



EFFECTIVE CAMPAIGN STRATEGY



STANDARDIZED KNOWLEDGE

# PRACTICE EXAM

DIGITAL MEDIA BUYING & PLANNING

# PRACTICE EXAM



## Introduction to Sample Test

Congratulations on taking your first step toward earning your IAB Digital Media Buying and Planning Certification (DBPC). 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 industry. Following the sample test is an answer key which provides the correct responses for each question.

Before taking this practice test, please review two important documents provided on the IAB website, at [www.iab.com/buyercert](http://www.iab.com/buyercert) :

- 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 **Study Guide** provides a detailed content overview of the DBPC exam, the weighting of each content area, 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:

- **Understand Question Mix.** While the sample test covers the same content weighting as the actual exam, please be aware that the content areas will be more “jumbled” when you sit for the certification exam. For ease of studying, the questions in this sample test mirror their order in the content outline provided in the Study Guide. When you sit for the certification exam at a testing center, you will be shown questions in random order, from various parts of the content outline.
- **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 session.
- **Consider Testing Format.** You will take the DBPC 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.

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1. On a campaign brief, what criteria MUST be present to begin planning?
  - A. RFP timeline
  - B. creative specs
  - C. pricing models
  - D. business objectives
  
2. Campaign flighting is often determined by
  - A. vendor rebates.
  - B. tagging strategy.
  - C. sales seasonality.
  - D. creative test scenarios.
  
3. During the digital media planning phase, it is important to recommend
  - A. fluid budgets across tactics.
  - B. fixed budgets across tactics.
  - C. that the brand dictates planning parameters.
  - D. budget deviations limited to +/- 20% from original plan.
  
4. A campaign's media strategy should be based on
  - A. KPIs.
  - B. target audience.
  - C. measurement plan.
  - D. business objectives.
  
5. A brand's business objective is to increase the number of transactions made on their site by 10% without making any changes to the site design. Which of the following options is an appropriate media objective?
  - A. Maintain CTR and decrease bounce rate by 10%.
  - B. Drive users that are 10% more qualified to the site.
  - C. Increase impressions by 10% while maintaining historical CTR.
  - D. Increase site visits by 10% while maintaining average conversion rate.
  
6. Syndicated audience behavior data is MOST helpful while developing the campaign's
  - A. vendor criteria.
  - B. media strategies.
  - C. reporting structure.
  - D. retargeting segments.
  
7. Digital buying guidelines typically include
  - A. fraud thresholds.
  - B. creative rotations.
  - C. reporting timelines.
  - D. optimization strategies.

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8. The MRC standard for display viewability is
  - A. 50% in-view for one second in total.
  - B. 50% in-view for one continuous second.
  - C. 100% in-view for one second in total.
  - D. 100% in-view for one continuous second.
  
9. Which of the following is an IAB Universal Ad Package ad size?
  - A. 120 x 60
  - B. 160 x 600
  - C. 300 x 600
  - D. 970 x 250
  
10. Which of the following specifications is most important for a digital planner/buyer to provide to the creative development team for video assets?
  - A. bitrate
  - B. Flash version
  - C. initial load time
  - D. JavaScript variable
  
11. What is a factor in determining a timeline for site tagging implementation?
  - A. page load time
  - B. target audiences
  - C. number of placement tags
  - D. quantity of retargeting segments
  
12. The brand has requested that the planning timeline be shortened due to a time sensitive product launch revision, how SHOULD the digital planner/buyer accommodate the request?
  - A. skip internal check points
  - B. repurpose traffic instructions
  - C. confirm if approvals can be expedited
  - D. use vendor proposals from a previous campaign
  
13. A brand category competitive report is best used to
  - A. align on messaging sequence.
  - B. understand competitors KPIs.
  - C. determine brand share of voice.
  - D. provide post-campaign reporting.



