



CERTIFICATION I

PRACTICE exam TWO

answer sheet

- 1) Answer – C: High impact rich media would be more appropriate to feature car exterior and interior.
- 2) Answer – A: Day-parting.
- 3) Answer – A: The Ad Server determines the correct ad to run based on the Ad Tag and delivers the ad to the web page.
- 4) Answer – B: 1,470 clicks / 21,000 impressions would be 7%.
- 5) Answer – D: Both B and C are correct.
- 6) Answer – D: Make sure the landing page is closely related to the ad.
- 7) Answer – C: W25-39 had the lowest CPC of \$0.47.
- 8) Answer – C: For each ad impression, ad auction system selects the best ads to run based on the ads' maximum bids and ad performance.
- 9) Answer – A: CPA - Cost per acquisition.
- 10) Answer – A: \$4.6 (total media cost divided by sum of all engagements)
- 11) Answer – D: A specification developed by the IAB for servicing video ads. It provides a generic framework for embedding Instream video ads.
- 12) Answer – C: Delivery report, campaign insights.