



CERTIFICATION I

PRACTICE exam THREE

answer sheet

- 1) Answer – B: 10,000 (total media cost divided by CPA).
- 2) Answer – D: All of the above.
- 3) Answer – B: Rich Media.
- 4) Answer – 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.
- 5) Answer – A: Cost Per Acquisition (CPA)
- 6) Answer – D: 5%
- 7) Answer – B: InNative
- 8) Answer – A : Available for viewing on demand across multiple devices
- 9) Answer – D: VAST and VPAID data to see how much you should be paying for a completed view.
- 10) Answer – D: Both A and B
- 11) Answer – B: All optimisations are done by the agency.
- 12) Answer – A: A call-to-action button to take the user through to the client website.