

INTERACTIVE ADVERTISING BUREAU (IAB) DIGITAL ADVERTISING CERTIFICATION PRACTICE TEST (SAMPLE)

STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

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THE FULL VERSION STUDY GUIDE

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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 method of targeting ads based on the specific editorial content of a webpage?**
 - A. Re-Targeting
 - B. Content / Contextual Targeting
 - C. Keyword Targeting
 - D. Technical Targeting
- 2. Which metric calculates the percentage of ad impressions that were clicked on?**
 - A. Click-through Rate
 - B. Cost-per-Mille
 - C. Conversion Rate
 - D. Engagement Rate
- 3. What is the role of an SSP in digital advertising?**
 - A. To manage ad inventory for publishers
 - B. To connect advertisers to target audiences
 - C. To analyze ad performance metrics
 - D. To optimize search engine results
- 4. In digital advertising, what does a campaign refer to?**
 - A. A set of ad impressions
 - B. A series of social media posts
 - C. A set of ad buys from a specific ad network or publisher
 - D. An email marketing initiative
- 5. What is the primary focus of Interest Based Advertising (IBA)?**
 - A. Delivering ads based on geographic location
 - B. Using historical user data to predict ad preferences
 - C. Displaying ads on social media platforms
 - D. Showing ads only based on real-time user actions

- 6. What is the measurement standard for ad units expressed in?**
- A. Milliseconds
 - B. Pixels
 - C. Centimeters
 - D. Inches
- 7. What does eCPM stand for?**
- A. Effective Cost-per-Mille
 - B. Estimated Cost-per-Mille
 - C. Executive Cost-per-Mille
 - D. Exclusive Cost-per-Mille
- 8. Which version of HTML extends features to process video and audio without proprietary plug-ins?**
- A. HTML4
 - B. HTML5
 - C. XHTML
 - D. HTML3.2
- 9. Which of the following best describes audience extension?**
- A. A paid service for driving traffic
 - B. A method to limit audience interaction
 - C. A strategy to extend reach to new audiences
 - D. A platform strictly for email marketing
- 10. Which metric calculates the effective cost of ad inventory based on impressions shown?**
- A. eCPM
 - B. CPL
 - C. Volume
 - D. rCPM

Answers

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

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Explanations

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1. What is the method of targeting ads based on the specific editorial content of a webpage?

- A. Re-Targeting
- B. Content / Contextual Targeting**
- C. Keyword Targeting
- D. Technical Targeting

Content or contextual targeting refers to the method of placing ads on websites based on the specific editorial content found on those pages. This approach utilizes algorithms and keywords to analyze the content of a webpage, enabling advertisers to serve ads that are relevant to the surrounding material. For example, if a webpage discusses health and wellness, contextual targeting might display ads for fitness products or healthy recipes. This strategy offers a seamless experience for users, as the ads are usually aligned with their current interests or the topics they are engaging with, which can lead to higher click-through rates and conversion rates. By focusing on the content of the webpage, advertisers can effectively reach their target audience in a more meaningful and contextually appropriate way. In contrast, re-targeting involves ads shown to users based on their previous interactions with a brand or website, focusing on their past behavior rather than the current page content. Keyword targeting, while related to content targeting, specifically revolves around particular keywords rather than the broader contextual relevance of the entire page. Technical targeting is more focused on behavioral data and user characteristics rather than the content of specific webpages.

2. Which metric calculates the percentage of ad impressions that were clicked on?

- A. Click-through Rate**
- B. Cost-per-Mille
- C. Conversion Rate
- D. Engagement Rate

