CERTIFICATION

EFFECTIVE CAMPAIGN STRATEGY

DIGITAL MEDIA BUYING & PLANNING

CERTIFIED

iab.

STANDARDIZED KNOWLEDGE

Q1 Q2 Q3 Q4

PRACTICE EXAM

DIGITAL MEDIA BUYING & PLANNING

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 :

- 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.

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 aligned with

A. vendor rebates.
B. tagging strategy.
C. sales seasonality.
D. syndicated research.

3. A campaign's media strategy should be based on

A. KPIs.
B. target audience.
C. measurement plan.
D. business objectives.

4. 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.

5. Syndicated audience behavior data is MOST HELPFUL while developing the campaign's

A. vendor criteria.
B. media strategies.
C. reporting structure.
D. retargeting segments.

6. The MRC standard for display viewability is

A. 50% in-view for one continuous second.
B. 50% in-view for two continuous seconds.
C. 100% in-view for one continuous second.
D. 100% in-view for two continuous seconds.

7. 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. k-weight
C. player size
D. auto-play functions

8. 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. revise and resend the RFP
B. confirm if trafficking can be expedited
C. request expedited payment from the brand
D. use vendor proposals from a previous campaign

9. A brand category competitive report is BEST used to

A. determine share of voice.
B. align on messaging sequence.
C. understand competitors KPIs.
D. provide post-campaign reporting.

10. 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

11. Historical campaign performance should be used when establishing

A. reporting cadence.
B. site tagging structure.
C. media mix allocation.
D. creative development timelines.

12. 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

13. 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 a day later with the same ad.
D. clicks on a brand ad and is retargeted a day later with an offer ad.

14. 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

15. In a mobile app install campaign, where is the BEST place to implement a conversion tag?

A. SDK
B. iFrame
C. app store
D. landing page

16. 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

17. Sales attribution windows should be set based on

A. seasonality.
B. ad server defaults.
C. the campaign KPIs.
D. the brand's purchase cycle.

18. Which of the following resources provides 1st party data?

A. site analytics
B. industry report
C. publisher co-op
D. syndicated research

19. What type of targeting uses 1st party data?

A. CRM
B. keyword
C. contextual
D. purchased databases

20. Paid search is MOST COMMONLY used for

A. direct response.
B. organic rankings.
C. brand awareness.
D. influencer marketing.

21. 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

22. 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

23. What is an acceptable negotiation request during the RFP process?

A. gift cards for clients
B. offline agency rebates
C. 20% added value impressions
D. competitor's campaign information

24. 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

25. 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

26. 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

27. A vendor submitted a proposal and the digital planner/buyer discovered an error. What is the BEST course of action?

A. defer to vendor's media kit
B. adjust the vendor's proposal
C. eliminate vendor from consideration
D. request a revised proposal from vendor

28. 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%

29. Which cost model is MOST COMMONLY used by a DSP?

A. CPA
B. dCPM
C. flat rate
D. fixed CPM

30. Which of the following parameters should be used to MOST ACCURATELY forecast campaign performance?

A. vendor insights
B. historical trends
C. agency benchmarks
D. industry benchmarks

31. 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

32. The programmatic ecosystem is comprised of the_____-side and supply-side.

A. sales
B. brand
C. demand
D. publisher

33. What is the FIRST step after vendor partners have been selected and finalized?

A. send IOs to vendor
B. traffic creative tags to vendor
C. obtain signed NDAs from vendors
D. inform all vendors involved in the RFP

34. What MUST be included in an IO to establish legal guidelines?

A. ad rates
B. targeting
C. placements
D. terms and conditions

35. 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

36. What document typically needs to be signed before using self-service platforms?

A. IO
B. MSA
C. NDA
D. trafficking sheet

37. What document lists details of a media buy and establishes contractual obligations?

A. RFP
B. flowchart
C. insertion order
D. vendor scorecard

38. Before signing an insertion order, a digital planner/buyer should

A. request site tags.
B. brainstorm custom content.
C. build creative spec documents.
D. reconcile terms and conditions.

39. What is the BEST approach to efficiently build banner assets for 10,000 unique products sold online?

A. 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

40. A deal ID is used when executing a(n)_____buy.

A. search
B. site direct
C. open exchange
D. private marketplace

41. Which type of tag provides in-depth video analytics?

A. gtag
B. VAST
C. VPAID
D. HTML5

42. A brand wants to track form submissions on its site. Where is the BEST place to implement a conversion pixel?

A. homepage
B. landing page
C. thank you page
D. form submit button

43. 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.

44. Automated reporting is BEST achieved by using

A.   an SDK.
B.   API feeds.
C.   spreadsheet software.
D.   platform reporting interfaces.

45. A budget tracker should be used to ensure correct

A.   IO input.
B.   invoicing.
C.   campaign pacing.
D.   creative rotation.

46. 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

47. 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

48. 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%

49. What is the BEST metric to optimize in a direct response campaign?

A. CPA
B. CTR
C. brand lift
D. bounce rate

50. Which of the following would be the BEST optimization method to maximize revenue?

A. CPC
B. CTR
C. bounce rate
D. conversion rate

51. 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.

