



BUILDING RELATIONSHIPS



EFFECTIVE CAMPAIGNS



PRACTICE EXAM

DIGITAL MEDIA SALES

Introduction to Sample Test

Congratulations on taking your first step toward earning your IAB Digital Media Sales Certification (DMSC). 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 consists of retired exam questions, but does not follow the same weighting per content area as the exam itself. Instead, this is designed to give you as many question examples as possible so you can get a feel for how exam questions are written.

Before taking this practice test, please review two important documents provided on the IAB website:

- 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 DMSC 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:

- **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 DMSC 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.
- **Use Resources Wisely.** You will not be permitted to take anything into the testing center with you, including a calculator. However, you are welcome to use the electronic 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.
- **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. The answer key in this document provides the corresponding outline section for each question within the sample test.

Best of luck to you on your path to achieving the Digital Media Sales Certification credential!

1. At an ad agency, what team is MOST COMMONLY responsible for examining their clients' market goals and translating them into media goals?
 - A. creative team
 - B. strategy team
 - C. analytics team
 - D. operations team

2. Arbitron, comScore, Nielsen, and Scarborough are all types of _____ that provide reach, frequency, and/or usage data.
 - A. target rating points
 - B. mixed media models
 - C. online video platforms
 - D. third party research firms

3. What acronym, typically used to measure the size of a television audience, is calculated as a percent of the target market reached multiplied by the exposure frequency?
 - A. ISP
 - B. CTR
 - C. DMA
 - D. GRP

4. Your client has stated intent to purchase on one of your proposals. While they want to see a decrease in eCPM before committing, you are not willing to lower your rates. The BEST option for you to decrease the eCPM and maintain the current plan would be _____.
 - A. offering an event to sponsor
 - B. offering added value impressions
 - C. blending the CPMs of multiple products
 - D. starting over and offering less expensive products

5. What is the FIRST step in confirming the ability to run a site-retargeting campaign for a client?
 - A. Troubleshoot the ad tags from the client.
 - B. Confirm which ad server the agency uses.
 - C. Confirm the brand will allow a pixel on their site.
 - D. Confirm which demographic the brand is trying to reach.

6. What type of company allows advertisers and/or their agencies to manage their media buying via multiple exchanges in one interface?
 - A. ad network
 - B. holding company
 - C. supply side platform
 - D. demand side platform

7. Your client wants to measure the effectiveness of their online ad campaign as it relates to a positive impact of their product or service. What is the BEST study to analyze this?
- A. brand lift
 - B. cross media study
 - C. campaign case study
 - D. reach/frequency analysis
8. A mobile advertiser is gauging the effectiveness of a mobile campaign by the number of leads received in a given month. What is the BEST way to track the response rate?
- A. click to call
 - B. click to download
 - C. click to landing page
 - D. click to mobile website
9. Which IAB rising star unit can feature scrolling text and video?
- A. filmstrip
 - B. 160x600 jpg
 - C. OPA pushdown
 - D. expandable video
10. Your client wants to target consumers who have ALREADY EXPRESSED interest in buying new furniture. Which of the following targeting options could provide the greatest ROI for them?
- A. contextual targeting
 - B. behavioral targeting
 - C. geographic targeting
 - D. demographic targeting
11. A client's campaign is generating the following CTRs (the client's main metric of success). Into which placement should the budget be optimized?

Placement	CTR (%)
Geographic Targeting 300x250	0.065
Geographic Targeting 728x90	0.054
Demographic Targeting 300x250	0.089
Demographic Targeting 728x90	0.062

- A. Geographic Targeting 300x250
- B. Geographic Targeting 728x90
- C. Demographic Targeting 300x250
- D. Demographic Targeting 728x90

