

Display & Video 360 (DV360) Certification Practice Exam (Sample)

Study Guide



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Questions

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- 1. How does DV360 combat ad fraud?**
 - A. By increasing ad prices strategically**
 - B. Using verification partners and fraud detection tools**
 - C. Limiting the number of ads in a campaign**
 - D. Implementing strict user contracts**

- 2. What is a key benefit of structuring media buys through negotiations in DV360?**
 - A. Increased ad creativity**
 - B. Clear agreement on campaign scope, duration, and pricing**
 - C. Guaranteed ad impressions**
 - D. Automatic targeting adjustments**

- 3. For which elements can you set targeting in DV360?**
 - A. Only for insertion orders**
 - B. Advertiser and line item; default targeting for insertion order**
 - C. Only for audiences**
 - D. Account and partnership**

- 4. What assets are set at an advertiser level in DV360?**
 - A. Creatives, pixels, content channels**
 - B. Budget, audience segments, creatives**
 - C. Line items, reports, cookies**
 - D. Accounts, settings, analytics**

- 5. What is "dynamic creative optimization" in DV360?**
 - A. A process for scheduling ads**
 - B. Automatically altering ad content based on user data**
 - C. A set method to design static ads**
 - D. A strategy to increase the ad click rate**

- 6. What is the purpose of "brand safety" settings in DV360?**
 - A. To enhance ad visibility on search engines**
 - B. To prevent ads from appearing on harmful content**
 - C. To increase click-through rates**
 - D. To manage budget allocation across campaigns**

- 7. What is the typical duration for a creative review process?**
- A. Up to 12 hours**
 - B. Up to 24 hours**
 - C. Up to 48 hours**
 - D. Up to 72 hours**
- 8. Which mechanism does DV360 NOT use for audience targeting?**
- A. Custom audience creation**
 - B. Third-party audience segments**
 - C. Dynamic creative optimization**
 - D. First-party data integration**
- 9. What aspect of DV360 does a bid multiplier modify?**
- A. Bid amounts based on performance**
 - B. Ad creative types**
 - C. Frequency caps**
 - D. Targeting strategies**
- 10. What is the purpose of "bidders" in DV360?**
- A. To create ad creatives for campaigns**
 - B. To manage budgets across campaigns**
 - C. To compete in real-time auctions for ad placements**
 - D. To analyze audience engagement**

Answers

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

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Explanations

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1. How does DV360 combat ad fraud?

- A. By increasing ad prices strategically
- B. Using verification partners and fraud detection tools**
- C. Limiting the number of ads in a campaign
- D. Implementing strict user contracts

DV360 effectively combats ad fraud by utilizing verification partners and implementing fraud detection tools. This approach is crucial in identifying and mitigating fraudulent activities across digital ad campaigns. Verification partners are specialized organizations that monitor and analyze ad placements to ensure they meet brand safety standards and are served to legitimate users. By leveraging these partnerships, DV360 can provide advertisers with insight into the quality of their ad placements and the authenticity of their audience. Fraud detection tools further enhance this capability by employing algorithms and machine learning techniques to detect suspicious patterns of behavior that may indicate fraud, such as click fraud or domain spoofing. Through continuous monitoring and analysis, these tools can flag potentially fraudulent activity in real-time, allowing advertisers to take immediate action. By focusing on verification and detection, DV360 helps ensure that ad budgets are being spent effectively and that advertisers get the most out of their investment, protecting them against the financial repercussions of ad fraud. This robust strategy for combatting ad fraud contributes significantly to the integrity and trustworthiness of the advertising ecosystem.

