

# Interactive Advertising Bureau (IAB) Digital Media Sales Certification Practice Test (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. In what way can native advertising potentially benefit advertisers, aside from engagement?**
  - A. Increased number of products**
  - B. Potential for customer data collection**
  - C. Lower advertisement waiving fees**
  - D. Enhanced digital footprint**
  
- 2. What marketing goal is indicated by ads that say "Book Now" or "Shop Now"?**
  - A. Brand Awareness**
  - B. Upper Funnel/Engagement**
  - C. Lower Funnel/Purchase**
  - D. Site Traffic**
  
- 3. What is a common metric for measuring the success of an ad campaign?**
  - A. Click-through rate**
  - B. Total website traffic**
  - C. Number of advertisements produced**
  - D. Total ad spending**
  
- 4. What are banner ads typically characterized by?**
  - A. They contain audio elements**
  - B. They have standard dimensions like 300x250 pixels**
  - C. They are only used on mobile devices**
  - D. They feature video content exclusively**
  
- 5. Which of the following is not a type of digital advertising?**
  - A. Search**
  - B. Television**
  - C. Social**
  - D. Video**

- 6. Which digital advertising type focuses primarily on promoting apps and mobile content?**
- A. Social**
  - B. Mobile**
  - C. Search**
  - D. Video**
- 7. Which platform is essential for publishers seeking to optimize inventory pricing?**
- A. Demand Side Platform**
  - B. Seller Side Platform**
  - C. Ad Network**
  - D. Trading Desk**
- 8. What dimensions are specified for a half page banner ad?**
- A. 300x250**
  - B. 300x60**
  - C. 728x90**
  - D. 970x90**
- 9. What distinguishes high impact ads from banner ads?**
- A. High impact ads are generally smaller**
  - B. High impact ads are less disruptive to user experience**
  - C. High impact ads are meant to garner attention and are more disruptive**
  - D. High impact ads focus primarily on brand awareness**
- 10. What are the main types of digital advertising formats?**
- A. Display ads, video ads, and native ads**
  - B. Email marketing, SMS advertising, and retargeting ads**
  - C. Press releases, billboards, and flyers**
  - D. Direct mail, television ads, and radio spots**

## Answers

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

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## **Explanations**

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**1. In what way can native advertising potentially benefit advertisers, aside from engagement?**

- A. Increased number of products
- B. Potential for customer data collection**
- C. Lower advertisement waiving fees
- D. Enhanced digital footprint

Native advertising can significantly benefit advertisers through the potential for customer data collection. When consumers interact with native ads, they often exhibit behaviors that can be tracked and analyzed. This interaction creates opportunities for advertisers to gather valuable insights about customer preferences, interests, and behaviors. By collecting this data, advertisers can refine their targeting strategies, tailor their messaging, and enhance their overall marketing effectiveness. The information gained can also inform product development and promotional strategies, leading to more personalized and relevant advertising. In today's data-driven marketing environment, leveraging customer data is crucial for creating more engaging and effective campaigns, making this benefit of native advertising very valuable to advertisers. Other options do not capture the unique advantages of native advertising as effectively. For example, increased number of products does not directly relate to the nature of native advertising; it does not inherently increase product offerings. Lower advertisement waiving fees suggest a financial implication that is not linked to the core function of native advertising. Enhanced digital footprint, while relevant in a broader digital marketing context, does not specifically highlight the direct advantages of native advertising in relation to consumer interaction and data acquisition.

**2. What marketing goal is indicated by ads that say "Book Now" or "Shop Now"?**

- A. Brand Awareness
- B. Upper Funnel/Engagement
- C. Lower Funnel/Purchase**
- D. Site Traffic

The marketing goal indicated by ads that feature calls to action such as "Book Now" or "Shop Now" is closely aligned with the Lower Funnel/Purchase stage. This phase of the marketing funnel focuses on converting potential customers into actual buyers, capitalizing on their interest with immediate and direct prompts for action. When ads encourage potential customers to book or shop immediately, they are strategically designed to prompt a purchase decision. These calls to action target individuals who are already at the decision-making stage, ready to take the final step towards buying a product or service. The direct nature of these phrases signifies an intent to drive conversions and maximize sales—key characteristics of lower-funnel marketing strategies. In contrast, other marketing goals like brand awareness or upper funnel engagement encompass broader objectives that involve developing a relationship or increasing recognition rather than focusing on immediate transactions. Similarly, while site traffic refers to attracting visitors to a website, it does not specifically indicate an intent to make a purchase, which is the essence of the lower-funnel strategy. Hence, ads emphasizing immediate action align particularly well with the aim of driving purchases.

