

1. What is a unique user?
 - A. An individual computer that accesses any particular website.
 - B. A person that looks at the homepage of a website.
 - C. Someone that clicks on an ad.
 - D. An individual from your persona marketing test group.

2. What is a unique visit?
 - A. An individual computer that accesses a website.
 - B. A person that looks at the homepage of a website.
 - C. Someone that clicks on an ad.
 - D. A separate and unique visit to a website, no matter if it is the same user

3. What is the standard Internet Advertising Bureau (IAB) size of a medium rectangle ad?
 - A. 425x600
 - B. 300x250
 - C. 728x90
 - D. 300x100

4. What is SEM?
 - A. Standard Email Microsite
 - B. Simple Ethernet Management
 - C. Search Engine Marketing
 - D. Spectacular Eskimo Moshing

5. What is SEO?
 - Search Engine Opportunity
 - Search Exclusive Online
 - Search Exclusive Organically
 - Search Engine Optimization

6. What is the fundamental difference between Retargeting and Targeting?
 - Retargeting is the result of an online action, Targeting is based on who we are
 - Retargeting can happen without action, Targeting is based on who we are
 - Retargeting is the result of an online action, Targeting is based on only where we live
 - Retargeting is based on our income and age, Targeting is based on an online action

7. Geo-Fencing is?
 - Geographically fencing off the delivery of digital advertising to specific, smaller areas via any devices
 - Geographically fencing off the delivery of digital advertising to specific, smaller areas via mobile devices
 - Geographically fencing off the delivery of digital advertising to wide areas via any devices
 - None of the above

8. How many individual locations can you geo-fence at one time?
 - 1-5
 - 6-10
 - 11-25
 - As many as you'd like

9. What is a banner?
- A leaderboard position on a website
 - A type of display advertisement
 - 250 x 300
 - Hangs over the road during a parade
10. What is a click-through?
- A click through is when a user clicks on your website
 - A click through is when a user clicks on your ad no matter where it appears
 - A click through is the result of a user searching your company online
 - A click through only happens when a user makes a purchase on your website
11. Run of Site and Run of Network digital advertising
- Displays on specific pages
 - Displays only to consumers with specific behaviors
 - Displays on any page of a website or a network
 - Displays next to relevant content only
12. Owned and Operated (O&O) or On-Network Display appears on which of the following sites?
- Sites that we choose across the internet
 - Sites only owned by businesses we choose
 - Sites owned and operated by APG
 - Any website that is locally owned
13. Industry-wide, what percentage of all ads delivered online are delivered on a mobile device?
- 30-40%
 - 40-50%
 - 50-60%
 - More than 70%
14. Email is essentially the electronic version of what other products we sell?
- Print and Delivered inserts
 - Display Ads or ROP
 - Targeted Display
 - All of the above
15. What is a Targeted Email blast Open Rate?
- The percentage of recipients who open and click on a part of the email
 - The percentage of recipients who see the email in their INBOX, but do not open it
 - The percentage of recipients who open the email
 - The percentage of recipients who open, click on the email and make a purchase
16. What is a Targeted Email blast Click Through Rate?
- The percentage of recipients who open and click on a part of the email
 - The percentage of recipients who see the email in their INBOX, but do not open it
 - The percentage of recipients who open the email
 - The percentage of recipients who open, click on the email and make a purchase
17. What is the typical email Open Rate for a Targeted Email blast?

- 4-6%
- 7-10%
- 12-16%
- 17-20%

18. What is a typical Click Through Rate for a Targeted Email blast?

- 1-2%
- 3-4%
- 5-6%
- 7-10%

19. At the end of the day, what is it we sell?

- Advertising Solutions
- Audience
- Results
- All of the above

20. Targeted Display is a?

- Product
- Strategy
- Mode of Delivery
- None of the above

21. Geo-Fencing is a?

- Product
- Strategy
- Mode of Delivery
- None of the above

22. What is the fundamental difference between SEM and SEO?

- SEO is the result of an organic search; SEM is paid placement above, below and beside organic results
- SEO is based on relevant/ timely content, links; SEM rankings go to highest keyword bidders
- SEO is paid placement above, below and beside organic results; SEM is the results of an organic search
- Both A and B
- None of the above

23. What is an impression?

- It is when an ad has been served, regardless if the user has actually seen or interacted with the ad
- It is the number of times an ad is seen by a user
- It is when an ad is delivered as a result of a search query
- It is when an ad makes an impression on a user and then they make a purchase

24. Retargeting is only possible if you?

- Are located within the defined geographic area
- Have the client place a retargeting pixel on their website
- Deliver Geo-Fencing impressions along with them
- You place a retargeting pixel on our owned and operated websites

25. Reach is defined as?

- The distance a user has to go to reach his or her computer ISP

- Reach is the total amount of people who receive emails from you daily
- The total number of people who are reached with an ad, through a channel, within a period of time
- Reach is the number of times you reach targeted recipients within your campaign timeframe

26. Frequency is defined as?

- The distance a user has to go to reach his or her computer ISP
- Frequency is the total amount of people who receive emails from you daily
- Frequency is the percentage reached within a defined group of targeted recipients within your campaign
- Frequency is the number of times an ad is served to the same consumer during a specific time period

27. Which of these below are three examples of how we can target an email blast?

- Age, education and income level
- Zip code, age and education level
- # kids in home, City and Designated Market Area
- All of the above

