

DISPLAY & VIDEO 360 (DV360) CERTIFICATION PRACTICE EXAM (SAMPLE) STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

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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 the primary function of Mobile App Campaigns in DV360?**
 - A. To analyze app usage statistics
 - B. To target users on mobile devices
 - C. To gather user feedback on app features
 - D. To manage app store rankings
- 2. What method is typically employed for optimizing performance goals?**
 - A. Using high static bids
 - B. Employing metrics to drive strategic adjustments
 - C. Relying on historical data without updates
 - D. Focusing on a singular audience segment
- 3. What type of reporting does DV360 provide to advertisers?**
 - A. Basic reporting on daily email opens
 - B. Comprehensive reporting on campaign performance metrics, including impressions, clicks, and conversions
 - C. Reports solely on social media interactions
 - D. Financial reports related to ad spend
- 4. What feature does DV360 provide for assessing the effectiveness of ads across devices?**
 - A. Performance Reporting
 - B. Cross-Device Tracking
 - C. Revenue Attribution
 - D. Ad Personalization
- 5. What is the role of Third-Party Data Providers in DV360?**
 - A. To offer creative design services for advertisements
 - B. To provide additional data segments for targeting
 - C. To manage bidding strategies for ad placements
 - D. To analyze competition metrics and performance

- 6. Where do you assign a preferred deal in DV360?**
- A. In the campaign settings
 - B. In the line item's inventory source targeting
 - C. In the audience targeting section
 - D. In the creative settings
- 7. What is the purpose of "conversion tracking" within DV360?**
- A. To measure impressions served without engagement
 - B. To evaluate the actions users take after interacting with an ad
 - C. To track user demographics only
 - D. To assess the performance of the creative content
- 8. Which report helps identify when a campaign has overspent?**
- A. Standard grouped by "time of day"
 - B. Conversion tracking report
 - C. Budget analysis report
 - D. Audience reach report
- 9. What are lookalike audiences in DV360?**
- A. Users with no online behavior
 - B. Segments of users similar to existing high-value customers
 - C. Randomly selected users for broad reach
 - D. Users identified through online surveys
- 10. What is a strategy that displays ads based on the content and context of the website where they appear?**
- A. Contextual Targeting
 - B. Behavioral Targeting
 - C. Demographic Targeting
 - D. Geographic Targeting

Answers

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

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Explanations

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1. What is the primary function of Mobile App Campaigns in DV360?

- A. To analyze app usage statistics
- B. To target users on mobile devices**
- C. To gather user feedback on app features
- D. To manage app store rankings

The primary function of Mobile App Campaigns in DV360 is to target users on mobile devices. These campaigns are specifically designed to reach audiences who are likely to engage with mobile applications. By focusing on targeting, advertisers can effectively reach potential users based on various criteria, such as demographics, interests, and behavior, enhancing the chances of app downloads and user engagement. This targeted approach is essential for maximizing the effectiveness of marketing efforts in the mobile environment, where user behavior and preferences can significantly differ from desktop users.

2. What method is typically employed for optimizing performance goals?

- A. Using high static bids
- B. Employing metrics to drive strategic adjustments**
- C. Relying on historical data without updates
- D. Focusing on a singular audience segment

Employing metrics to drive strategic adjustments is a foundational approach to optimizing performance goals. This method involves tracking various performance indicators and utilizing that data to make informed decisions about campaign strategies. By analyzing metrics such as click-through rates, conversion rates, and engagement levels, advertisers can adapt their tactics in real time—shifting budgets, modifying creative, or adjusting targeting strategies as needed to enhance performance. This method allows for responsive adjustments based on the current performance of the campaign, maximizing effectiveness and ensuring that the allocated budget is used efficiently. It emphasizes a data-driven mindset, where insights gleaned from metrics directly inform marketing strategies and tactics, leading to improved outcomes aligned with set performance goals. In contrast, employing high static bids may not be optimal in a dynamic advertising environment, as it lacks flexibility and responsiveness to real-time data. Relying on historical data without updates can lead to outdated strategies that do not reflect current market conditions. Focusing on a singular audience segment can limit potential reach and reduce overall campaign effectiveness by not taking into account a broader audience that might exhibit interest or engagement.