*The correct choice is the metric that calculates the percentage of ad impressions that were clicked on, known as Click-through Rate (CTR). CTR is a crucial performance indicator in digital advertising because it measures the effectiveness of an advertisement in generating interest and prompting action among viewers. It is calculated by taking the number of clicks an ad receives and dividing it by the number of times the ad is shown (impressions), then multiplying by 100 to get a percentage. For example, if an ad received 100 clicks out of 10,000 impressions, the CTR would be $(100 / 10,000) * 100$, equating to a 1% click-through rate. This metric provides insight into how compelling and relevant an ad is to its target audience, influencing advertising strategies and budget allocations. Other metrics like Cost-per-Mille (CPM) focus on the cost implications of advertising, measuring the cost for every thousand ad impressions. Conversion Rate measures how many of those clicks resulted in desired actions, such as purchases or sign-ups, which is more about effectiveness post-click rather than immediately after the ad is viewed. Engagement Rate may track interactions with the ad beyond clicks, such as likes, shares, or comments, offering insight into user engagement but not*

3. What is the role of an SSP in digital advertising?

- A. To manage ad inventory for publishers**
- B. To connect advertisers to target audiences
- C. To analyze ad performance metrics
- D. To optimize search engine results

The role of a Supply Side Platform (SSP) in digital advertising primarily revolves around managing ad inventory for publishers. SSPs serve as a technology layer that allows publishers to sell their ad space effectively while maximizing revenue. By managing the ad inventory, SSPs enable publishers to access various demand sources such as ad exchanges, Demand Side Platforms (DSPs), and direct advertisers. This process includes setting prices for ad space, managing how inventory is allocated, and ultimately ensuring that the inventory is sold effectively to the highest bidder. Additionally, SSPs provide tools for publishers to gather insights and make informed decisions about their inventory, although their core function focuses on inventory management. The other roles mentioned, such as connecting advertisers to audiences, analyzing ad performance, and optimizing search engine results, fall under different components of digital advertising ecosystems, typically associated with DSPs, analytics platforms, or search engine optimization tools, rather than the primary function of an SSP.

4. In digital advertising, what does a campaign refer to?

- A. A set of ad impressions
- B. A series of social media posts
- C. A set of ad buys from a specific ad network or publisher**
- D. An email marketing initiative

A campaign in digital advertising refers to a coordinated series of ad buys focused on achieving specific marketing objectives. This includes the strategic placement of advertisements across various platforms, such as ad networks or publishers, to reach a targeted audience effectively. By selecting a specific ad network or publisher for ad buys, advertisers can optimize their budget and enhance their chances for engagement based on the characteristics of the audience that frequents those platforms. Campaigns are generally designed with particular goals in mind, like increasing brand awareness, generating leads, or driving conversions, making them broader than just a single instance of advertising. This understanding of a campaign is crucial as it encompasses more than just the ad impressions or social media posts alone. While impressions measure exposure and social media posts can be part of a campaign, a true campaign integrates various advertising elements and strategies for comprehensive impact. Email marketing initiatives also fall into a similar category of direct marketing, but they are generally distinct from what constitutes a digital advertising campaign in the broader context.

5. What is the primary focus of Interest Based Advertising (IBA)?

- A. Delivering ads based on geographic location
- B. Using historical user data to predict ad preferences**
- C. Displaying ads on social media platforms
- D. Showing ads only based on real-time user actions

Interest Based Advertising (IBA) primarily focuses on utilizing historical user data to predict ad preferences. This approach involves analyzing past behaviors, including browsing history, purchase patterns, and interactions with content, to understand what types of products or services a user is likely to be interested in. By leveraging this historical data, advertisers can deliver targeted advertisements that align with an individual's interests and preferences, ultimately leading to higher engagement rates and more effective advertising campaigns. This method contrasts with other advertising strategies that may focus solely on immediate context, such as geographic data or real-time user actions, which do not comprehensively capture the holistic view of a user's interests over time. IBA enables advertisers to create a more personalized experience, enhancing the relevance of ads served to users.

6. What is the measurement standard for ad units expressed in?

- A. Milliseconds
- B. Pixels**
- C. Centimeters
- D. Inches

The measurement standard for ad units is expressed in pixels because pixels are the basic units of measurement in digital graphics and display technologies. In the realm of digital advertising, understanding the dimensions of ad units in pixels is crucial, as it helps ensure that ads are displayed correctly across various devices and screen resolutions. Pixels provide a standardized way to define the size of an ad, allowing for consistency in how ads appear on different platforms and environments. While other units like centimeters or inches may be relevant in print advertising or physical media, they do not apply to the digital landscape where screen size and resolution can vary dramatically. Milliseconds can be relevant when discussing loading times or ad viewability metrics, but they do not pertain to the actual physical dimensions of ad units. Therefore, measuring ad units in pixels is essential for optimizing visuals, layout, and overall advertising effectiveness in a digital context.