28. What does CAN-SPAM compliant mean as it relates to email addresses?

- CAN-SPAM compliant means you can send an email blast to anyone you want to at anytime
- CAN-SPAM compliant means the email recipient has opted in to receive such emails
- CAN-SPAM compliant means your recipient's email address is approved by the USPS
- CAN-SPAM compliant means you have to deliver email blasts to a Spam Folder

29. What is Account Based Marketing?

- It's the practice of serving display advertising *only* to specified category or target accounts you designate
- It's the practice of sending emails *only* to specified category or target accounts you designate
- It's the practice of calling on *only* specified category or target accounts
- All of the above

30. Off-Network digital impressions trade through an "exchange." What is an "exchange?"

- It is a technology platform that facilitates the buying and selling of media advertising inventory from multiple ad networks.
- It is when digital impressions are tracked and reported to an advertiser through Analytics
- It is where an advertiser themselves can go to buy digital impressions
- None of the above

31. What is Contextual Targeting?

- Placing a Native ad within content
- Targeting ad placement on any webpage
- Selecting audiences based on the type of content being displayed on a particular webpage
- Placing ads within a website's right rail

32. Which of these qualifies as a "conversion" resulting from a digital campaign?

- Filling out a form
- Making a phone call to the client
- Submitting your email for more information
- All of the above

33. Are we able to deliver digital impressions exclusively on a mobile device?

- Yes

- No

34. Generally, no more than what percent of an overall Targeted Display campaign should be dedicated to Geo-Fencing?

- 10-15%
- 15-20%
- 25-50%
- 75%

35. Why?

- Geo-fencing rarely stands alone based on limited traffic within the designated geo(s)
- Geo-fencing is fine all by itself and can always carry the load of requested impression delivery
- Geo-fencing can carry up to 50% without any supporting strategy
- None of the above

36. The most common sizes of Internet Advertising Bureau (IAB) digital ads are?

- 728 x 90, 300 x 250, 300 x 600, 336 x 280 and 320 x 50
- 750 x 90, 300 x 250, 300 x 600, 336 x 280 and 320 x 50
- 800 x 90, 300 x 250, 300 x 600, 336 x 280 and 320 x 50
- 900 x 90, 300 x 250, 300 x 600, 336 x 280 and 320 x 50

37. The practice of limiting the number of times an ad is served to the same consumer is called?

- Day-Parting
- Targeted Delivery
- Frequency Capping
- Limited Access

38. What is a keyword?

- A word used from a client's website for ad delivery
- Words used to describe a client's website to a user
- A specific word or phrase chosen by advertisers to trigger and include their ad within search engine results
- All of the above

39. What are keywords primarily used for?

- Search Engine Marketing
- Search Engine Optimization
- Both
- Neither

40. What is Social Media Management?

- The process of posting ads on Facebook users news feeds
- The process of creating, publishing, promoting, and managing content across social media channels.
- The process of having Facebook and Twitter gather emails for your client
- The process of gaining "Likes" across social media channels

41. What is a "responsive" website?"

- A website built in proprietary software
- Web design that makes web pages more easily readable on a variety of devices, regardless of window or screen size
- The response time it takes for that website to load
- The number of conversions a website gets over the period of any given month

42. Directory and Reputation Management includes which services?
- Manage and Monitoring of Online Visibility
 - Manage and Monitor Client Reputation
 - Manage and Update Business Directory Listings
 - All of the above
 - None of the above
43. Raising the ranking of a website in organic search engine results pages is called what?
- Search Engine Marketing
 - Google Ad Manager
 - Search
 - Search Engine Optimization
44. Facebook's entire business model was based and built on....?
- Advertising Revenue
 - User Data
 - Likes
 - None of the above
45. Geo-Fencing impressions are delivered on mobile devices how?
- After a user enters a Geo-Fenced area it appears as a mobile banner when you initiate a phone call
 - After a user enters a Geo-Fenced area it appears as a mobile banner within various apps being used
 - After a user enters a Geo-Fenced area it appears as a mobile banner when you check your voicemail
 - After a user enters a Geo-Fenced area it only appears in email form after they leave that area
46. We can assign specific phone numbers to our digital campaigns so we can track call results?
- True
 - False
47. We can guarantee results for SEO rankings?
- True
 - False
48. Generally speaking we can increase SEO rankings to page 1 within 30 days.
- True
 - False
49. OTT is an acronym for what?
- Online Theory Testing – referring to testing various video ads online
 - Over The Top video – referring to video distributed through various streamed online TV channels
 - On TV Trials – referring to video ads appearing on any connected TV devices
 - Online Training Testing – referring to this test right now
50. CTV is an acronym for what?
- Cable Television
 - Connected Through VHF
 - Connected TV

- None of the above

51. The difference between CTV and OTT is?

- CTV refers to devices connected to the internet and OTT refers to online channels
- OTT refers to devices connected to the internet and CTV refers to online channels
- They are one in the same
- Neither

52. An ideal and acceptable length for an online display video is how long?

- 15 seconds
- 60 seconds
- 2 minutes
- 4 minutes

53. OTT and CTV targets which group of TV viewers?

- The elusive "Cord-Cutter" Audience
- Primarily Adults 35-54
- Primarily Females with children living at home
- Primarily Seniors with no kids living at home

54. What is a Call To Action (CTA)?

- When a user clicks on an ad because they're interested in a compelling ad offer
- A phrase included within an ad, or a graphic element such as a button, which invites a user to take a certain action
- Both of the above
- Neither