14. What is an example of 1st party research that can be used in developing a media strategy?
  - A. focus groups
  - B. syndicated data
  - C. publisher insights
  - D. competitive spend report
  
15. Historical campaign performance should be used when establishing
  - A. reporting cadence.
  - B. site tagging structure.
  - C. media mix allocation.
  - D. creative development timelines.
  
16. What is the best approach for allocating budgets across channels?
  - A. use attribution data
  - B. spend evenly across channels
  - C. use historical budget allocations
  - D. base budget allocations on client feedback
  
17. An example of sequential messaging is when a user
  - A. clicks on a brand ad and visits the website a day later.
  - B. views a brand ad and clicks on the same ad a day later.
  - C. views a brand ad and is retargeted with the same ad a day later.
  - D. clicks on a brand ad and is retargeted with an offer ad a day later.
  
18. According to the IAB, each user should be exposed to no more than \_\_\_\_\_ pop-up ad(s) for each visit to an online site?
  - A. 1
  - B. 2
  - C. 3
  - D. 5
  
19. In a mobile app install campaign, where is the BEST place to implement a conversion tag?
  - A. API
  - B. SDK
  - C. app store
  - D. landing page
  
20. What type of report should be used to BEST gauge effectiveness of an awareness campaign?
  - A. sales
  - B. post-buy
  - C. brand lift
  - D. viewability

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21. Sales attribution windows should be set based on
  - A. seasonality.
  - B. ad server defaults.
  - C. the campaign KPIs.
  - D. the brand's purchase cycle.
  
22. Which of the following resources provides 1st party data?
  - A. site analytics
  - B. industry report
  - C. publisher co-op
  - D. syndicated research
  
23. What type of targeting uses 1st party data?
  - A. CRM
  - B. keyword
  - C. contextual
  - D. purchased databases
  
24. Paid search is MOST COMMONLY used for
  - A. direct response.
  - B. brand awareness.
  - C. influencer marketing.
  - D. improving organic rankings.
  
25. What document is necessary to have in place during the RFP process to protect a brand's confidential information?
  - A. signed NDA
  - B. insertion order
  - C. final media plan
  - D. IAB terms and conditions
  
26. A digital planner/buyer should confirm potential vendors can accept the campaign's 3rd party tags during the \_\_\_\_\_ process.
  - A. RFP
  - B. negotiation
  - C. data strategy
  - D. creative development
  
27. What is an acceptable negotiation request during the RFP process?
  - A. tickets to sporting events
  - B. 20% added value impressions
  - C. rebates in the form of gift cards
  - D. competitor's campaign information

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28. A digital planner/buyer receives a proposal from a vendor that has a 25% rate increase from a previous campaign. What is the BEST course of action for the digital planner/buyer?
- A. revise media strategy
  - B. accept rate fluctuations
  - C. negotiate with the vendor
  - D. discuss with the brand team
29. In a second-price auction, Advertiser A bids \$2.00 and Advertiser B bids \$1.00. What is the cost of the winning bid?
- A. \$1.00
  - B. \$1.01
  - C. \$2.00
  - D. \$2.01
30. What is the BEST method for setting up bid optimizations for search keywords to maximize ROAS?
- A. strategy for branded keywords only
  - B. strategy for non-branded keywords only
  - C. common bid strategy across branded and non-branded keywords
  - D. separate bid strategy for both branded and non-branded keywords
31. A vendor submitted a proposal and the digital planner/buyer discovered an error. What is the BEST course of action?
- A. accept their proposal
  - B. request a revised proposal
  - C. defer to vendor's media kit
  - D. eliminate vendor from consideration
32. A brand has a media budget of \$100,000 and expects to drive \$500,000 in revenue. What is the expected ROAS?
- A. 5%
  - B. 20%
  - C. 50%
  - D. 500%
33. Which cost model is used by an ad exchange?
- A. CPA
  - B. dCPM
  - C. flat rate
  - D. fixed CPM

