



# MFA DIGITAL FOUNDATION CERTIFICATION I

## PRACTICE exam THREE

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.

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Q1  
DC

How many sales did a campaign deliver, if the cost of the campaign was \$50,000 and the CPA was \$5?

- ☐ A. 500
- ☐ B. 10,000
- ☐ C. 5,000
- ☐ D. 100

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Q2  
DBM

Which of the below does an advertiser need to have in place to trade programmatically?

- ☐ A. Technology
- ☐ B. Data
- ☐ C. People
- ☐ D. All of the above.

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Q3  
DP

Which one of the below digital media types might be included in your display strategy?

- ☐ A. SEM
- ☐ B. Rich Media
- ☐ C. Video
- ☐ D. Native Advertising

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Q4  
ST

What is the difference between Keywords and Adwords?

- ☐ A. Keywords = SEO search terms. Adwords = SEM search terms.
- ☐ B. Keywords = the search terms you bid on to show your ad against. Adwords = Google's online ad program where you can research, set up, manage and report on SEM campaigns.
- ☐ C. Both terms are interchangeable and refer to search terms you bid on to show your ad against.
- ☐ D. Keywords = the search terms you bid on to show your ad against. Adwords = the terms you use when writing your text ad.



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Q5  
SBM

Which bidding strategy should Frank use if his goal is to get more people to call his local catering business?

- ☐ A. Cost Per Acquisition (CPA)
- ☐ B. Click Through Rate (CTR)
- ☐ C. Cost Per Thousand impressions (CPM)
- ☐ D. Cost Per View (CPV)

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Q6  
SC

You are managing a campaign for a low cost airline. This last week your campaign sold 50 seats to Bangkok from 1,000 clicks on your Thailand landing page. What is the conversion rate?

- ☐ A. 50%
- ☐ B. 0.05%
- ☐ C. 50
- ☐ D. 5%

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Q7  
VCF

Which one of the below is NOT a type of video format?

- ☐ A. In-Banner
- ☐ B. InNative
- ☐ C. InStream
- ☐ D. Outstream

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Q8  
VP

Catch-Up TV allows consumers to view their favourite TV shows. This content is:

- ☐ A. Available for viewing on demand across multiple devices
- ☐ B. Only available to consumers through subscription services
- ☐ C. Joint ventures between big local media players, global sites and publishers who own multiple sites
- ☐ D. Used as cheap digital video inventory to bolster campaigns with high frequency goals.



Q9  
VBM

Planners often use multiple research sources to help understand consumer behaviour and develop strategies for connecting with audiences. For insight into video behaviour, which of the below would you be UNLIKELY to use as a source?

- ☐ A. Nielsen Connected Consumer report to understand video viewing devices and usage in particular households.
- ☐ B. YouTube Trends to learn about the types of video content an audience segment may be interested in, and looking for.
- ☐ C. Web Analytics off Client's website.
- ☐ D. VAST and VPAID data to see how much you should be paying for a completed view.

Q10  
PSP

You are setting up a campaign to promote the Sydney marathon. Which targeting tactics would be the best to ensure that you reach the registration goal?

- ☐ A. Interest targeting and demographic targeting with a location filter.
- ☐ B. Facebook Custom Audiences built from the previous event's 'going to' list.
- ☐ C. Sequential targeting, to show participants videos of past events.
- ☐ D. Both A and B.

Q11  
PSBM

Which is a true statement regarding a Self-Serve model?

- ☐ A. Only creative agencies can traffic self-serve buys.
- ☐ B. All optimisations are done by the agency.
- ☐ C. The social platform uploads all creative tags.
- ☐ D. All optimisations are done by the social platform.

Q12  
PSCF

A creative format designed for an ecommerce campaign may feature:

- ☐ A. A call-to-action button to take the user through to the client website.
- ☐ B. A button to like the company brand page.
- ☐ C. A video to ensure that users pay attention to the brand message.
- ☐ D. A photo which enlarges to allow users a better look at the produce on offer.

