



CERTIFICATION I

PRACTICE exam one

answer sheet

- 1) Answer – C: \$28 CPM
- 2) Answer – D: All the above
- 3) Answer – A: Display can also be used as a direct response channel and will have performance data available in real time, so campaign could be continuously optimised
- 4) Answer – D: MREC standard display
- 5) Answer – B: In target reach, with cost per completed views as a secondary metric
- 6) Answer – C: Behavioural targeting, focusing on audiences who have recently visited Fiji holiday related sites
- 7) Answer - C: \$0.41CPE – Cost per Engagement
- 8) Answer - C: A Facebook advertising tool designed for larger advertisers who need to create lots of ads at once and have precise control of their campaign
- 9) Answer - B: Although campaign has been booked on cost per send, it needs to be measured on CPA as the objective is sign ups.
- 10) Answer – C: They will only pay when a user clicks and the media allows granular targeting options avoiding budget wastage
- 11) Answer – A: To set the highest Cost Per Click that you are willing to pay for a click on your ad
- 12) Answer – B: The better their ad will perform and the lower their cost per click will be