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34. Which of the following parameters should be used to most accurately predict campaign performance?
- A. vendor insights
  - B. agency benchmarks
  - C. industry benchmarks
  - D. historical performance
35. If a brand's gross budget is \$100,000 and includes a 15% commission, what is the net media budget?
- A. \$15,000
  - B. \$85,000
  - C. \$100,000
  - D. \$115,000
36. The programmatic ecosystem is comprised of the \_\_\_\_\_-side and supply-side.
- A. sales
  - B. brand
  - C. demand
  - D. publisher
37. What is the first step after vendor partners have been selected and finalized?
- A. send IOs
  - B. traffic creative tags
  - C. inform selected vendors only
  - D. contact all vendors involved in the RFP
38. What MUST be included in an IO to establish legal guidelines?
- A. ad rates
  - B. targeting
  - C. placements
  - D. terms and conditions
39. According to the IAB, an advertiser may cancel, without penalty, any guaranteed vendor order with \_\_\_\_\_ days prior written notice.
- A. 7
  - B. 14
  - C. 30
  - D. 60
40. What document typically needs to be signed before using self-service platforms?
- A. IO
  - B. MSA
  - C. NDA
  - D. trafficking sheet



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41. What document lists details of a media buy and establishes contractual obligations?
- A. RFP
  - B. flowchart
  - C. insertion order
  - D. vendor scorecard
42. Before scheduling a vendor kick-off call, a digital planner/buyer should
- A. implement site tags.
  - B. brainstorm custom content.
  - C. build creative spec documents.
  - D. reconcile terms and conditions.
43. A brand has 10,000 unique products sold online. In order to efficiently build banner assets, the BEST approach is to
- A. only build generic banner ads.
  - B. build banner ads specific to each product.
  - C. use a product feed to build dynamic banners.
  - D. roll out development of banners in batches due to volume.
44. A deal ID is used when executing a(n) \_\_\_\_\_ buy.
- A. search
  - B. site direct
  - C. open exchange
  - D. private marketplace
45. Which type of tag provides in-depth video analytics?
- A. Flash
  - B. HTML5
  - C. VAST
  - D. VPAID
46. The industry standard format for interactive rich media is
- A. GIF
  - B. JPEG
  - C. Flash
  - D. HTML5
47. A brand wants to track form submissions on its site. Where is the BEST place to implement a conversion pixel?
- A. landing page
  - B. thank you page
  - C. form submit button
  - D. page scroll depth tracker

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48. What is the quickest way for a digital planner/buyer to view impression delivery?
- A. Review an actualized invoice.
  - B. Contact the ad operations team.
  - C. Reach out to the publisher/vendor.
  - D. Download a report from the ad server.
49. Automated reporting is BEST achieved by using
- A. an SDK.
  - B. API feeds.
  - C. spreadsheet software.
  - D. platform reporting interfaces.
50. A budget tracker should be used to ensure correct
- A. IO input.
  - B. invoicing.
  - C. campaign pacing.
  - D. creative rotation.
51. According to the IAB, when using an approved 3rd party ad server, the advertiser shall provide the vendor access to relevant data from the ad server within \_\_\_\_\_ day(s) after campaign launch.
- A. 1
  - B. 2
  - C. 7
  - D. 10
52. What is the BEST source to provide confirmation that a campaign has launched?
- A. signed IO
  - B. ad server report
  - C. site analytics report
  - D. signed media authorization
53. According to the IAB, when an advertiser uses a 3rd party ad server, the vendor should not bonus more than \_\_\_\_\_ above the deliverables specified on the IO without prior written consent.
- A. 5%
  - B. 10%
  - C. 15%
  - D. 20%



