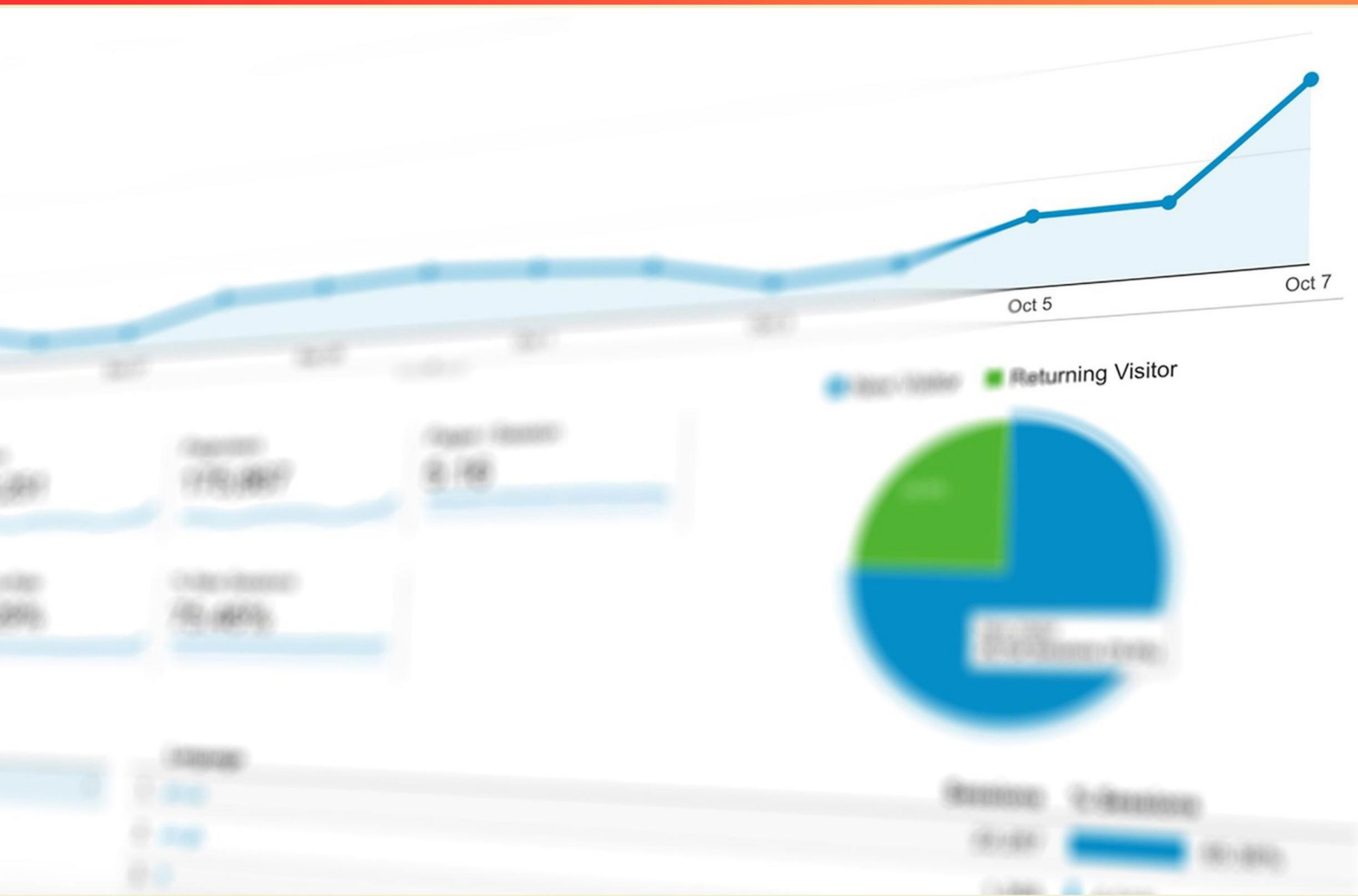


AMAZON ADS CERTIFICATION PRACTICE TEST (SAMPLE)

STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

VISIT US ONLINE FOR
THE FULL VERSION STUDY GUIDE

<https://amazonads.examzify.com>



Copyright © 2026 by Examzify - A Kaluba Technologies Inc. product.

ALL RIGHTS RESERVED.

No part of this book may be reproduced or transferred in any form or by any means, graphic, electronic, or mechanical, including photocopying, recording, web distribution, taping, or by any information storage retrieval system, without the written permission of the author.

Notice: Examzify makes every reasonable effort to obtain accurate, complete, and timely information about this product from reliable sources.