12. If Brand X is trying to reach "Recipe Seekers" at scale, which targeting method would be MOST APPLICABLE?
- A. behavioral
 - B. geographic
 - C. demographic
 - D. purchase based
13. Which of the following ad unit is NO LONGER an IAB standard ad unit?
- A. leaderboard 728x90
 - B. skyscraper 120x600
 - C. rectangle 300x250
 - D. portrait 300x1050
14. Which of the following is a way to increase campaign delivery?
- A. capping daily delivery
 - B. tighten your frequency cap settings
 - C. expand your frequency cap settings
 - D. add day-parting to the campaign
15. What do search engines use to eliminate waste and determine the BEST result to search queries?
- A. firewall
 - B. algorithm
 - C. verification
 - D. viral marketing
16. If a campaign has delivered 2,000,000 impressions at a CPM of \$3.00, and has 100 conversions, what is the CPA?
- A. \$6
 - B. \$60
 - C. \$600
 - D. \$6,000
17. Of the demographics below, which group has consistently been measured to click on the highest percentage of the ads they see in a given month?
- A. A 55+
 - B. M 18-34
 - C. A 25-49
 - D. W 18-49
18. What does it mean if a client has a view through window of one week?
- A. they only count conversions once a week
 - B. they only count conversions after one week has passed
 - C. they only count clicks based on conversions
 - D. they only count conversions within one week after the user sees the ad
19. A handheld, portable device would BEST be defined as a _____ digital advertising platform.
- A. online
 - B. mobile
 - C. desktop
 - D. traditional

20. A client is running a campaign through a third-party ad server. According to internal reporting it is scheduled to deliver in full. What is needed to bill for the total IO amount?
- A. generate an invoice
 - B. review internal numbers
 - C. optimize delivery of campaign
 - D. compare with third-party delivery report
21. The percentage of digital inventory an advertiser purchased on a single site is called the _____.
- A. share of voice
 - B. sell-through
 - C. placement
 - D. sector
22. According to the IAB terms and conditions, if a publisher is serving the campaign, reports should be provided to the advertiser at least every _____.
- A. 2 days
 - B. week
 - C. 14 days
 - D. 4 weeks
23. A data management platform is a _____.
- A. media buying service aggregated from multiple sources
 - B. service that allows the collection of audience intelligence
 - C. centralized service that aggregates content for advertising networks
 - D. service that provides outsourced media selling and ad network management
24. Your client's goal is to sell pizzas at a cost per order of \$2.00. At the end of the campaign you've received a total of 2,869 conversions at a total spend of \$5,000. What action makes the most sense?
- A. invoice the client
 - B. send a new IO extending flight dates
 - C. advise the client to change their attribution model
 - D. discuss the results and see if more budget is available
25. Desktop, mobile and connected TVs are all examples of _____.
- A. DSPs.
 - B. ad networks
 - C. media platforms
 - D. third-party ad servers
26. What type of backup file is recommended to accompany rich media creative?
- A. pdf
 - B. text
 - C. static
 - D. animated
27. What does the VAST standardization do for video?
- A. It helps to make the video VPAID compliant
 - B. It helps publishers make more video inventory available
 - C. It helps to ensure publishers are paid for video

D. It helps advertisers and publishers to work together to run videoads

28. An advertiser wants to offer a publisher's site visitors a deal when they sign up for the site. This is called a _____ offer.

- A. special
- B. site-wide
- C. discounted
- D. co-registration

29. If a client's PRIMARY campaign goal was to increase online purchases, what type of campaign measurement is most appropriate?

- A. engagements
- B. conversions
- C. clicks
- D. leads

30. In the Figure, what is Exhibit A, the adjacent ad to the pre-roll ad called?



- A. companion
- B. adjoining
- C. partner
- D. shared

31. If the internet universe consists of 50% males and Site X consists of 75% males, what is Site X's male composition index?

- A. 125
- B. 150
- C. 175
- D. 225

32. An advertiser wants to ensure they reach as many unique people as possible on your site, but has a limited budget. What is the BEST targeting tool to reach the most users on your site?

- A. US only targeting
- B. behavioral targeting
- C. homepage takeover
- D. frequency cap all banners

