



GAIN A COMPETITIVE EDGE



UNDERSTANDING
OF MEDIA ECOSYSTEM



PRACTICE EXAM

DIGITAL MARKETING AND MEDIA FOUNDATIONS

PRACTICE EXAM

Introduction to Sample Test

Congratulations on taking your first step toward earning your IAB Digital Marketing and Media Foundations Certification (DMFC). 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 <https://www.iab.com/topics/certification/> :

- 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 DMFC exam, 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 30 hour session.

Consider Testing Format. You will take the DMFC 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 for more information about content areas where you may be weak.

Best of luck to you on your path toward earning the Digital Marketing and Media Foundations Certification credential!

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1. Which digital media ad placement is likely to contain most prominent brand building capabilities?
 - a. Sponsored tweet
 - b. Display rising stars filmstrip
 - c. Paid search with call extensions
 - d. Mobile rising stars adhesion banner
2. What display banner size is **MOST COMMONLY** available across mobile, tablet, and desktop devices?
 - a. 300x250
 - b. 300x600
 - c. 728x90
 - d. 1024x90
3. Which of the following is the **BEST** example of earned media?
 - a. A young woman sees a banner ad with a retail coupon and downloads it to use in store
 - b. A middle aged woman passes by a mall kiosk and the kiosk displays an ad for a brand
 - c. A young man clicks on a retail link his friend shared on social media which is sponsored by a brand
 - d. A middle aged man, watching his favorite show online, watches a few video ads before the show starts
4. VPAID enhances video ad serving capabilities by
 - a. Tracking video clicks and completions
 - b. Enabling video ad serving to mobile devices
 - c. Enabling a rich, interactive in[stream ad experience
 - d. Enabling video ad serving in a standard XML template
5. Which term **BEST** describes inventory bought and sold through automated technologies?
 - a. Roadblock
 - b. Digital buy
 - c. Guaranteed
 - d. Programmatic
6. Which type of data refers to segments that identify people that are highly likely to buy a product based on past behavior?
 - a. Lifestyle data
 - b. Purchase data
 - c. Demographic data
 - d. Psychographic data
7. What is a major advantage to running HTML5 creatives across a campaign?
 - a. Increased viewability
 - b. Increased interactivity

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- c. Cross device capabilities
 - d. Advanced targeting technologies
8. According to the IAB's Terms and Conditions, if there is a discrepancy in served impression numbers between a publisher and an agency, with no prior contractual agreements, what source should impressions be billed off of?
- a. 3rd party ad server
 - b. Container tag platform
 - c. Ad verification technology
 - d. Publisher reporting system
9. Which of the following campaign details is **MOST NECESSARY** to forecast inventory availability?
- a. KPIs
 - b. Creative weighting
 - c. Audience targeting
 - d. Execution of the IO
10. Why would an advertiser buy on a CPM basis on a search engine?
- a. To drive traffic
 - b. To generate sales
 - c. To raise brand awareness
 - d. To conserve marketing dollars
11. What detail on a traffic sheet determines where a creative will redirect consumers upon a click?
- a. Creative rotation
 - b. Placement name
 - c. Landing page URL
 - d. Campaign start date
12. Which group is responsible for trafficking a campaign in the ad server?
- a. Marketing
 - b. Production
 - c. Ad Operations
 - d. Product Management
13. VAST is an IAB specification that sets a standard for communication requirements between_____and_____.
- a. Publishers; Video networks
 - b. Websites; Rich media vendors
 - c. Agencies; Ad exchanges
 - d. Ad servers; Video players
14. What is a type of post click tag that is placed on relevant advertiser web pages?
- a. VAST

