



# MFA DIGITAL FOUNDATION CERTIFICATION I

## PRACTICE exam THREE

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.

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Q1 DC How many sales did a campaign deliver, if the cost of the campaign was \$50,000 and the CPA was \$5?

- ☐ A. 500
- ☐ B. 10,000
- ☐ C. 5,000
- ☐ D. 100

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Q2 DBM Which of the below does an advertiser need to have in place to trade programmatically?

- ☐ A. technology
- ☐ B. data
- ☐ C. people
- ☐ D. all of the above

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Q3 DP Which one of the digital media types below should NOT be included in your display strategy?

- ☐ A. eDM
- ☐ B. Rich Media
- ☐ C. SEM
- ☐ D. Video

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Q4 ST What is the difference between Key Words and Adwords?

- ☐ A. Key Words = SEO search terms. Adwords = SEM search terms.
- ☐ B. Key Words = 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.
- ☐ C. Both terms are interchangeable and refer to search terms you bid on to show your ad against.
- ☐ D. Key Words = the search terms you bid on to show your ad against. Adwords = the terms you use when writing your text ad.



Q5  
SBM

Which bidding strategy should Linda use if her goal is to get more people to call her local flower shop?

- ☐ A. Cost per Acquisition (CPA)
- ☐ B. Click Through Rate (CTR)
- ☐ C. Cost per Thousand impressions (CPM)
- ☐ D. Cost per View (CPV)

Q6  
SC

You are managing a campaign for an airline company. Over the last week your campaign sold 120 seats to Honolulu from 2,000 clicks on your Hawaii landing page. What conversion rate will you tell your client you have?

- ☐ A. 60%
- ☐ B. 6%
- ☐ C. 60
- ☐ D. 0.05%

Q7  
VCF

Which one of the below is NOT a type of video format?

- ☐ A. InBanner
- ☐ B. InNative
- ☐ C. InStream
- ☐ D. Outstream

Q8  
VP

Catch Up TV allows consumers to view their favourite TV shows. This content is:

- ☐ A. Considered 'premium' long form video and is not available online all the time.
- ☐ B. Used as a cheap digital video inventory to bolster campaigns with high frequency goals.
- ☐ C. Available for viewing for a period of time after airing on live TV.
- ☐ D. Joint ventures between big local media players, global sites and publishers who own multiple sites.



Q9  
VBM

A campaign that you have planned and bought for a phone company went live yesterday. You want to make sure that the campaign is running across all the booked publishers. How would you verify that the campaign went live yesterday?

- ☐ A. Confirmation email and traffic sheet
- ☐ B. Media plan and reporting
- ☐ C. IO and traffic sheet
- ☐ D. Screenshots and reporting

Q10  
PSP

You are setting up a campaign to promote the Sydney marathon. Which targeting tactics would be the best to ensure that you reach the registration goal?

- ☐ A. Interest targeting and demographic targeting with a location filter.
- ☐ B. Facebook Custom Audiences built from the previous event's 'going to' list.
- ☐ C. Sequential targeting, to show participants videos of past events.
- ☐ D. Both A and B.

Q11  
PSBM

Third Party Ad Serving ensures that a separate source is used to track, count and validate delivery. Which of the following are some of the most common Third Party Ad Servers?

- ☐ A. Nielsen and Comscore
- ☐ B. Doubleclick and Nielsen
- ☐ C. Doubleclick and Sizmek
- ☐ D. Nielsen and Sizmek

Q12  
PSCF

A creative format designed for an ecommerce campaign may feature:

- ☐ A. A call-to-action button to take the user through to the client website.
- ☐ B. A button to like the company brand page.
- ☐ C. A video to ensure that users pay attention to the brand message.
- ☐ D. A photo which enlarges to allow users a better look at the produce on offer.

