



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 – D: SEM
- 4) Answer – 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.
- 5) Answer – A: Cost per Acquisition (CPA)
- 6) Answer – B: (sales divided by clicks)
- 7) Answer – B: InNative
- 8) Answer – C: Available for viewing for a period of time after airing on live TV
- 9) Answer – D: Screenshots and reporting
- 10) Answer – D: Both A and B
- 11) Answer – C: Doubleclick and Sizmek
- 12) Answer – A: A call-to-action button to take the user through to the client website.