52. 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

53. A placement is reporting impressions but not clicks, what is the BEST step for troubleshooting?

A. notify the vendor
B. pause the campaign
C. contact the brand team
D. verify setup in the ad server

54. E-commerce 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.

55. What document is typically updated when flighting is adjusted mid-campaign?

A. flowchart
B. spec sheet
C. campaign brief
D. reporting template

56. 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

57. When presented with a discrepant invoice, the BEST step is to

A. adjust vendor IO.
B. email the sales rep.
C. review site analytics.
D. pull ad server report.

58. 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

59. 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.

60. What is an example of non-working media?

A. keyword click
B. video impression
C. behavioral targeting
D. 3rd party verification

61. 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

62. 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

63. 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

64. 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.

65. Which of the following is typically NOT included in a campaign brief?

A. KPIs
B. timing
C. geography
D. vendor budget

66. 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%

67. 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

68. 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.

69. It is called _____ when two similar advertisers appear on the same page.

A. stacking
B. ad clutter
C. pixel stuffing
D. competitive collision

70. 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.

71. 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.

72. 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

73. If a brand brief states the priority is to actively communicate with current consumers, what media tactic is MOST APPROPRIATE to recommend?

A. paid search
B. social media
C. online video
D. programmatic display

74. 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. use current data from brand's attribution platform
D. mirror competitor's media mix allocation to gain share

75. 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.

76. 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

77. 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

78. 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

79. What type of media would be the BEST fit for a major consumer goods brand looking to maximize reach?

A. paid search
B. endemic sites
C. programmatic display
D. emerging social platform

80. 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.

81. 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

82. 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

83. 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

84. 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

85. 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

86. A vendor scorecard is MOST HELPFUL to

A. assign ad placements.
B. negotiate added-value.
C. evaluate RFP submissions.
D. compare reporting formats.

87. How should the buyer/planner forecast final total spend for a campaign that is currently live and will end in 8 months?

A. (avg daily spend of last 30 days x days remaining in flight) + budget spend
B. (avg daily spend of last 30 days + days remaining in flight) + budget spend
C. (avg daily spend of last 30 days / days remaining in flight) + budget spend
D. (avg daily spend of last 30 days - days remaining in flight) + budget spend

88. 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

89. 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

90. When creating media buy authorizations, how would a client's gross cost 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)

91. What document should include acceptable vendor viewability thresholds?

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

92. What MUST be updated when reallocating budgets between vendors?

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

93. 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

94. 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

95. A display banner tag 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.

96. Third party brand safety tags are implemented as a(n)_____event in the ad server.

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

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

A. gtag
B. click tag
C. anchor tag
D. impression tag

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

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

99. 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

100. 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.

101. 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

102. 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

103. 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.

104. The buyer/planner notices significant budget under-pacing 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

105. 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

106. When determining campaign ROI, ad verification should be considered a(n)_____cost.

A. sunk
B. agency
C. pass-through
D. non-working media

107. If a vendor 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 vendor on actuals
D. reactivate the campaign until they deliver against the IO

108. 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

109. 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.

110. 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

111. 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

112. A media day **MOST OFTEN** allows a vendor to provide

A. negotiated rates.
B. ad hoc reporting.
C. site requirements.
D. capabilities overview.

113. Which of the following is a benefit of a connected TV campaign?

A. low CPMs
B. large scale program-specific inventory
C. post-exposure measurement on a brand's site
D. the ability to serve ads programmatically on local TV

114. What advertising is a form of paid digital media in which the ad experience follows the natural form and function of the user experience in which it is placed?

    A. social
    B. native
    C. in-app
    D. addressable

115. What is an example of a deterministic data source?

    A. cookies
    B. look-alikes
    C. user log-ins
    D. IP addresses

PRACTICE EXAM

ANSWER KEY

Question	Answer	Question	Answer
1	D	67	C
2	C	68	B
3	D	69	D
4	D	70	A
5	B	71	D
6	A	72	C
7	A	73	B
8	B	74	C
9	A	75	D
10	A	76	C
11	C	77	D
12	A	78	B
13	D	79	C
14	A	80	A
15	A	81	B
16	C	82	D
17	D	83	A
18	A	84	C
19	A	85	A
20	A	86	C
21	A	87	A
22	A	88	A
23	C	89	B
24	C	90	B
25	B	91	A
26	D	92	C
27	D	93	B
28	D	94	B
29	B	95	B
30	B	96	C
31	B	97	B
32	C	98	B
33	D	99	A
34	D	100	C
35	B	101	A
36	B	102	D
37	C	103	C
38	D	104	A
39	C	105	A
40	D	106	D
41	C	107	B
42	C	108	D
43	D	109	A
44	B	110	B

45	C	111	C
46	A	112	D
47	B	113	C
48	B	114	B
49	A	115	C
50	D		
51	B		
52	B		
53	D		
54	D		
55	A		
56	D		
57	D		
58	B		
59	D		
60	D		
61	C		
62	C		
63	D		
64	C		
65	D		
66	A		