54. In a direct response campaign, the MOST LIKELY metric to optimize towards is
- A. CPA
  - B. CTR
  - C. brand lift
  - D. bounce rate
55. Which of the following would be the BEST optimization method to maximize revenue?
- A. low CPC
  - B. high CTR
  - C. low bounce rate
  - D. high conversion rate
56. In order to complete an A/B/n landing page test, it is necessary to FIRST analyze data for
- A. increase in revenue.
  - B. statistical significance.
  - C. lift in conversion rates.
  - D. decrease in revenue per visit.
57. By analyzing a site performance report for a placement targeting a large list of sites, a digital planner/buyer sees a site that is delivering a high volume of impressions but no clicks or conversions. What is the BEST optimization to improve performance?
- A. pause the placement
  - B. blacklist the underperforming site
  - C. visit the underperforming site and click on an ad
  - D. add a placement targeting the underperforming site separately
58. A placement is reporting impressions but not clicks, what is the BEST first step for troubleshooting?
- A. notify the vendor
  - B. pause the campaign
  - C. contact the brand team
  - D. verify setup in the ad server
59. After a campaign launches, a digital planner/buyer discovers conversions are not being tracked. The BEST first action to take is to
- A. notify vendor.
  - B. alert the brand team.
  - C. pull site analytics report.
  - D. confirm tag implementation.

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60. Ecommerce paid search and display retargeting campaigns are showing a total of \$75K in revenue but the brand can only see \$50k. What is the BEST explanation for this discrepancy?
- A. Brand's reporting platform is incorrect.
  - B. The analytics report was pulled incorrectly.
  - C. Conversion tags are not implemented correctly.
  - D. Revenue attribution data has been duplicated.
61. What document is typically updated when flighting is adjusted mid-campaign?
- A. flowchart
  - B. spec sheet
  - C. campaign brief
  - D. reporting template
62. What requires changes to a flowchart?
- A. increase in CTR
  - B. addition of data source
  - C. decrease in conversion rates
  - D. budget optimization between vendors
63. When presented with a discrepant invoice, the BEST first step is to
- A. adjust vendor IO.
  - B. email the sales rep.
  - C. review site analytics.
  - D. pull ad server report.
64. According to the IAB, if not otherwise stated in the payment schedule of the IO, the advertiser will make payment \_\_\_\_\_ days from receipt of the vendor invoice.
- A. 15
  - B. 30
  - C. 45
  - D. 60
65. After receiving actualized vendor invoices, a digital planner/buyer should
- A. pull a delivery report.
  - B. send the invoice back to the vendor.
  - C. inform the brand team of estimated credits.
  - D. reconcile orders in the media buying platform.

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66. A placement has over-delivered by more than the allowed amount per the IO, who is responsible for paying the ad serving fees for the over-delivery?
- A. brand
  - B. vendor
  - C. creative team
  - D. ad serving provider
67. What is an example of non-working media?
- A. keyword click
  - B. video impression
  - C. behavioral targeting
  - D. 3rd party verification
68. A digital planner/buyer notices a significant increase in brand search volume. What should be included in an analysis to determine the factors contributing to the lift?
- A. brand awareness study
  - B. change in quality score
  - C. cross-channel spending
  - D. competitive media efforts
69. What should a digital planner/buyer do if they become aware of changes in industry technology that may impact future campaigns?
- A. pause all campaigns
  - B. update media planning process
  - C. write and share a POV with stakeholders
  - D. wait for the industry to establish best practices
70. Which of the following is an appropriate agenda item for a media day?
- A. billing discrepancies
  - B. campaign under-delivery
  - C. current campaign optimization
  - D. innovative vendor opportunities
71. One key outcome of collaborating on a campaign brief is establishing the
- A. final media mix.
  - B. partner selection.
  - C. budget parameters.
  - D. creative spec requirements.