33. The BEST information to include in a closing slide of a wrap-up report is _____.
- A. a summary of the report
 - B. opportunities to continue or grow the partnership
 - C. a list of optimizations made throughout the campaign
 - D. a look at the partnership over the years.
34. What pricing model should be proposed to hit the objectives of a client with a pay per performance goal?
- A. cost per thousand
 - B. cost per click
 - C. flat rate
 - D. cost per send
35. A site has an index of 325 for reaching M25-64. This means the site is _____% more likely to reach M25-64.
- A. 25
 - B. 125
 - C. 225
 - D. 325
36. If a creative has the "ad choices" logo in the corner, what is it referring to?
- A. behavioral targeting
 - B. call to action
 - C. rich media
 - D. ad type
37. If a media plan includes desktop, mobile and TV, it is MOST COMMONLY referred to as a(n) _____ platform campaign.
- A. cross
 - B. triple
 - C. across
 - D. traditional
38. What is the standard IAB out clause?
- A. 24 hours
 - B. 48 hours
 - C. 7 days
 - D. 14 days
39. Which of the following offers a collection of editorial content from multiple sources?
- A. yield optimizer
 - B. aggregator
 - C. syndicator
 - D. publisher
40. What is the IAB standard time limit on animation for display media?
- A. :07
 - B. :15
 - C. :25
 - D. :30

41. Which of the following content environments is MOST LIKELY to provide earned media?
- A. video
 - B. social
 - C. display
 - D. search
42. According to 4A's and IAB's terms and conditions, what is the acceptable discrepancy rate on a digital media IO?
- A. 2%
 - B. 5%
 - C. 7.50%
 - D. 10%
43. What are the two most common pre-roll video lengths?
- A. :10 and: 15
 - B. :10 and: 60
 - C. :15 and: 30
 - D. :30 and: 60
44. Atlas and Dart for Publishers are two examples of_____.
- A. ad units
 - B. ad servers
 - C. ad agencies
 - D. ad compilers
45. When confirming a client's CPA goal, it is important to understand how/if you receive credit for both post click and post _____ conversions.
- A. view
 - B. creative
 - C. attribution
 - D. interaction
46. What does paywall refer to?
- A. analytics
 - B. roadblock
 - C. ad serving
 - D. subscription
47. A client with a budget of \$50K wants to purchase 3MM impressions. They want the impressions broken down with 50% in standard ads at \$12/CPM, 25% in video at \$16/CPM, and 25% in a takeover. What would the CPM be for the takeover units in order to meet budget?
- A. \$4.17
 - B. \$16.67
 - C. \$26.67
 - D. \$92.31

48. Which of the following is NOT an acceptable format for tracking pixels/codes?
- A. jpg
 - B. html
 - C. iFrame
 - D. javascript
49. One major benefit of digital media over traditional media is that you can_____.
- A. measure reach
 - B. provide a call to action
 - C. explain product benefits
 - D. launch a campaign quickly
50. The simplified version of a website that is designed to display on smart phones is called a mobile_____site.
- A. generated
 - B. optimized
 - C. managed
 - D. applied
51. If optimizations occurred during a branding campaign, awareness should_____throughout the flight.
- A. double
 - B. increase
 - C. decrease
 - D. remain flat
52. Which of the following is the MOST COMMON type of behavioral targeting?
- A. Re-targeting
 - B. day-parting
 - C. contextual
 - D. keyword
53. When two display banner ads from the same advertiser are shown on a web page simultaneously, this is the BEST example of a(n)_____.
- A. skin
 - B. overlay
 - C. roadblock
 - D. companion banner
54. How many click-through conversions would an advertiser receive based on a \$10,000 budget and a \$5.00 CPM, assuming a 0.25% CTR, 1% conversion rate? And what would the CPA be?
- A. 40; \$250
 - B. 50; \$200
 - C. 100; \$175
 - D. 200; \$50
55. Which of the following is an example of an instream non-liner ad unit?
- A. in-banner video
 - B. overlay
 - C. billboard
 - D. rich media

56. If an advertiser's campaign goal is to deliver at least 60% of their impressions to M35-64, they will likely use what to gauge the performance?
- A. overall brand lift
 - B. internal impression delivery
 - C. third-party click through rate
 - D. third-party audience verification

57. You've completed the following proposal for a potential client. What is the eCPM for this entire proposal?

PROPOSAL

Placement	CPM	Impressions	Spend
Run of Site	\$2.75	2,500,000	\$6,875.00
Behavioral Targeting	\$5.25	1,500,000	\$7,875.00
Geographic Targeting	\$3.45	2,250,000	\$7,762.50
Contextual Targeting	\$4.45	2,400,000	\$10,680.00
Total		8,650,000	\$33,192.50

