



# MFA Digital Foundations

## Certificate II

### Practice Exam 2

Name

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Agency:

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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  
SMP Which of the below elements do NOT have the potential to influence your SEO results?

- A. Technical
  - B. Quality content
  - C. User Experience
  - D. Keyword budgets
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Q2  
CMP Which statement is true?  
An advantage of shared content is:

- A. Controlling the message
  - B. Engagement and Advocacy
  - C. Delivering negative responses
  - D. Delivering expensive cost and low reach
- 

Q3  
CCT There are very few earned media environments where you don't pay for engagement, which of the following falls into this category?

- A. Facebook
  - B. LinkedIn
  - C. TripAdvisor
  - D. Snapchat
- 

Q4  
CBT Your recommendation to your client is to create a series of audio content which can be downloaded and listened to offline. Which of the below formats are you recommending?

- A. Blog
- B. Forum
- C. User generated content
- D. Podcast

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Q5  
PMP

Which of the below is most true of the players in the programmatic ecosystem?

- A. Advertisers are able to access SSP technology to purchase inventory.
  - B. Ad exchanges are not involved in programmatic inventory at all.
  - C. The role of a DSP is to find high value impressions for the best price on behalf of advertisers/agencies.
  - D. DSPs can only be accessed by agencies.
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Q6  
PCT

Which statement is NOT correct?

- A. Programmatic gives you a single view of the consumer across the complete campaign.
  - B. Programmatic provides deduplicated campaign information across multiple publishers and networks.
  - C. Programmatic manages impressions and frequency levels within one network or site only.
  - D. Programmatic utilises data from multiple sources.
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Q7  
PBT

Programmatic creates efficiencies for many stakeholders in the supply chain. For advertisers and agencies, specifically, what is one of the key benefits?

- A. Simplified reporting across channels.
  - B. Live Optimisation
  - C. Ability to reach the right audience at the right time with the right message
  - D. All of the above
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Q8  
MBT

Conversion can be a critical element to your digital campaign, which of the following outcomes might you be looking for?

- A. A sale
- B. A booking
- C. A call back
- D. All of the above

Q9  
MMP

A television manufacturer's objective is to sell televisions for the lowest possible cost per unit. What is their key reporting metric?

- A. Reach
- B. CTR
- C. CPA
- D. Leads

Q10  
MBT

When analysing your campaign performance, what is an IVT Rate?

- A. The detection of Invalid Transaction
- B. The detection of Invalid Time Rate
- C. The detection of Invalid Traffic - or non human traffic
- D. The detection of Invalid Transparency

Q11  
SCT

Which of the below would you recommend focusing on in order to improve the technical performance in SEO for your client's website?

- A. No duplicate content and accessible sitemap
- B. Number of pages in the website
- C. Volume of keywords
- D. Conversation Rate Optimisation

Q12  
ST

A website should be talked about by 3rd parties in a positive way as this can help to build authority. When evaluating the off-site strength of your website, which of the below processes would you undertake?

- A. Check the headings of your page titles
- B. Review the quality of images being used On-Site
- C. Assess the relevancy of keywords
- D. Compare Backlink activity to competitors



# CERTIFICATE II

## Practice Exam 2

### Answer sheet

1. Answer – D: Keyword budgets
2. Answer – B: Engagement and Advocacy
3. Answer - C: TripAdvisor
4. Answer - D: Podcast
5. Answer - C: The role of a DSP is to find high value impressions for the best price on behalf of advertisers/agencies.
6. Answer – C: Programmatic manages impressions and frequency levels within one network or site only.
7. Answer – D: All of the above
8. Answer - D: All of the above
9. Answer - C: CPA
10. Answer - C: The detection of Invalid Traffic - or non-human traffic
11. Answer - A: No duplicate content and accessible sitemap
12. Answer – D: Compare Backlink activity to competitors

The logo for the Media Federation of Australia (MFA) consists of the lowercase letters 'mfa' in a bold, rounded, sans-serif font. The 'm' and 'f' are light grey, while the 'a' is black. The letters are positioned centrally within a circular frame.

media federation of australia

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CERTIFICATION**