72. Which of the following is typically **NOT** included in a campaign brief?
- A. KPIs
  - B. Timing
  - C. Geography
  - D. vendor budget
73. Which of the following is **NOT** a media objective?
- A. increase sales by 2%
  - B. increase engagement by 2%
  - C. increase conversion rate by 2%
  - D. increase brand awareness by 2%
74. Which of the following KPIs is the **BEST** indicator of driving incremental shoppers to a retailer's website?
- A. bounce rate
  - B. pages / session
  - C. % new sessions
  - D. avg session duration
75. If a brand has a specific viewability goal, the **BEST** way to achieve this is buying
- A. on a dCPM.
  - B. on a vCPM.
  - C. above the fold.
  - D. guaranteed inventory.
76. It is called \_\_\_\_\_ when two similar advertisers appear on the same page.
- A. stacking
  - B. ad clutter
  - C. pixel stuffing
  - D. competitive collision
77. To determine if one CTA outperforms another CTA on the brand's creative it will be necessary to execute
- A. A/B testing.
  - B. dynamic creative.
  - C. multivariate testing.
  - D. creative sequencing.
78. To establish the RFP process timeline, the planner/buyer should **FIRST** determine when the
- A. site tags will be implemented.
  - B. ad tags will be due to vendors.
  - C. creative assets will be due to ad ops.
  - D. media plan will be presented to the brand.

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79. After reviewing target audience research for a new campaign launch, what is the **BEST** type of data to consult from a competitive standpoint?
- A. first party data
  - B. media landscape
  - C. brand category landscape
  - D. past campaign performance
80. If a brand brief states the priority is to actively communicate with current consumers, what media channel is **MOST APPROPRIATE** to recommend?
- A. paid search
  - B. social media
  - C. online video
  - D. programmatic display
81. Which of the following is a strategic way to determine media mix allocation by channel and by budget?
- A. align media mix allocation to emerging trends
  - B. duplicate brand's previous media mix allocation
  - C. utilize current data from brand's attribution platform
  - D. mirror competitor's media mix allocation to gain share
82. After clicking on a branding ad, a user is retargeted with an ad that has a CTA to revisit the site. This is an example of
- A. A/B testing.
  - B. dynamic creative.
  - C. responsive design.
  - D. sequential messaging.
83. Which type of attribution model distributes conversion attribution based on proximity to the conversion?
- A. linear
  - B. first touch
  - C. time decay
  - D. position based
84. In order to create the best attribution plan possible for the brand, what is **ESSENTIAL** to know?
- A. brand assets
  - B. tagging strategy
  - C. creative concepts
  - D. conversion window

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85. When is the **BEST** time to establish media KPIs with the brand?
- A. after the campaign
  - B. before sending the RFP
  - C. during the creative briefing
  - D. at the launch of the campaign
86. What type of partner would be the **BEST** fit for a major consumer goods brand looking to maximize reach?
- A. ad network
  - B. endemic sites
  - C. programmatic display
  - D. emerging social platform
87. When presenting a new type of tactic or technology on a plan, the **BEST** way to support your recommendation is to
- A. provide POV.
  - B. discuss scorecard.
  - C. show creative mock-ups.
  - D. include vendor proposal.
88. Where does header bidding lie in the publisher inventory waterfall?
- A. request sent by header code > passback sent > floor price not met > request sent by exchange > floor met, bid wins
  - B. request sent by exchange > request sent by header code > floor price not met > passback sent > floor met, bid wins
  - C. request sent by header code > floor price not met > passback sent > request sent by exchange > floor met, bid wins
  - D. request sent by exchange > floor price not met > request sent by header code > floor met, bid wins > passback sent
89. Which of the following is **NOT** considered when constructing a media planning timeline?
- A. RFP process
  - B. launch date
  - C. campaign timing
  - D. creative team scope
90. After receiving completed RFPs from vendors, what is **NOT** considered when evaluating the consideration set?
- A. CPM
  - B. reach/frequency
  - C. composition index
  - D. vendor relationship
91. The media planner/buyer should wait to send the RFP until he/she has received which of the following?
- A. signed NDA
  - B. final budgets
  - C. approval plan
  - D. campaign timing