7. What does eCPM stand for?

- A. Effective Cost-per-Mille**
- B. Estimated Cost-per-Mille
- C. Executive Cost-per-Mille
- D. Exclusive Cost-per-Mille

eCPM stands for Effective Cost-per-Mille, which refers to the effective cost that an advertiser pays per one thousand impressions of their ad. This metric is crucial for digital advertisers because it provides a standardized way to evaluate the performance of various advertising campaigns and ad formats across different platforms. By calculating eCPM, advertisers can compare the profitability and effectiveness of their advertising efforts regardless of the billing methods (e.g., cost-per-click or cost-per-impression) used in different campaigns. A higher eCPM indicates better revenue generation for the publisher and effective ad performance for the advertiser, making it a key metric in assessing and optimizing digital advertising strategies. Understanding eCPM allows marketers to make informed decisions about where to allocate their ad spend for maximum return on investment.

8. Which version of HTML extends features to process video and audio without proprietary plug-ins?

- A. HTML4
- B. HTML5**
- C. XHTML
- D. HTML3.2

HTML5 is the correct answer as it introduced native support for audio and video content in web pages, allowing for multimedia to be played directly in the browser without the need for proprietary plug-ins like Flash. This was a significant advancement over previous versions of HTML, which required third-party software for multimedia elements. In HTML5, specific elements such as `` and `` were introduced, providing a straightforward way for developers to embed media files. This change not only simplified the coding process for web developers but also enhanced the user experience by enabling seamless playback of video and audio on a wide variety of devices and browsers. In contrast, earlier versions like HTML4 and XHTML did not have built-in support for multimedia and relied on external players, which could lead to compatibility issues and a fragmented user experience. HTML3.2 also lacked these multimedia capabilities, further emphasizing the innovation that HTML5 brought to web development.

9. Which of the following best describes audience extension?

- A. A paid service for driving traffic
- B. A method to limit audience interaction
- C. A strategy to extend reach to new audiences**
- D. A platform strictly for email marketing

Audience extension refers to a digital marketing strategy that allows advertisers to reach new audiences beyond their existing customer base. This approach leverages data and technology to identify and engage individuals who may be interested in a brand's products or services but are not currently in their audience database. By utilizing audience extension, marketers can effectively broaden their target reach and drive brand awareness among potential customers who share similar characteristics with their existing consumers. This method contrasts significantly with limiting audience interaction or focusing solely on email marketing. Audience extension utilizes various digital platforms and channels, creating opportunities for advertisers to engage with potential new customers across display, social, and other online environments. It enhances the effectiveness of advertising campaigns by optimizing audience targeting and facilitating growth in customer acquisition strategies.

10. Which metric calculates the effective cost of ad inventory based on impressions shown?

A. eCPM

B. CPL

C. Volume

D. rCPM

The metric that calculates the effective cost of ad inventory based on impressions shown is known as eCPM, or effective Cost Per Mille. This metric provides a standardized way to evaluate the revenue generated per thousand impressions, allowing marketers and advertisers to compare the cost-effectiveness of various advertising campaigns regardless of their specific payment structures. eCPM takes into account different pricing models such as cost per click (CPC) and cost per action (CPA) and converts them into a cost-per-thousand-impressions format. This means that if an advertiser is looking to evaluate the performance of ad inventory based on how many times their ad was viewed rather than clicked, eCPM is the ideal measure. By using eCPM, advertisers can assess the yield on their advertising investments, facilitating better budgeting and strategic decision-making in their campaigns. Understanding eCPM is also critical for effective advertising planning, as it allows for easier comparison between campaigns that may use different pricing structures, ensuring that advertisers can allocate their budgets more effectively to maximize ad reach and effectiveness.

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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://iabdigiadvertising.examzify.com>

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

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