- A. \$0.38
 - B. \$3.84
 - C. \$3.98
 - D. \$15.90
58. Which of the following is a display, video, and mobile IAB rising star ad unit?
- A. slider
 - B. filmstrip
 - C. sidekick
 - D. full screen
59. If your client wants to run a rich interactive in-stream experience, you have to make sure your video player is _____ enabled.
- A. VAST
 - B. VPAID
 - C. non-linear
 - D. rich media
60. If a client spends heavily on TV and wants to start reaching consumers online, what ad format would be the MOST NATURAL transition?
- A. video
 - B. social
 - C. search
 - D. display
61. Content produced by a brand and living on its website is MOST OFTEN referred to as
- A. paid.
 - B. owned.
 - C. earned.
 - D. shared.

62. Which metric can be measured in digital media but NOT traditional media?
- A. CTR
 - B. GRP
 - C. brand lift
 - D. impressions
63. What type of targeting is exclusive to digital advertising?
- A. daypart targeting
 - B. dynamic re-targeting
 - C. demographic targeting
 - D. psychographic targeting
64. What business model connects multiple websites, aggregates inventory AND layers targeting mechanisms?
- A. ad networks
 - B. media agencies
 - C. holding company
 - D. data management platform
65. Which of the following is a standard IAB ad unit?
- A. 160x60
 - B. 300x600
 - C. 468x100
 - D. 728x900
66. If an advertiser has standard IAB assets only, which of the following could NOT be included in the proposed placements?
- A. portrait
 - B. roadblock
 - C. leaderboard
 - D. medium rectangle
67. In the graphic below, what ad format is illustrated by the arrow?
- A. overlay
 - B. peelback
 - C. pushdown
 - D. leaderboard
68. UGC stands for User Generated
- A. Chat.
 - B. Content.
 - C. Channel.
 - D. Comment.
69. What is the intended purpose of a hashtag (#) in social media?
- A. a way to express irony within a post
 - B. a way to label metadata within a post
 - C. a way to label a post that contains advertising
 - D. a way to report inappropriate content to a social media site

70. Which of the following is a common form of native advertising?
- A. banner ad
 - B. contextual ad
 - C. in-feed ad unit
 - D. syndicated video
71. Video ads that expand and play within articles are referred to as
- A. native.
 - B. in-stream.
 - C. interstitial.
 - D. outstream.
72. Which of the following is the MOST COMMON type of audience targeting?
- A. behavioral
 - B. day-parting
 - C. contextual
 - D. keyword
73. A frequency cap is a restriction on the number of
- A. ads shown on a given page.
 - B. articles shown to a unique user.
 - C. times an ad is shown to a unique user.
 - D. times a unique user can click on an ad.
74. Which of the following allows targeting audiences based on multiple data sources and measuring top performing segments?
- A. CRM
 - B. DMP
 - C. DSP
 - D. ad server
75. What does a PMP offer for an advertiser?
- A. only video inventory
 - B. higher CPM on inventory
 - C. inventory on the open market
 - D. premium direct publisher inventory
76. A benefit of a publisher using a private marketplace (PMP) versus an open exchange for programmatic selling of inventory is
- A. maintaining rate integrity.
 - B. reducing sales commissions.
 - C. selling the most amount of inventory.
 - D. reaching the most potential advertisers.
77. How many click-through conversions would an advertiser receive based on a \$10,000 budget and a \$5.00 CPM, assuming a 0.25% CTR, 1% conversion rate? And what would the CPA be?
- A. 40; \$250
 - B. 50; \$200
 - C. 100; \$175
 - D. 200; \$50