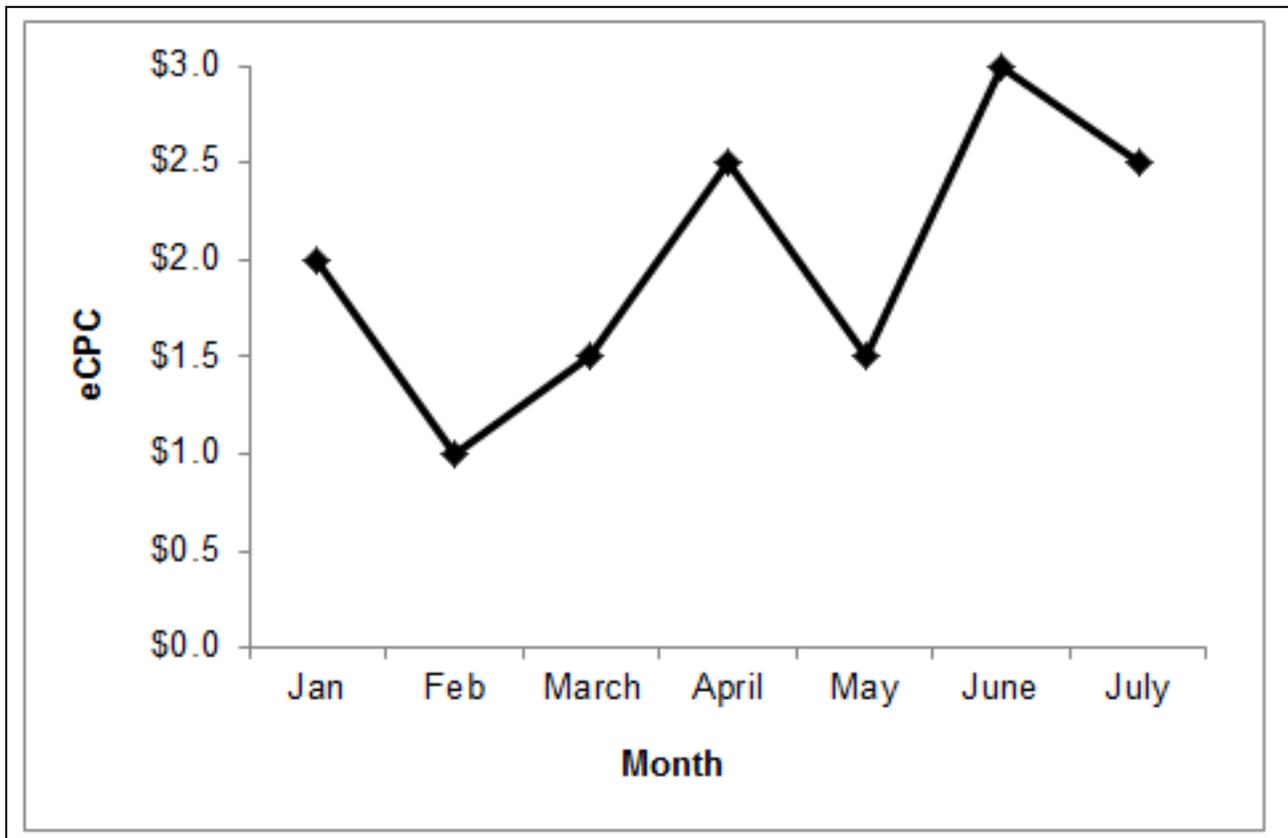
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- b. MRAID
 - c. Conversion
 - d. Web crawler
15. A publisher's creative reporting shows two million impressions and zero clicks. What is a possible cause?
- a. Poor targeting
 - b. Error with click tag
 - c. No frequency capping
 - d. Incorrect landing page
16. If an ad server cannot serve the intended creative for a placement, a(n)_____will serve in its place.
- a. House ad
 - b. Error message
 - c. Default creative
 - d. Secondary creative
17. When looking at reconciliation reporting, the_____metric is important to CPA buys.
- a. Clicks
 - b. Viewability
 - c. Impressions
 - d. Conversions
18. A 3rd party delivery report shows one line item delivered double the number of ordered impressions. What is the MOST LIKELY cause?
- a. Bot traffic artificially inflated delivery
 - b. Frequency capping was added in the ad server
 - c. Campaign was optimized without client approval
 - d. The creative tag was trafficked to multiple line items
19. Which of the following tools or strategies would be used to troubleshoot if a publisher pixel is firing on a confirmation page?
- a. A/B testing
 - b. Web debugger
 - c. Flash validator
 - d. VAST tag inspector
20. An online campaign contains two elements:
- i. *600,000 display impressions at a \$7.50 CPM*
 - ii. *1,200,000 video preroll impressions at a \$15.00 CPM*
- What is the blended CPM of the campaign?
- a. \$7.50
 - b. \$11.25
 - c. \$12.50

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d. \$22.50

21. If the campaign goal was to maximize CPC efficiency, which month had the best performance?



- a. January
- b. February
- c. May
- d. June

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ANSWER KEY

Question	Answer	Question	Answer
1	B	12	C
2	A	13	D
3	C	14	C
4	C	15	B
5	D	16	C
6	D	17	D
7	C	18	D
8	A	19	B
9	C	20	C
10	C	21	B
11	C		