### 3. What is a common metric for measuring the success of an ad campaign?

- A. Click-through rate**
- B. Total website traffic**
- C. Number of advertisements produced**
- D. Total ad spending**

Click-through rate (CTR) is a widely used metric for assessing the effectiveness of an ad campaign. It represents the ratio of users who click on an advertisement to the number of total users who viewed the advertisement, expressed as a percentage. A higher CTR indicates that the ad content is compelling and relevant to the audience, leading to greater engagement. This metric helps advertisers gauge how well their ads are performing in capturing the attention and interest of potential customers. Total website traffic, while it can provide insight into overall interest in a brand or product, does not specifically measure the effectiveness of an individual ad campaign. Instead, it reflects broader trends in user engagement across an entire site. The number of advertisements produced is a measure of volume rather than effectiveness. Simply creating more ads does not guarantee that they will perform well or reach the intended audience effectively. Total ad spending is an important consideration for budgeting and resource allocation but does not directly indicate the success or performance of the campaign itself. Spending more on ads does not necessarily translate to higher engagement or conversions. In contrast, CTR directly links the ad's visibility to user interaction, making it a valuable metric for evaluating campaign success.

### 4. What are banner ads typically characterized by?

- A. They contain audio elements**
- B. They have standard dimensions like 300x250 pixels**
- C. They are only used on mobile devices**
- D. They feature video content exclusively**

Banner ads are primarily characterized by having standard dimensions, such as 300x250 pixels. This standardization ensures consistency in design and facilitates the ad placement process across various platforms and websites. These specific dimensions have become widely accepted within the digital advertising industry, allowing advertisers to effectively create ads that are easily recognizable and fit within the layouts of web pages. The other options do not accurately describe banner ads. For instance, while some ads may experiment with audio elements, this is not a characteristic typically associated with standard banner ads, which are primarily visual. Similarly, banner ads are not exclusive to mobile devices; they are widely used across desktop platforms as well. Lastly, video content is not a defining feature of banner ads, which typically consist of static or animated graphics rather than video. Overall, the correct answer highlights the fundamental aspect of banner ads that makes them effective and versatile in digital advertising.

**5. Which of the following is not a type of digital advertising?**

**A. Search**

**B. Television**

**C. Social**

**D. Video**

Television is not considered a type of digital advertising because it traditionally refers to the delivery of content through broadcast or cable networks, rather than through digital channels. Digital advertising typically includes formats and methods that leverage the internet and digital technologies to reach audiences, such as search advertising, social media advertising, and video advertising. Search advertising involves displaying ads on search engine results pages, social advertising uses social media platforms to connect with users, and video advertising refers to ads distributed on digital video platforms. These formats utilize digital infrastructure and are measurable through online analytics. Thus, television, as a non-digital medium, does not fit this classification.

**6. Which digital advertising type focuses primarily on promoting apps and mobile content?**

**A. Social**

**B. Mobile**

**C. Search**

**D. Video**

The type of digital advertising that primarily focuses on promoting apps and mobile content is mobile advertising. This form of advertising is specifically designed to reach users on their mobile devices, making it particularly effective for app promotion. Mobile advertising includes in-app advertisements, mobile banners, and push notifications, all tailored to fit within the context of mobile user behavior. Mobile advertising takes into account the unique characteristics of mobile devices, such as screen size, user interface, and the capabilities of different operating systems. This specialization allows advertisers to create targeted campaigns that enhance user engagement with mobile applications and content. With the increasing consumption of digital content on smartphones and tablets, mobile advertising has become a crucial aspect of overall digital marketing strategies, helping brands reach their audiences directly where they are most active.