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92. If a brand is trying to reach its past purchasers via a TV spot, planners should RFP vendors with \_\_\_\_\_ inventory.
- A. spot TV
  - B. linear TV
  - C. addressable TV
  - D. direct response TV
93. When evaluating proposals for multiple clients, what should a planner do if one vendor is offering different CPMs for each campaign?
- A. review CPMs with the vendor
  - B. take the average of the CPMs
  - C. consult the vendor's rate card
  - D. adjust proposals to the lowest CPM
94. A vendor scorecard is **MOST HELPFUL** to
- A. assign ad placements.
  - B. negotiate added-value.
  - C. evaluate RFP submissions.
  - D. compare reporting formats.
95. How should the buyer/planner forecast final total spend for a campaign that is currently live and will end in 8 months?
- A.  $(\text{avg daily spend of last 30 days} \times \text{days remaining in flight}) + \text{budget spend}$
  - B.  $(\text{avg daily spend of last 30 days} + \text{days remaining in flight}) + \text{budget spend}$
  - C.  $(\text{avg daily spend of last 30 days} / \text{days remaining in flight}) + \text{budget spend}$
  - D.  $(\text{avg daily spend of last 30 days} - \text{days remaining in flight}) + \text{budget spend}$
96. Which of the following historical data is **NOT** typically needed to forecast campaign ROI?
- A. bounce rate
  - B. conversion rate
  - C. conversion value
  - D. click-through rate
97. Which of the following would be categorized as working media dollars?
- A. ad serving fees
  - B. paid video views
  - C. video production cost
  - D. demand side platform fees

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98. When creating media buy authorizations, how would an agency's 15% gross fee be calculated?

- A. net cost x (1-0.15)
- B. net cost x (1/0.85)
- C. (net cost/15) x 100
- D. net cost x (0.85/100)

99. What document should include acceptable vendor viewability thresholds?

- A. IO
- B. PO
- C. NDA
- D. SOW

100. What **MUST** be updated when reallocating budgets between vendors?

- A. media tags
- B. scope of work
- C. insertion order
- D. creative rotation

101. Which of the following **SHOULD** be discussed during a vendor kick-off call?

- A. RFP process
- B. creative lead time
- C. business objectives
- D. terms and conditions

102. After an IO has been signed, a \_\_\_\_\_ should occur with a vendor prior to campaign launch.

- A. media day
- B. kick-off call
- C. negotiation
- D. post-buy analysis

103. An ad may be rejected by a vendor if it

- A. has a border.
- B. is over K-weight.
- C. contains multiple click tags.
- D. is not served by a third party.

104. Third party brand safety tags are implemented as a(n) \_\_\_\_\_ event in the ad server.

- A. site
- B. click
- C. impression
- D. conversion



105. What **MUST** be included in an HTML5 ad to ensure proper functionality?

- A. CTA
- B. click tag
- C. impression tag
- D. external JavaScript

106. For a managed dCPM buy, actual cost data **MUST** be obtained from the

- A. client.
- B. vendor.
- C. ad server.
- D. analytics platform.

107. Which of the following should be set up to ensure campaign pacing?

- A. flowchart
- B. dashboard
- C. budget tracker
- D. automated report

108. What type of report should be pulled 24 hours after a campaign has launched to confirm it is live?

- A. delivery
- B. recency
- C. conversion
- D. ad verification

109.(E.01) The buyer/planner notices that mobile conversions in the analytics platform are significantly lower vs desktop. What should the buyer/planner do?

- A. Decrease spend on desktop while maintaining spend on mobile.
- B. Recommend implementing a mobile SDK to track conversions correctly.
- C. Recommend implementing a responsive design to maximize conversions.
- D. Increase spend on mobile significantly as this will result in higher conversions.

110. For a revenue focused campaign, which of the following would be the winning version for an A/B landing page test?

- A. Page A sees a 5% increase in CVR
- B. Page A sees a 5% decrease in AOV
- C. Page B sees a 5% increase in bounce rate
- D. Page B sees a 5% increase in new visitors