3. What type of reporting does DV360 provide to advertisers?

- A. Basic reporting on daily email opens
- B. Comprehensive reporting on campaign performance metrics, including impressions, clicks, and conversions**
- C. Reports solely on social media interactions
- D. Financial reports related to ad spend

DV360 provides comprehensive reporting on campaign performance metrics, which includes critical data points such as impressions, clicks, and conversions. This type of reporting is essential for advertisers because it allows them to analyze the effectiveness of their advertising efforts in real time. By leveraging these metrics, advertisers can gain insights into how their campaigns are performing, make informed decisions on optimizations, and understand user engagement with their ads. This kind of detailed reporting is crucial for evaluating the return on investment (ROI) of campaigns and for strategic planning in future advertising efforts. The other options do not encapsulate the full scope of reporting that DV360 offers. Basic reporting on daily email opens does not cover the variety of metrics needed to assess digital advertising performance effectively. Reports solely on social media interactions would limit the focus to one platform and miss out on the broader range of data available from different networks. Financial reports related to ad spend are important but do not provide the comprehensive performance metrics necessary for understanding overall campaign effectiveness.

4. What feature does DV360 provide for assessing the effectiveness of ads across devices?

- A. Performance Reporting
- B. Cross-Device Tracking**
- C. Revenue Attribution
- D. Ad Personalization

DV360 provides Cross-Device Tracking as a feature to assess the effectiveness of ads across different devices. This capability allows advertisers to understand how users interact with their ads on various platforms—such as smartphones, tablets, and desktop computers—offering insights into customer journeys that span multiple devices. This tracking is crucial in a digital landscape where users frequently switch from one device to another, enabling marketers to measure conversions and engagements more accurately and determine which devices and touchpoints are the most effective in driving results. By leveraging this feature, advertisers can optimize their cross-device marketing strategies, ensuring that their messaging is consistent and resonates with users, regardless of the device they are using at any given time. This ultimately helps in assessing the true impact of campaigns and improving return on investment.

5. What is the role of Third-Party Data Providers in DV360?

- A. To offer creative design services for advertisements
- B. To provide additional data segments for targeting**
- C. To manage bidding strategies for ad placements
- D. To analyze competition metrics and performance

The correct answer highlights the critical function that third-party data providers serve within DV360. These providers specialize in aggregating and supplying data segments that enhance advertisers' ability to target their desired audiences more effectively. By offering additional data segments, such as demographic information, browsing behaviors, and consumer interests, third-party data providers enable advertisers to refine their targeting strategies, ensuring that ads reach the most relevant users. This capability is essential for achieving better campaign performance, as it allows advertisers to leverage insights that go beyond their first-party data. Enhanced targeting can lead to higher engagement rates, improved conversion rates, and ultimately, a more efficient use of advertising budgets. Third-party data providers play a vital role in helping marketers create more personalized and effective advertising campaigns within the DV360 platform.

6. Where do you assign a preferred deal in DV360?

- A. In the campaign settings
- B. In the line item's inventory source targeting**
- C. In the audience targeting section
- D. In the creative settings

In DV360, a preferred deal is assigned within the line item's inventory source targeting. This is because preferred deals are a type of programmatic access that allows advertisers to negotiate directly with publishers for inventory at a predetermined price. Assigning the preferred deal at this level ensures that the line item is specifically targeting the negotiated deal and allows for more control over the inventory being bought. Setting it in the inventory source targeting is crucial, as this dictates which inventory sources the line item can access. By doing so, advertisers can ensure that they are taking advantage of the preferred rates and specific inventory available through their deals. The other options, while important aspects of campaign management, do not relate to the correct placement of preferred deals within the DV360 platform. Campaign settings, audience targeting, and creative settings serve different functions and are not the appropriate locations for confirming or managing preferred deals.