**7. Which platform is essential for publishers seeking to optimize inventory pricing?**

- A. Demand Side Platform**
- B. Seller Side Platform**
- C. Ad Network**
- D. Trading Desk**

The correct answer highlights the significance of a Seller Side Platform (SSP) in the context of publishers looking to optimize their inventory pricing. An SSP acts as a crucial intermediary that enables publishers to manage and sell their advertising space more effectively. By utilizing an SSP, publishers gain access to a variety of demand sources, allowing them to set pricing strategies based on real-time market conditions and demand for their inventory. A Seller Side Platform uses data analytics and automation to optimize the price of ad inventory, maximizing revenue opportunities for publishers. This optimization is vital in a dynamic digital advertising landscape, where demand can fluctuate based on various factors. The SSP provides tools and insights that help publishers make informed decisions about their pricing and inventory management. While the other options play roles in the advertising ecosystem, an SSP is specifically designed to aid publishers in enhancing their inventory pricing strategies. Demand Side Platforms, Ad Networks, and Trading Desks focus more on the buying side, catering to advertisers aiming to purchase ads rather than helping publishers effectively price and sell their ad space. Thus, for publishers looking to optimize inventory pricing, an SSP is indeed essential.

**8. What dimensions are specified for a half page banner ad?**

- A. 300x250**
- B. 300x60**
- C. 728x90**
- D. 970x90**

The correct dimensions for a half page banner ad are 300x600 pixels. This size is often recognized as a large ad unit that provides significant visibility and allows advertisers to present more detailed content compared to smaller ad formats. The option provided as the answer, 300x60, represents a mobile leaderboard ad, which is not classified as a half page banner. Other dimensions listed include 300x250, which is a medium rectangle, 728x90, which refers to a leaderboard ad, and 970x90, which is a larger version of the leaderboard ad. None of these options match the industry standard for a half page banner ad, which emphasizes the importance of knowing the correct specifications for effective digital advertising placements.

## 9. What distinguishes high impact ads from banner ads?

- A. High impact ads are generally smaller
- B. High impact ads are less disruptive to user experience
- C. High impact ads are meant to garner attention and are more disruptive**
- D. High impact ads focus primarily on brand awareness

High impact ads are designed specifically to capture the audience's attention through visually striking and often larger formats, which can create a more immersive experience. This approach is inherently meant to be more disruptive than traditional banner ads, as it seeks to stand out in a crowded digital environment and break through the noise of standard advertising. The goal is to leave a significant impression on viewers, often leading to increased engagement and interaction. This focus on being more prominent and attention-grabbing is a critical characteristic that differentiates high impact ads from banner ads, which typically blend in more seamlessly with website content and may not disrupt the user experience as much. While high impact ads can scale various media and drive brand awareness more effectively, their most distinguishing feature is the deliberate intent to be disruptive in order to enhance visibility and engagement.

## 10. What are the main types of digital advertising formats?

- A. Display ads, video ads, and native ads**
- B. Email marketing, SMS advertising, and retargeting ads
- C. Press releases, billboards, and flyers
- D. Direct mail, television ads, and radio spots

The main types of digital advertising formats primarily include display ads, video ads, and native ads. Display ads are visual advertisements that appear on web pages, designed to capture user attention. They can include images, animations, and sometimes interactive elements. Video ads, which are gaining immense popularity, are dynamic content that can engage viewers effectively through storytelling and visuals. Native ads are designed to blend seamlessly into the content or environment they are placed in, providing a non-disruptive advertising experience that often leads to higher engagement rates. These formats leverage the unique capabilities of digital platforms, allowing for targeting, tracking, and data integration, which is essential for effective advertising campaigns. In contrast, the other options, while they are forms of marketing and advertising, either do not belong exclusively to the digital realm or represent older or traditional forms of advertising that do not exploit the interactive and data-driven nature of digital media.

## 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](mailto:hello@examzify.com).**

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

**<https://iabdigimediasales.examzify.com>**

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

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