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111. Week over week revenue per visit for a campaign has been trending down. What is the **MOST LIKELY** reason for this?
- A. increase in CTR
  - B. decrease in CTR
  - C. increase in AOV
  - D. decrease in AOV
112. The brand notices in the buyer/planner's report that the total number of purchases was 1000% higher than the number of clicks and is questioning the integrity of the data. What could be the **MOST LIKELY** reason for this discrepancy?
- A. Seasonality caused a spike in the data.
  - B. Users are converting 100x per click on average.
  - C. The report is including view through conversions.
  - D. Data was reported from conversion tags on cart abandon actions.
113. The buyer/planner notices significant budget underpacing for a self-serve programmatic display campaign. What is the **MOST LIKELY** reason for this?
- A. bids are too low
  - B. creative CTA is not strong
  - C. landing page is not mobile friendly
  - D. conversion tags are implemented incorrectly
114. Which of the following is used to communicate flight and budget changes to the brand team?
- A. flowchart
  - B. scope of work
  - C. budget tracker
  - D. master service agreement
115. When determining campaign ROI, ad verification should be considered a(n) \_\_\_\_\_ cost.
- A. sunk
  - B. agency
  - C. pass-through
  - D. non-working media
116. If a partner confirms under delivery on a completed campaign, what should the planner/buyer do **FIRST**?
- A. rollover funds to the next campaign
  - B. reach out to the brand and determine next steps
  - C. bill the brand in full and pay the partner on actuals
  - D. reactivate the campaign until they deliver against the IO

# PRACTICE EXAM



117. If an IO states billing will be based on CPC pricing but the invoice arrives with CPM rates, the buyer/planner should \_\_\_\_\_ to expedite reconciliation.
- A. convert CPMs to CPCs
  - B. approve vendor payment
  - C. revise the terms and conditions
  - D. request an updated vendor invoice
118. Vendor billing reconciliation is **MOST HELPFUL** to
- A. actualize monthly spend.
  - B. renegotiate vendor rates.
  - C. confirm campaign pacing.
  - D. finalize 3rd party ad server costs.
119. A(n) \_\_\_\_\_ report is developed when a brand requests a report outside of the agreed upon reporting cadence.
- A. trend
  - B. ad hoc
  - C. snapshot
  - D. bi-monthly
120. A competitive analysis is **MOST HELPFUL** in determining
- A. brand SOV.
  - B. vendor pricing.
  - C. vendor capabilities.
  - D. brand sales volume.
121. What is the **MOST IMPORTANT** step when crafting a vendor POV?
- A. requesting media kits from vendors
  - B. evaluating historical vendor performance
  - C. providing a recommendation to the brand
  - D. understanding available third-party research
122. What does POV stand for?
- A. point of view
  - B. partner of value
  - C. point of variation
  - D. preferred online vendor
123. A media day **MOST OFTEN** allows a vendor to provide
- A. negotiated rates.
  - B. ad hoc reporting.
  - C. site requirements.
  - D. capabilities overview.

# PRACTICE EXAM



## ANSWER KEY

Question	Answer	Question	Answer
1	D	63	D
2	C	64	B
3	A	65	D
4	D	66	B
5	D	67	D
6	B	68	C
7	A	69	C
8	B	70	D
9	B	71	C
10	A	72	D
11	D	73	A
12	C	74	C
13	C	75	B
14	A	76	D
15	C	77	A
16	A	78	D
17	D	79	C
18	A	80	B
19	B	81	C
20	C	82	D
21	D	83	C
22	A	84	D
23	A	85	B
24	A	86	C
25	A	87	A
26	A	88	B
27	B	89	D
28	C	90	D
29	B	91	A
30	D	92	C
31	B	93	A
32	D	94	C
33	B	95	A
34	D	96	A
35	B	97	B
36	C	98	B
37	D	99	A
38	D	100	C
39	B	101	B
40	B	102	B
41	C	103	B
42	D	104	C
43	C	105	B
44	D	106	B

# PRACTICE EXAM



45	D	107	C
46	D	108	A
47	B	109	C
48	D	110	A
49	B	111	D
50	C	112	C
51	A	113	A
52	B	114	A
53	B	115	D
54	A	116	B
55	D	117	D
56	B	118	A
57	B	119	B
58	D	120	A
59	D	121	C
60	D	122	A
61	A	123	D
62	D		