78. What does COPPA stand for?
- A. Consumer Online Piracy Protection Act
 - B. Children's Online Privacy Protection Act
 - C. Consumer Online Privacy Protection Act
 - D. Children's Oversight Provide Protection Act
79. What is the name of the IAB's certification for media companies that ensures framework for brand safety and transparency for buyers?
- A. Fair Practices Act
 - B. Media Quality Council
 - C. Premium Publisher Approved
 - D. Quality Assurance Guidelines
80. According to the MRC, a viewable standard ad display impression MUST be seen for 1 second and have _____ of the pixels in view.
- A. 25%
 - B. 50%
 - C. 75%
 - D. 100%
81. In the IAB's standard Terms and Conditions publishers and advertisers ignore ad impression discrepancies under
- A. 5%.
 - B. 10%.
 - C. 15%.
 - D. 20%.
82. A banner that runs with a pre-roll is a(n)
- A. in-text.
 - B. overlay.
 - C. roadblock.
 - D. companion.
83. What are the standard initial dimensions of the IAB rich media Pushdown ad unit?
- A. 300x60
 - B. 300x250
 - C. 970x90
 - D. 970x250
84. Native advertising provides
- A. brand content.
 - B. user generated content.
 - C. banner advertising.
 - D. mobile apps.
85. A book or guide that has information about a specific industry or sector is known as a
- A. competitive report.
 - B. trade publication.
 - C. analyst guide.
 - D. search guide.

86. What is the natural extension for an advertiser that spends heavily on TV?
- A. blogs
 - B. social
 - C. search
 - D. pre-roll
87. Before identifying an advertiser's success metric, a seller MUST
- A. place pixels.
 - B. launch the campaign.
 - C. review past campaigns.
 - D. identify campaign goals.
88. Online advertising can be an effective way to increase a brand's ROI. What is the common tool used when you want to only display a banner ad to the same person multiple times?
- A. frequency cap
 - B. buffering
 - C. flighting
 - D. pacing
89. Which is an example of a behaviorally targeted audience?
- A. sports enthusiasts
 - B. women with kids
 - C. Northeast region
 - D. desktop users
90. Mobile beacon (location-based) advertising will yield the greatest reach by partnering with a
- A. weather app.
 - B. data management platform.
 - C. leading search engine.
 - D. cell phone manufacturer.
91. A mobile or tablet branding campaign can be priced by all of the following EXCEPT
- A. cost per view.
 - B. cost per install.
 - C. cost per thousand.
 - D. cost per completed view.
92. Which of the following is NOT a direct cost associated with digital media?
- A. data
 - B. ad serving
 - C. ad verification
 - D. frequency capping
93. The client wants to increase spend and is most concerned with generating online sales. To which placement would the client add budget?
- A. contextual targeting
 - B. demographic targeting
 - C. run of site/network
 - D. retargeting

94. A branding placement for a two month campaign is pacing at 50% of goal and ends in 5 days. What is the BEST thing to do?
- A. cancel the buy
 - B. swap creatives
 - C. optimize into the placement
 - D. optimize out of the placement
95. A client is running a campaign through a third-party ad server. According to internal reporting it is scheduled to deliver in full. What is needed to bill for the total IO amount?
- A. generate an invoice
 - B. review internal numbers
 - C. optimize delivery of campaign
 - D. compare with third-party delivery report
96. When billing off a third party ad server, what is it called when internal numbers show fewer impressions than the third party?
- A. under delivery
 - B. discrepancy
 - C. trafficking error
 - D. bonus impression
97. For IAB Rising Star Portrait Ads, what percentage of the ad's pixels need to be in view for one second to count as a viewable impression?
- A. 25%
 - B. 30%
 - C. 50%
 - D. 100%
98. When presenting results of a brand impact study, the measured difference between the control and exposed groups is called the
- A. delta.
 - B. alpha.
 - C. gamma.
 - D. beta.

ANSWER KEY

Question	Answer	Question	Answer
1	B	50	B
2	D	51	B
3	D	52	A
4	B	53	C
5	C	54	B
6	D	55	B
7	A	56	D
8	A	57	B
9	A	58	B
10	B	59	B
11	C	60	A
12	A	61	B
13	B	62	A
14	C	63	B
15	B	64	A
16	B	65	B
17	A	66	A
18	D	67	A
19	B	68	B
20	D	69	B
21	A	70	C
22	B	71	D
23	B	72	A
24	D	73	C
25	C	74	B
26	C	75	D
27	D	76	A
28	D	77	B
29	B	78	B
30	A	79	D
31	B	80	B
32	D	81	B
33	B	82	D
34	B	83	C
35	C	84	A
36	A	85	B
37	A	86	D
38	D	87	D
39	B	88	A
40	B	89	A
41	B	90	A
42	D	91	B
43	C	92	D
44	B	93	D
45	A	94	D
46	D	95	D
47	C	96	B
48	A	97	B
49	D	98	A