2. What is a key benefit of structuring media buys through negotiations in DV360?

- A. Increased ad creativity
- B. Clear agreement on campaign scope, duration, and pricing**
- C. Guaranteed ad impressions
- D. Automatic targeting adjustments

Structuring media buys through negotiations in DV360 offers a key benefit of establishing clear agreements on campaign scope, duration, and pricing. This clarity is essential for both advertisers and publishers, as it helps to delineate expectations, ensuring that all parties understand the parameters of the deal. By negotiating these elements, advertisers can tailor their campaigns to better fit their budgets and objectives while aligning with the publisher's inventory and capabilities. Clear agreements also facilitate better communication and collaboration throughout the campaign, allowing for a more streamlined execution and the ability to make informed decisions as the campaign progresses. This structured approach minimizes misunderstandings and sets a solid foundation for success, leading to a more effective advertising experience. Other options, while they may have benefits in different contexts, do not specifically highlight the importance of clarity and agreement in negotiations, which is fundamental for successful media buying in DV360.

3. For which elements can you set targeting in DV360?

- A. Only for insertion orders
- B. Advertiser and line item; default targeting for insertion order**
- C. Only for audiences
- D. Account and partnership

Setting targeting in DV360 is a crucial aspect of optimizing campaigns to reach the desired audience effectively. The correct choice indicates that targeting can be set not only at the advertiser level but also at the line item level, and it allows for default targeting configurations at the insertion order level. By enabling targeting at the advertiser level, DV360 allows for broader strategies that can be applied across multiple campaigns, while targeting at the line item level provides the flexibility to specify more granular criteria for each specific campaign or initiative. Moreover, establishing default targeting at the insertion order level streamlines the process, ensuring that fundamental targeting criteria are consistently applied across related line items unless overridden by more specific targeting settings. Targeting at the advertiser and line item levels ensures that marketers can utilize a combination of audience segments, demographics, geographies, and other parameters to fine-tune their campaigns for maximum effectiveness. This hierarchical structure facilitates better management of targeting options and enhances the ability to align campaign efforts with business goals.

4. What assets are set at an advertiser level in DV360?

- A. Creatives, pixels, content channels**
- B. Budget, audience segments, creatives
- C. Line items, reports, cookies
- D. Accounts, settings, analytics

The correct choice highlights that creatives, pixels, and content channels are all assets that are configured at the advertiser level in Display & Video 360 (DV360). Creatives are the actual advertisements used in campaigns and are managed at the advertiser level to ensure consistency and brand alignment across various campaigns. Pixels, which are snippets of code that track user behavior and conversions, are also set up at this level to facilitate effective tracking and measurement. Additionally, content channels, which help in organizing and targeting ad placements based on themes or categories, are defined at the advertiser level to streamline campaign management. Understanding this structure is crucial for effectively utilizing DV360, as it allows advertisers to maintain a coherent strategy and streamline their operations across multiple campaigns and targeting options. This approach ensures that the assets work together cohesively to achieve the desired outcomes.

5. What is “dynamic creative optimization” in DV360?

- A. A process for scheduling ads**
- B. Automatically altering ad content based on user data**
- C. A set method to design static ads**
- D. A strategy to increase the ad click rate**

Dynamic creative optimization (DCO) in DV360 refers to the process of automatically altering ad content based on user data. This approach allows for real-time customization of ads, enabling them to adapt to the preferences, behaviors, and interests of different audience segments. By using data such as demographics, browsing history, or past interactions, DCO can deliver highly relevant and personalized ad experiences to users. This optimization can involve changing images, text, and call-to-action elements, ensuring that the ad resonates more effectively with each viewer, which can significantly enhance engagement and conversion rates. The other options do not accurately describe the essence of dynamic creative optimization. Scheduling ads does not involve personalization, and static ads are, by definition, unchanging and do not incorporate dynamic elements. While increasing the ad click rate can be a potential outcome of effective DCO, it is not a defining characteristic of the process itself.

6. What is the purpose of "brand safety" settings in DV360?

- A. To enhance ad visibility on search engines**
- B. To prevent ads from appearing on harmful content**
- C. To increase click-through rates**
- D. To manage budget allocation across campaigns**

The purpose of "brand safety" settings in DV360 is to prevent ads from appearing on harmful content. This feature is crucial for advertisers who want to ensure that their brand's image is protected and that their ads are not associated with inappropriate or damaging content. By setting up brand safety controls, advertisers can specify categories of content that they wish to avoid, ensuring their ads are displayed in a context that aligns with their brand values and strategies. This helps maintain a positive brand perception, safeguarding reputation in an increasingly scrutinized digital advertising environment. While enhancing ad visibility on search engines, increasing click-through rates, and managing budget allocation are important aspects of digital advertising, they do not pertain specifically to the brand safety measures that DV360 provides. The focus of brand safety is solely on where the ads appear in relation to the content on which they are displayed.

