



MFA DIGITAL FOUNDATION CERTIFICATION I PRACTICE exam TWO

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
DCF

You are planning a new car launch campaign. The car design and interior are innovative and the most important selling points. What should you have in mind when choosing the display formats for the media plan?

- ☐ A. Choose standard banners that are cost efficient.
- ☐ B. Choose rich media banners so users can book a test drive.
- ☐ C. Choose high impact rich media executions that can better feature the design and interior of the car.
- ☐ D. Choose social media to drive sharing behaviour.

Q2
DBM

You're optimising campaign performance for a yoghurt brand, and your delivery report shows a strong ad engagement during the hours of 7:00 am – 10:00 am. The best optimisation targeting tactic to recommend is:

- ☐ A. Day-parting
- ☐ B. Email blasts
- ☐ C. Location targeting
- ☐ D. Sequential messaging

Q3
DBM

When a consumer goes to taste.com for recipe content, how is the correct ad delivered to the web page?

- ☐ A. The Ad Server determines the correct ad to run based on the Ad Tag and delivers the ad to the web page.
- ☐ B. The Ad Server drops a cookie onto the Creative Ad Platform and the Creative Ad Platform delivers the ad to the web page.
- ☐ C. The Ad Trafficker sends a request to the media agency to deliver the correct ad.
- ☐ D. The publisher contacts the creative agency to request an ad with the correct specifications.

Q4
SC

You are managing a campaign for a car dealership. This week your campaign achieved 21,000 impressions and delivered 1,470 clicks on your landing page. What is the CTR that you will report?

- ☐ A. 0.07%
- ☐ B. 7%
- ☐ C. 700
- ☐ D. 70%

Q5
SP

Search has the ability to connect audiences and brands at the most relevant time. Your client's media objective for the next campaign is 100% brand awareness and they are questioning the need of SEM investment. What would be the best advice to give them?

- ☐ A. They should exclude SEM from the plan as it is best used as a direct response channel only.
- ☐ B. They shouldn't exclude SEM as it's a permanent link between brands and their audiences.
- ☐ C. All Search campaigns can be optimised to changing objectives.
- ☐ D. Both B and C are correct.

Q6
SCF

An advertisers campaign is achieving a lot of clicks, but the conversion rate is low. Which approach would you suggest to improve that advertiser's conversion rate?

- ☐ A. Increase average daily budget for the campaign.
- ☐ B. Add new keywords to get even more clicks.
- ☐ C. Increase the Cost-Per-Click bid for low performing keywords.
- ☐ D. Make sure the landing page is closely related to the ad.

Q7
PSC

The objective for your automotive clients social campaign is to drive people to their website. You have run the same post on Facebook across 4 different audiences. The campaign has been running for 2 weeks and results are:

M25-39 = \$4,000 investment, 6,000,000 impressions and 3,600 clicks

M39-65 = \$3,600 investment, 2,500,000 impressions and 2,500 clicks

W25-39 = \$2,800 investment, 5,500,000 impressions and 6,000 clicks

W39-65 = \$3,500 investment, 7,800,000 impressions and 3,600 clicks

You want to optimise the campaign to the most cost effective audience. Which audience should stay live until the end of the campaign?

- ☐ A. M25-39
- ☐ B. M39-65
- ☐ C. W25-39
- ☐ D. W39-65

Q8
PST

Which of the below best describes how Facebook's auction system works?

- ☐ A. For each ad impression, ad auction system selects the best ads to run based only on the ad performance.
- ☐ B. For each ad impression, ad auction system selects the best ads to run based only on the ads' maximum bids.
- ☐ C. For each ad impression, ad auction system selects the best ads to run based on the ads' maximum bids and ad performance.
- ☐ D. For each ad impression, ad auction system selects the best ads to run based on the ads' maximum bids, ad performance and total campaign investment.

Q9
PSBM

Your Client is an online only Retailer and has run a direct response campaign to sell one of their products. The primary method of measurement for their campaign is:

- ☐ A. Cost Per Acquisition (CPA)
- ☐ B. Cost Per Thousand (CPM)
- ☐ C. Click Thru Rate (CTR)
- ☐ D. Interaction Rate

Q10
VC

You are running an interactive video campaign for a FMCG client. At the end of the pre-roll the consumer can chose to watch more content, subscribe and/or share the video. The campaign has served 2,400,000 impressions, had 2,378 interactions with the extra content, generated 167 new subscriptions and was shared 72 times. Total media cost was \$12,000. What was the CPE of the campaign?

- ☐ A. \$4.6
- ☐ B. \$71.9
- ☐ C. \$166.7
- ☐ D. \$5.0

Q11
VT

What is the definition of VAST?

- ☐ A. The price an advertiser pays every time a video ad runs through to completion.
- ☐ B. A transaction metric based on the cost to deliver 1000 ad impressions.
- ☐ C. A video ad or an ad linked with video content that initiates 'play' without user interaction or without an explicit action to start the video.
- ☐ D. A specification developed by the IAB for servicing video ads. It provides a generic framework for embedding Instream video ads.

Q12
VBM

A 4-week toy retailer digital video campaign that you have planned and bought has finished. What would be the next steps?

- ☐ A. Account transition, retargeting, technical audit.
- ☐ B. Privacy policy, checking through URLs, SEO.
- ☐ C. Delivery report, campaign insights.
- ☐ D. Ad tagging, retargeting, negotiating.