SAMPLE

Table of Contents

Copyright	1
Table of Contents	2
Introduction	3
How to Use This Guide	4
Questions	5
Answers	8
Explanations	10
Next Steps	15

SAMPLE

Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 – 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

Questions

SAMPLE

- 1. Which of the following is NOT an Automatic Targeting option?**
 - A. Close Match
 - B. Loose Match
 - C. Substitutes
 - D. Exact Match
- 2. How does bidding strategy differ between Sponsored Products and Sponsored Brands?**
 - A. Sponsored Products uses CPC bids on keywords/targets; Sponsored Brands bids per keyword for brand placements and impacts headline/product image exposure.
 - B. Both use the same bidding model per impression.
 - C. Sponsored Brands uses CPM bids; Sponsored Products uses CPA bids.
 - D. Sponsored Products uses fixed daily budgets with no bidding.
- 3. In Sponsored Display, what is the difference between product targeting and audience targeting?**
 - A. Product targeting places ads on product pages for specific ASINs/categories; audience targeting focuses on groups based on behavior or interests.
 - B. Product targeting targets only keywords; audience targets only videos.
 - C. Product targeting uses demographics; audience uses time of day.
 - D. They are the same.
- 4. In Sponsored Products campaigns, what happens when one ASIN in the campaign is out of stock?**
 - A. The entire campaign pauses
 - B. The ASIN pauses
 - C. The campaign automatically increases bids
 - D. The campaign continues as normal
- 5. What is a key outcome of running two variants of a creative element?**
 - A. Increase cost with no value
 - B. Randomly select winner without data
 - C. Determine which performs better
 - D. Ensure both perform equally

6. What is the recommended minimum number of keywords per campaign?

- A. 10
- B. 20
- C. 30
- D. 40

7. A+ Enhanced Marketing Content is available to which group?

- A. Sellers
- B. Vendors
- C. Both
- D. None

8. Which statement about product targeting in Sponsored Products is true?

- A. It targets broad categories only.
- B. It targets generic keywords.
- C. It targets specific brands.
- D. It targets specific ASINs or categories.

9. Sponsored Products Default Bid true?

- A. Applies to all clicks unless you select a unique bid for a specific KW
- B. It is an alternate payment method
- C. It ensures top-of-page placement
- D. It cannot be adjusted after creation

10. Underspending Strategies involve which actions?

- A. Increase bids on top performing KWs w/ high ROAS and increase bids in campaigns w/ low impression volume
- B. Decrease bids on all KWs
- C. Pause campaigns with high ROAS
- D. Maintain current bids

Answers

SAMPLE

1. D
2. A
3. A
4. B
5. C
6. C
7. B
8. D
9. A
10. A

SAMPLE

Explanations

SAMPLE

1. Which of the following is NOT an Automatic Targeting option?

- A. Close Match
- B. Loose Match
- C. Substitutes
- D. Exact Match**

Automatic Targeting options determine how Amazon places your ads based on relevance, using signals from shoppers and product listings. The available automatic options include Close Match, where ads appear in highly relevant contexts; Loose Match, which expands to a broader set of terms and placements; and Substitutes, which targets products that shoppers who viewed similar items might consider. Exact Match is not part of automatic targeting—it's a manual targeting approach where you specify precise keywords or ASINs and bid only when those exact terms are used. So the option that isn't an Automatic Targeting option is Exact Match. If you want that level of precision, you'd set up manual targeting instead.

2. How does bidding strategy differ between Sponsored Products and Sponsored Brands?

- A. Sponsored Products uses CPC bids on keywords/targets; Sponsored Brands bids per keyword for brand placements and impacts headline/product image exposure.**
- B. Both use the same bidding model per impression.
- C. Sponsored Brands uses CPM bids; Sponsored Products uses CPA bids.
- D. Sponsored Products uses fixed daily budgets with no bidding.

Sponsored Products are CPC ads you bid on keywords or product targets, and you pay only when someone clicks. Sponsored Brands also use keyword-based bidding, but the focus is on winning brand placements in search results, where the ad unit showcases your brand logo, a headline, and multiple products. The bid for each keyword helps determine whether your brand placement appears and how prominently the headline and product images are shown. So the difference is that Sponsored Products bids drive product-level exposure on a per-click basis, while Sponsored Brands bids optimize for brand placements that feature the brand's creative assets and product lineup.

3. In Sponsored Display, what is the difference between product targeting and audience targeting?

- A. Product targeting places ads on product pages for specific ASINs/categories; audience targeting focuses on groups based on behavior or interests.**
- B. Product targeting targets only keywords; audience targets only videos.
- C. Product targeting uses demographics; audience uses time of day.
- D. They are the same.

In Sponsored Display, the difference is between targeting the product itself and targeting the people who view or behave like shoppers. Product targeting focuses on specific products or product categories—you choose ASINs or categories, and your ads appear on those product pages or within those category pages. This is useful when you want to align your ad with a particular item or group of items that shoppers are looking at. Audience targeting, on the other hand, focuses on who the shoppers are. You reach segments based on shopping behavior, interests, or past actions (like users who viewed similar products, added items to carts, or are in in-market segments). Your ads show to those groups regardless of which exact product page they're on, enabling broader reach or retargeting. So, product targeting is product-centric (ASINs/categories), while audience targeting is person-centric (behavior/interest-based).