7. What is the typical duration for a creative review process?

- A. Up to 12 hours
- B. Up to 24 hours**
- C. Up to 48 hours
- D. Up to 72 hours

The typical duration for a creative review process is generally up to 24 hours. This timeframe allows for a comprehensive evaluation of the creative assets by the relevant stakeholders, ensuring that feedback can be gathered and implemented efficiently. In the fast-paced environment of digital advertising, a review period of 24 hours strikes a balance between thoroughness and the need for quick turnaround times. It provides enough time for proper scrutiny while still allowing campaigns to remain on schedule for launch. Longer durations can impede the ability to respond to market changes or seasonal opportunities effectively, which is why a 24-hour period is commonly established as a standard in the industry to maintain momentum without sacrificing quality.

8. Which mechanism does DV360 NOT use for audience targeting?

- A. Custom audience creation
- B. Third-party audience segments
- C. Dynamic creative optimization**
- D. First-party data integration

Dynamic creative optimization focuses on personalizing and tailoring ad creatives based on specific audience segments, behavior, and performance data rather than being a direct method of audience targeting. In this process, the system dynamically selects and serves the most relevant creative for each individual user based on predetermined criteria and data insights. While it plays a vital role in enhancing the effectiveness of ad campaigns by improving creative relevance, it does not inherently constitute a mechanism for identifying or targeting particular audience groups. In contrast, the other mechanisms mentioned directly involve identifying and segmenting audiences to enhance targeting precision. For example, custom audience creation allows advertisers to build specific segments based on their own customer data. Third-party audience segments utilize data from external sources to target users fitting specific behaviors or demographics. First-party data integration involves the utilization of data collected by the advertiser to better understand their audience and tailor their targeting efforts accordingly. These methods directly contribute to how advertisers pinpoint and reach their desired audiences within DV360.

9. What aspect of DV360 does a bid multiplier modify?

A. Bid amounts based on performance

B. Ad creative types

C. Frequency caps

D. Targeting strategies

A bid multiplier is a feature within DV360 that allows advertisers to adjust their bid amounts based on specific performance metrics or conditions. By using bid multipliers, advertisers can increase or decrease their bids depending on how well certain criteria are performing, such as the likelihood of conversion, demographic performance, or device type. This flexibility helps optimize campaign performance by allocating budgets more effectively to the highest-performing segments. In this context, while other aspects like ad creatives or targeting strategies are critical components of a campaign's setup and execution, they do not pertain to the specific function of bid multipliers. Frequency caps control how often ads are shown to a user, but they do not affect the bidding process directly. Thus, the correct choice reflects the core purpose of bid multipliers in modifying bid amounts to align with performance outcomes.

10. What is the purpose of "bidders" in DV360?

A. To create ad creatives for campaigns

B. To manage budgets across campaigns

C. To compete in real-time auctions for ad placements

D. To analyze audience engagement

The purpose of "bidders" in DV360 is primarily to compete in real-time auctions for ad placements. This functionality enables advertisers to place bids against one another for the same inventory, leveraging algorithms and strategies that optimize their chances of winning the auction based on various factors like bidding strategy, targeting criteria, and the value of reaching specific audiences. Bidders utilize demand-side platform capabilities to adjust bids instantly, ensuring that advertisers can secure ad placements in a fast-paced digital advertising environment. This mechanism is fundamental to programmatic advertising, where efficiency and responsiveness are key to maximizing return on investment. While creating ad creatives, managing budgets, and analyzing audience engagement are important components of campaign management in DV360, they do not encapsulate the primary role of bidders in the ecosystem, which is all about participating in and optimizing for real-time ad auction processes.