDFA
 - B. 3rd party cookie, IDFA
 - C. 1st party cookie, 3rd party cookie
 - D. 3rd party cookie, Google advertising ID
12. Which of these is unique to iOS tracking measurement?
- A. IDFA
 - B. device ID
 - C. 1st party cookie
 - D. user agent string
13. Which of the following data points can be considered deterministic for matching on a user level?
- A. IDFA
 - B. IP address
 - C. OS version
 - D. browser type
14. A publisher is providing their 1st party data as a part of a PMP deal. From the buyer's perspective, this data is considered _____ party data.
- A. 1st
 - B. 2nd
 - C. 3rd
 - D. 4th

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15. Using cross device technology, a direct match is made using
 - A. IP address.
 - B. geo-location.
 - C. login information.
 - D. frequency of site visits.

16. What enables two parties to share anonymous browser-based identifiers so that both can address or measure against the same audience?
 - A. cookie sync
 - B. data taxonomy
 - C. hashing algorithm
 - D. look alike modeling

17. From the DMP's cost perspective, as _____ increase(s), the minimum price for a data licensing agreement must also increase to remain profitable.
 - A. event volume
 - B. the quality of data
 - C. levels of taxonomy
 - D. the recency of events

18. What is the PRIMARY advantage probabilistic models have over defined segment selection when targeting audiences?
 - A. lower cost
 - B. greater scale
 - C. granular targeting
 - D. composition clarity

19. What is the MOST COMMON 3rd party data targeting pricing model?
 - A. CPM fee
 - B. flat rate cost
 - C. revenue share
 - D. media cost percent

20. What is a common term used to describe turning offline user-level data into a digital audience pool?
 - A. DMP integration
 - B. CRM onboarding
 - C. audience targeting
 - D. look-alike reporting

21. Which step must occur FIRST when buying against a custom audience segment?
 - A. activate campaign
 - B. push DMP segment to DSP
 - C. target DMP segment in DSP
 - D. evaluate DMP segment performance

22. Which piece of data is persistent on a mobile device?
- A. UDID
 - B. cookie
 - C. lat/long
 - D. user agent
23. MD5, SHA-1 and SHA-256 are all examples of algorithms that perform
- A. hashing.
 - B. sampling.
 - C. modeling.
 - D. deduping.
24. Which of these is the MOST ACCURATE method for evaluating a cross-device identification model?
- A. in-banner survey
 - B. IP address analysis
 - C. panel based survey
 - D. cookie log file sampling
25. What does the statement "5% 15, Net 45" mean?
- A. 5% of the invoice is due within 15 days, but the full invoice is due within 45 days
 - B. 5% discount if paid in the first 15 days, but the full invoice is due within 45 days
 - C. 5% penalty if the bill is not paid in full within 45 days with 15 day grace period
 - D. 5% of the invoice is due within 15 days with 45 days to pay the remaining balance
26. A product manager at a data provider sources their "Flocking Fashionista" segment by combining new mover status data from the USPS, Beauty and Fashion interest from a major publisher, and Affluence based on household income data from a traditional data supplier. The variable costs of acquiring this data are:

	Data Cost (CPM)
United States Postal Service	\$2.00
Beauty & Fashion	\$0.50
Affluence (HHI Based)	\$1.50

They have just been informed that the cost of USPS data will INCREASE by \$1.00 CPM. Assuming that it is important to maintain a 40% markup on the "Flocking Fashionista" segment, what is the NEW retail price the product manager should convey to the sales team?

- A. \$5.00
 - B. \$5.60
 - C. \$6.60
 - D. \$7.00
27. What is a PRIMARY benefit of using dynamic creative?
- A. Decreased CPM pricing
 - B. Consolidates setup into one media platform
 - C. Allows for more simplified go-to-market strategy
 - D. Targets the intended audience with more relevant messaging



28. A vendor is evaluating whether to rent or build a product capability and has these costs:

	Rent	Build
First Time Startup Fee	\$1,500,000	\$4,000,000
Variable Cost for Impressions (CPM)	\$1.50	\$0.50

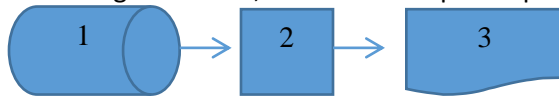
How many impressions does the vendor need to sell to make building the new product capability more cost efficient than renting?

- A. 20 billion
 - B. 25 billion
 - C. 30 billion
 - D. 40 billion
29. What is the MOST ACCURATE data source to use in linking a user across multiple devices?
- A. log-level
 - B. click stream
 - C. probabilistic
 - D. deterministic
30. What is the MOST APPROPRIATE attribute to target for someone in-market for a luxury brand?
- A. gender
 - B. early adopters
 - C. household income
 - D. geographic location
31. When targeting a 1st party audience list, which of the following factors has the LEAST impact on overall impression delivery?
- A. bid price
 - B. bid competition
 - C. frequency settings
 - D. creative rotation settings
32. As a best practice, on what platform should 1st and 3rd party data segments be implemented for open exchange or programmatic buying?
- A. SSP
 - B. DSP
 - C. buy-side ad server
 - D. publisher ad server
33. What type of report could be pulled from a DSP that indexes 1st party data with 3rd party data?
- A. look-alike report
 - B. pixel load report
 - C. inventory report
 - D. site performance report

34. What is the BEST method for transferring a large dataset from one server to another in real time?

- A. API
- B. SFTP
- C. pixel
- D. batch file upload

35. In the following flow chart, what does shape 1 represent?



- A. report
- B. process
- C. database
- D. document

36. Which of the following items is NOT typically a component of an SLA?

- A. minimum server uptime
- B. maximum server latency
- C. minimum impression volume
- D. minimum support response time

37. What is the MOST APPROPRIATE data visualization graph for showing the frequency of an event occurring within discrete time periods?

- A. box plot
- B. pie chart
- C. histogram
- D. scatter plot

38. When using multiple 3rd party data segments, why would segment-level impression volume appear to be inflated compared to overall campaign impression volume?

- A. audience overlap
- B. inaccurate reporting
- C. platform sync delays
- D. ad server discrepancies



Answer Guide

- | | |
|-------|-------|
| 1. A | 20. B |
| 2. A | 21. B |
| 3. C | 22. A |
| 4. B | 23. A |
| 5. B | 24. C |
| 6. D | 25. B |
| 7. D | 26. D |
| 8. C | 27. D |
| 9. A | 28. B |
| 10. D | 29. D |
| 11. C | 30. C |
| 12. A | 31. D |
| 13. A | 32. B |
| 14. B | 33. A |
| 15. C | 34. A |
| 16. A | 35. C |
| 17. A | 36. C |
| 18. B | 37. C |
| 19. A | 38. A |