

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

Study Guide



Everything you need from our exam experts!

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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

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- 1. 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**

- 2. Which factor is crucial when deciding on a pacing strategy for a campaign?**
 - A. The availability of new ad content**
 - B. The overall campaign goal and timeline**
 - C. The number of ad impressions per hour**
 - D. The specific demographics of the audience**

- 3. Which element is crucial for managing ad saturation in DV360?**
 - A. High bidding strategies**
 - B. Frequency distribution analysis**
 - C. Creative design quality**
 - D. Campaign duration**

- 4. When targeting a private deal with a news publisher, which targeting should be avoided?**
 - A. Behavioral targeting**
 - B. Keyword targeting**
 - C. Geographic targeting**
 - D. Interest-based targeting**

- 5. How do you activate the creative approvals process for a new creative?**
 - A. Assign the creative to an active line item**
 - B. Send the creative to the approval team via email**
 - C. Link the creative to a draft campaign**
 - D. Upload the creative to the shared repository**

- 6. Why is daily budgeting important for advertisers using DV360?**
- A. It provides more opportunities for ad testing**
 - B. It allows for unlimited spending on campaigns**
 - C. It helps advertisers manage their advertising costs effectively**
 - D. It guarantees higher ad visibility**
- 7. What issue can low inventory cause in targeted campaigns?**
- A. Increased targeting precision**
 - B. Higher spend due to over-targeting**
 - C. Bids may not be met, leading to ineffective ad delivery**
 - D. Reduction in ad quality**
- 8. What step should be taken to view performance data for targeted audience segments?**
- A. Generate an audience performance report and select "include only targeted audience lists"**
 - B. Analyze the overall campaign performance dashboard**
 - C. Download the campaign metrics CSV file**
 - D. Review the insights from the creative performance report**
- 9. How can third-party verification be added to a creative when using Campaign Manager as the ad server?**
- A. Use custom tag wrapper feature in DV360**
 - B. Request verification from the ad server**
 - C. Include a verification tag directly in the creative**
 - D. Adjust settings in the publisher's dashboard**
- 10. What are "line items" in DV360?**
- A. Specific audience segments in an ad campaign**
 - B. Metrics used for campaign analysis**
 - C. Targeting settings and budget allocations under an insertion order**
 - D. Types of ad creatives used in campaigns**

Answers

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

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Explanations

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1. 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.

2. Which factor is crucial when deciding on a pacing strategy for a campaign?

- A. The availability of new ad content**
- B. The overall campaign goal and timeline**
- C. The number of ad impressions per hour**
- D. The specific demographics of the audience**

When determining a pacing strategy for a campaign, the overall campaign goal and timeline is a critical factor. This is because the pacing strategy outlines how quickly or slowly the budget will be spent throughout the duration of the campaign. If the goal is to generate brand awareness over a specific period, the pacing strategy should align with the timeline to ensure that ad spend corresponds with the campaign's objectives. For example, a campaign with a short timeline may require a rapid spending approach to maximize visibility and engagement in a limited time frame, whereas a longer campaign may afford a more measured pace. Additionally, the pacing strategy should reflect whether the campaign aims for urgency in conversions, maintaining consistent visibility, or other specific objectives linked to the campaign's focus. The other factors listed, such as the availability of new ad content, the number of ad impressions per hour, and specific demographics of the audience, while important in certain contexts, do not fundamentally dictate pacing. They may inform decisions on how the pacing is executed but are secondary to understanding the primary goal and time limits of the campaign.

3. Which element is crucial for managing ad saturation in DV360?

- A. High bidding strategies
- B. Frequency distribution analysis**
- C. Creative design quality
- D. Campaign duration

Managing ad saturation is essential for ensuring that your audience is not overwhelmed by seeing the same ad repeatedly, which can lead to a decrease in engagement and effectiveness. Frequency distribution analysis is crucial in this context because it involves examining how often the same ad is shown to an individual user over a specified period. By analyzing frequency metrics, advertisers can determine whether their audience is being exposed to their ads too frequently, allowing them to make adjustments accordingly. This analysis informs decisions about when to refresh creatives, adjust targeting, or change bidding strategies to mitigate the risk of ad fatigue. Effective frequency distribution management ensures that ads reach the right balance of exposure to maintain user interest without causing oversaturation.

4. When targeting a private deal with a news publisher, which targeting should be avoided?

- A. Behavioral targeting
- B. Keyword targeting**
- C. Geographic targeting
- D. Interest-based targeting

In the context of targeting a private deal with a news publisher, avoiding keyword targeting is critical because it can lead to misalignment with the publisher's content and brand safety concerns. Keyword targeting focuses on specific phrases or words present in the publisher's articles, which could inadvertently associate ads with inappropriate or unintended content, harming both the ad's effectiveness and the publisher's reputation. When working with a news publisher, it's important to maintain alignment with their editorial guidelines and audience expectations. Other forms of targeting, such as behavioral, geographic, and interest-based targeting, tend to focus on audience-specific metrics rather than the content itself. These methods can be utilized to reach the right audience while still adhering to the publisher's established content framework and brand guidelines. By steering clear of keyword targeting, advertisers can ensure that their ads complement the context of the content rather than risk negative associations.