4. In Sponsored Products campaigns, what happens when one ASIN in the campaign is out of stock?

- A. The entire campaign pauses
- B. The ASIN pauses**
- C. The campaign automatically increases bids
- D. The campaign continues as normal

When an ASIN becomes out of stock in Sponsored Products, the ad for that specific ASIN is automatically paused. This prevents showing ads for an unavailable product while the rest of the campaign keeps running with other ASINs. Bids aren't automatically increased, and the entire campaign isn't paused—the system simply disables the out-of-stock ASIN until stock is replenished and you or Amazon re-enable it.

5. What is a key outcome of running two variants of a creative element?

- A. Increase cost with no value
- B. Randomly select winner without data
- C. Determine which performs better**
- D. Ensure both perform equally

Testing two creative variants lets you compare performance head-to-head. By exposing similar audiences to each version, you gather data on how people respond—such as click-through rate, engagement, and conversions. The main outcome is identifying which variant performs better, so you can confidently use the winning creative and pause the other. This data-driven approach removes guesswork and helps optimize campaigns for higher engagement and more conversions. It also avoids assuming both perform the same or spending more without delivering value. If a clear winner emerges, you scale that version; if not, you'd collect more data or test new ideas.

6. What is the recommended minimum number of keywords per campaign?

- A. 10
- B. 20
- C. 30**
- D. 40

Ensuring you have enough keywords in a campaign is essential for capturing a wide range of relevant queries and building reliable performance data. Thirty keywords is the recommended minimum because it provides broad enough coverage to reflect how customers actually search, including long-tail terms, while keeping the campaign reasonably manageable to monitor and optimize. With too few keywords, you risk missing relevant searches, skewing data toward a small set of terms, and having less material to identify which terms should be bid up or down or added as negatives. When you have around thirty keywords, you can observe a more representative mix of search terms, gather meaningful performance insights from search term reports, and optimize more effectively through bid adjustments and negative keyword discovery.

7. A+ Enhanced Marketing Content is available to which group?

- A. Sellers
- B. Vendors**
- C. Both
- D. None

A+ Enhanced Marketing Content is a Vendor Central feature that lets brands supply rich media and enhanced module layouts to product detail pages. Vendors—brands that sell to Amazon as wholesale suppliers—have access to this tool to tell their product story with more imagery, comparison charts, and tailored content, helping to boost conversions. This level of content access is not generally available to typical third-party sellers through Seller Central, who use standard descriptions or, if enrolled in Brand Registry, Enhanced Brand Content but not the Vendor-specific A+ suite. So, the group that has access is vendors.

8. Which statement about product targeting in Sponsored Products is true?

- A. It targets broad categories only.
- B. It targets generic keywords.
- C. It targets specific brands.
- D. It targets specific ASINs or categories.**

Product targeting in Sponsored Products focuses on where your ad appears based on the product itself, not the search terms. You choose exact ASINs to target—placing your ad on the product detail pages of those specific items—or you can target particular categories, so your ads show up within those category pages or related placements. This precise control lets you reach shoppers who are viewing a specific product or browsing within a chosen category, increasing relevance and potential conversions. In contrast, keywords drive ads by search terms, not by the product or category you're targeting, so the statement that it targets specific ASINs or categories is the true description of how product targeting works.

9. Sponsored Products Default Bid true?

- A. Applies to all clicks unless you select a unique bid for a specific KW**
- B. It is an alternate payment method
- C. It ensures top-of-page placement
- D. It cannot be adjusted after creation

Default bid sets the baseline cost-per-click for Sponsored Products and applies to most clicks unless you override it with a specific bid for a given keyword. This means you can start with one default amount to cover your keywords, then raise or lower bids for individual keywords to optimize performance. You can adjust the default bid at any time, so it isn't fixed after creation. The other statements don't fit: the default bid isn't an alternate payment method, and while a higher bid can improve exposure, there's no guarantee of top-of-page placement since placement depends on auctions, relevance, and competitive context.

10. Underspending Strategies involve which actions?

- A. Increase bids on top performing KWs w/ high ROAS and increase bids in campaigns w/ low impression volume
- B. Decrease bids on all KWs
- C. Pause campaigns with high ROAS
- D. Maintain current bids

Underspending strategies focus on reallocating and boosting spend where it will drive the most value. By increasing bids on top performing keywords with high ROAS, you push more profitable traffic to the terms that already convert well, improving overall efficiency as you scale those high-return opportunities. At the same time, increasing bids in campaigns with low impression volume tackles underexposed areas, expanding reach and capturing additional demand that isn't being shown enough. Together, these actions optimize spend to grow performance without sacrificing return. Decreasing bids across all keywords would reduce exposure and potential sales; pausing campaigns with high ROAS would discard reliable revenue; and maintaining current bids misses chances to exploit underutilized opportunities.

SAMPLE

Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

<https://amazonads.examzify.com>

We wish you the very best on your exam journey. You've got this!

SAMPLE