



MFA DIGITAL FOUNDATION CERTIFICATION I PRACTICE exam

Name

Agency:

Final Mark: ____ / 12

The following examination is a series of multiple choice questions.
Please make sure you clearly mark your answer with either a ✓ or X.

Q1
DC

What was the final CPM of a campaign that had 2,500,000 impressions served, an engagement rate of 1.4% and was bought on a \$2 CPE?

- ☐ A. \$70
- ☐ B. \$5,000
- ☐ C. \$28
- ☐ D. \$2

Q2
DT

You have included an ad network in your media plan that is targeting small business owners. Your client is unclear of the benefits that it could bring to their campaign. Which of the below could explain it?

- ☐ A. Aggregation of inventory and audiences from different sources in a single buy.
- ☐ B. Offers outsourced sales capability for numerous publishers.
- ☐ C. Provides technologies to enhance value to both publishers and advertisers, including unique targeting capabilities, creative generation and optimisation.
- ☐ D. All the above.

Q3
DP

Your Finance client hasn't used display to advertise their transactions products yet. Their budget is increasing the next financial year and they only want you to use display for awareness objective. How else can you recommend the use of display?

- ☐ A. Display can also be used as a direct response channel and will have performance data available in real time, so campaign could be continuously optimised.
- ☐ B. Display is best used as an awareness channel.
- ☐ C. Display can also be used as a direct response channel only targeting people who have already been to their website.
- ☐ D. Display can also be used as a direct response channel only through Google Display Network.

Q4
VCF

When planning a digital video campaign, which of the below should not be included in your media plan?

- ☐ A. 15 sec Instream mid roll
- ☐ B. Skippable video on YouTube
- ☐ C. TrueView video on YouTube
- ☐ D. MREC standard display

Q5
VBM

Choosing the right measurement metrics is important for video. Which of the following would you be most likely to recommend for a video campaign to encourage brand awareness.

- ☐ A. CPC - Cost Per Click metrics so you only pay when someone clicks on your ad and goes to your site.
- ☐ B. In-Target reach, with Cost Per Completed Views as a secondary metric.
- ☐ C. CPA – to determine how many people bought the product.
- ☐ D. Cost Per Lead, with the goal to maximise new database entries.

Q6
VP

You are planning a campaign for a hotel, targeting people who are traveling to Fiji. What would you be most likely to recommend as an effective targeting approach...

- ☐ A. Demographic targeting, focusing on Women 40-54yrs.
- ☐ B. Content targeting, focusing on premium sport content.
- ☐ C. Behavioural targeting, focusing on audiences who have recently visited Fiji holiday related sites.
- ☐ D. Contextual targeting, focusing on time of day.

Q7
PSC

You are running a campaign on Facebook that your client is only charged when a user clicks, Likes or shares the ad. So far the campaign has spent \$5,500, the ad has been clicked, shared and Liked 13,490 times and was delivered 1,234,567 times. This means that your campaign result to date is:

- ☐ A. 1.09% CPC
- ☐ B. 1.09% CPE
- ☐ C. \$0.41 CPE
- ☐ D. \$0.41 CPC

Q8
PST

What is Facebook Business Manager?

- ☐ A. A powerful algorithm assigning value to each piece of user edited or user generated content.
- ☐ B. The powerful main server operated by Facebook at their Menlo Park headquarters.
- ☐ C. A Facebook advertising tool designed for advertisers who need to create lots of ads at once and have precise control of their campaign.
- ☐ D. None of the above.

Q9
PSBM

You have booked a campaign on LinkedIn targeting big corporation decision makers. It is an eDM with an invitation to an industry conference. The eDM is sold by LinkedIn on a cost per send and will click through to the website where people will be able to sign up to the conference. What would be the best metrics to measure the campaign results?

- ☐ A. CPM, Cost per send, Time spent on site
- ☐ B. Open Messages, Clicks, Sign Ups and CPA
- ☐ C. Open Messages, CTR and CPM
- ☐ D. Open Messages, Time spent on site, Cost per send

Q10
SP

You have been hired by a local cleaning company to promote their services. They have a new web and mobile site. As they are a small business they have limited budget. You want to recommend them to allocate 100% of their budget into SEM. What would be the reasons for that?

- ☐ A. They will be able to reach a very large group of people paying a low cost per unique user.
- ☐ B. They will only pay when a user clicks. If the highest bid is placed they will be in the first position of the page, getting higher visibility and therefore better performance.
- ☐ C. They will only pay when a user clicks and the media allows granular targeting options avoiding budget wastage.
- ☐ D. They will only pay when a user searches and they will have performance data available in real time, so campaign could be continuously optimised.

Q11
ST

What is the purpose of a Max CPC?

- ☐ A. To set the highest Cost Per Click that you are willing to pay for a click on your ad.
- ☐ B. To set the bid for the Cost Per Click that you will be charged for a click on your ad.
- ☐ C. To set the maximum number of clicks that you want to achieve for the campaign.
- ☐ D. To set the maximum cost for the campaign.

Q12
SBM

You have discussed with your e-commerce client the possibilities of changing their landing pages to improve their SEM campaign Quality Score. That's because, the higher their Quality Score...

- ☐ A. the better their ads will perform and the higher their cost per click will be.
- ☐ B. the better their ad will perform and the lower their cost per click will be.
- ☐ C. the more keywords they will have access to bid on.
- ☐ D. the lower their budget will be.