5. How do you activate the creative approvals process for a new creative?

- A. Assign the creative to an active line item**
- B. Send the creative to the approval team via email**
- C. Link the creative to a draft campaign**
- D. Upload the creative to the shared repository**

Activating the creative approvals process for a new creative is achieved by assigning the creative to an active line item. This action triggers the approval workflow within the platform, ensuring that the creative is formally reviewed and authorized before it goes live. When a creative is associated with a line item, it becomes part of a campaign that is actively running or in the planning stages, prompting the system to initiate the necessary approval steps. Linking the creative to a draft campaign does not automatically start the approval process, as draft campaigns are not live or functional until they are finalized. Simply uploading the creative to the shared repository may store the creative, but this action alone does not initiate the review process required before activation. Sending the creative to the approval team via email is not a standard procedure within DV360's integrated workflows and does not leverage the system's automated approval functionality. Therefore, assigning the creative to an active line item is the most effective way to activate the approval process, ensuring seamless integration into the campaign management system.

6. Why is daily budgeting important for advertisers using DV360?

- A. It provides more opportunities for ad testing**
- B. It allows for unlimited spending on campaigns**
- C. It helps advertisers manage their advertising costs effectively**
- D. It guarantees higher ad visibility**

Daily budgeting is fundamental for advertisers using DV360 as it allows them to manage their advertising costs effectively. By setting a daily budget, advertisers can control how much they are willing to spend each day, ensuring that their campaign expenditures align with predetermined financial goals. This approach prevents overspending and helps in avoiding budget depletion that could adversely impact campaign performance. Additionally, daily budgets enable advertisers to allocate their resources strategically across different campaigns and ad groups. This is crucial for optimizing ad delivery and performance, as it allows for better adjustments based on real-time data and insights. Effective cost management through daily budgeting can lead to maximized returns on investment and enhanced overall campaign effectiveness. The other options do not provide the core reason why daily budgeting is important; they either suggest a misunderstanding of budget control (like unlimited spending), imply benefits without direct relation to budgeting (such as guaranteed visibility), or misstate the purpose of budget allocations (like providing more opportunities for ad testing, which is more about campaign structure than budgeting itself).

7. What issue can low inventory cause in targeted campaigns?

- A. Increased targeting precision**
- B. Higher spend due to over-targeting**
- C. Bids may not be met, leading to ineffective ad delivery**
- D. Reduction in ad quality**

Low inventory in targeted campaigns can significantly hinder effective ad delivery. When there is insufficient inventory to meet the demand from advertisers, it may result in bids not being met. This situation can occur when there are not enough available ad placements that fit the specific targeting criteria set by the campaign. As a consequence, ads might not be displayed as intended, which ultimately leads to a missed opportunity for engagement and conversions. Bids are an essential factor in programmatic advertising, as they determine the likelihood of an ad being shown. If there are not enough impressions available that fit the target audience or demographic being sought, even competitive bids may not result in ad placements. This gap makes it challenging for advertisers to effectively reach their desired audience, thereby making their campaigns less impactful or ineffective altogether. The result is diminished overall performance of the ad campaigns due to the lack of delivery.

8. What step should be taken to view performance data for targeted audience segments?

- A. Generate an audience performance report and select "include only targeted audience lists"**
- B. Analyze the overall campaign performance dashboard**
- C. Download the campaign metrics CSV file**
- D. Review the insights from the creative performance report**

Generating an audience performance report specifically designed to include only targeted audience lists allows you to focus directly on the segments you are interested in. This targeted approach provides insights into how each of those specific audience segments is performing, enabling more informed decision-making regarding future campaign strategies and optimizations. It isolates the data relevant to your targeted audiences, making it easier to analyze and interpret their engagement and conversion metrics. While analyzing the overall campaign performance dashboard provides a broad view of the campaign's success, it does not drill down into the specific metrics associated with targeted audience segments. Downloading the campaign metrics CSV file may also include a wide range of data but lacks the focused insight on targeted audience performance. Reviewing insights from the creative performance report could offer some useful information about ad effectiveness, but it does not specifically isolate audience segment performance as the specialized report does. Thus, generating an audience performance report is the most effective step for viewing detailed performance data on targeted audience segments.

9. How can third-party verification be added to a creative when using Campaign Manager as the ad server?

- A. Use custom tag wrapper feature in DV360**
- B. Request verification from the ad server**
- C. Include a verification tag directly in the creative**
- D. Adjust settings in the publisher's dashboard**

Using the custom tag wrapper feature in DV360 allows for third-party verification to be integrated seamlessly into your creatives when Campaign Manager serves the ads. This method provides a structured way to wrap the original creative tags with additional verification tags without needing to alter the primary creative assets directly. By utilizing this feature, advertisers can ensure that third-party verification processes, such as viewability, brand safety, or fraud detection, are applied during ad delivery. This helps maintain compliance and optimize campaign performance based on verified data. The other options do not adequately address how to incorporate third-party verification within the creative effectively. Custom tag wrappers specifically support the flexible integration of verification without disrupting the original ad content or requiring changes on the publisher side or through ad server requests. Thus, implementing the custom tag wrapper is the most suitable approach for adding third-party verification in this context.

10. What are "line items" in DV360?

- A. Specific audience segments in an ad campaign**
- B. Metrics used for campaign analysis**
- C. Targeting settings and budget allocations under an insertion order**
- D. Types of ad creatives used in campaigns**

Line items in Display & Video 360 are essentially the components within an insertion order that define the specific targeting settings, budget allocations, and pacing for a particular set of advertising activities. Each line item can have its own unique attributes, such as the type of ad format, targeting options, and bid strategy, allowing advertisers to refine how they reach their audience and manage their expenditures effectively. This structured approach enables advertisers to implement different strategies for distinct campaigns or segments of a campaign, ensuring that budget and targeting can be optimized based on performance metrics. The context of line items being related specifically to settings and budget allocations makes them fundamental elements that facilitate the management and execution of advertising strategies within DV360.

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://displayvideo360.examzify.com>

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

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