7. What is the purpose of "conversion tracking" within DV360?

- A. To measure impressions served without engagement
- B. To evaluate the actions users take after interacting with an ad**
- C. To track user demographics only
- D. To assess the performance of the creative content

The purpose of conversion tracking within DV360 is to evaluate the actions users take after interacting with an ad. This enables advertisers to understand how effective their campaigns are at driving desired outcomes, such as purchases, sign-ups, or other meaningful engagements. By tracking these conversions, advertisers can gather insights into user behavior, optimize their advertising strategies, and ultimately measure the return on investment (ROI) for their advertising spend. This data is crucial in determining which ads or strategies are most effective at converting users, allowing for more informed decisions regarding future campaigns. The other options do not encompass the primary function of conversion tracking as accurately as this choice. For example, merely measuring impressions served without engagement provides limited insight into the effectiveness of an ad campaign in driving actions. Tracking user demographics focuses on the characteristics of the audience rather than the actions they take. Assessing the performance of creative content can be vital, but this is often a broader analysis that goes beyond just conversion measurements.

8. Which report helps identify when a campaign has overspent?

A. Standard grouped by "time of day"

B. Conversion tracking report

C. Budget analysis report

D. Audience reach report

The budget analysis report is specifically designed to help users monitor and assess campaign spending in relation to the set budget. It provides insights into whether a campaign is on track, underspending, or overspending based on the allocated budget limits. This report is essential for advertisers as it allows them to make informed decisions about their campaigns and ensure they are not exceeding their planned expenditures. Using a report that groups data by "time of day" primarily focuses on performance metrics related to the timing of impressions and clicks, which does not provide a clear picture of budget adherence. Similarly, conversion tracking reports focus on measuring the success of conversions rather than financial metrics, and audience reach reports give insights into how many unique users are being reached. Hence, the budget analysis report is the appropriate tool for identifying overspending in a campaign.

9. What are lookalike audiences in DV360?

A. Users with no online behavior

B. Segments of users similar to existing high-value customers

C. Randomly selected users for broad reach

D. Users identified through online surveys

Lookalike audiences in DV360 refer specifically to segments of users who exhibit characteristics similar to existing high-value customers. This targeting method leverages data analysis to identify potential new customers who share traits, behaviors, or interests with your most valuable audience segments. By using lookalike audiences, advertisers can expand their reach to individuals who are more likely to convert or engage because they resemble those who have already shown interest or completed valuable actions. Utilizing this technique allows for more effective ad campaigns, as targeting individuals who have a higher propensity to respond positively can lead to improved performance metrics. The identification of lookalike audiences is typically based on existing customer data, enabling advertisers to optimize their marketing strategies and resources efficiently to attract similar users.

10. What is a strategy that displays ads based on the content and context of the website where they appear?

A. Contextual Targeting

B. Behavioral Targeting

C. Demographic Targeting

D. Geographic Targeting

Contextual targeting is a strategy that focuses on displaying ads that are relevant to the content and context of the webpage where they are shown. This approach analyzes the content of the website, such as keywords, topics, and themes, and serves ads that align with that content, enhancing the likelihood of engagement from users who are already interested in similar subjects. By matching ads to the surrounding content, contextual targeting ensures that users see advertisements that are more relevant to their current browsing experience, which can lead to higher click-through rates and conversions. For example, an ad for hiking gear on a webpage that discusses outdoor activities leverages this strategy effectively. This method contrasts with behavioral targeting, which focuses on user behavior and past interactions across different websites; demographic targeting, which segments audiences based on characteristics like age and gender; and geographic targeting, which places ads based on the user's physical location. Each of these strategies has its own merits, but contextual targeting is specifically designed to leverage the content context of the webpages where the ads are displayed.

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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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