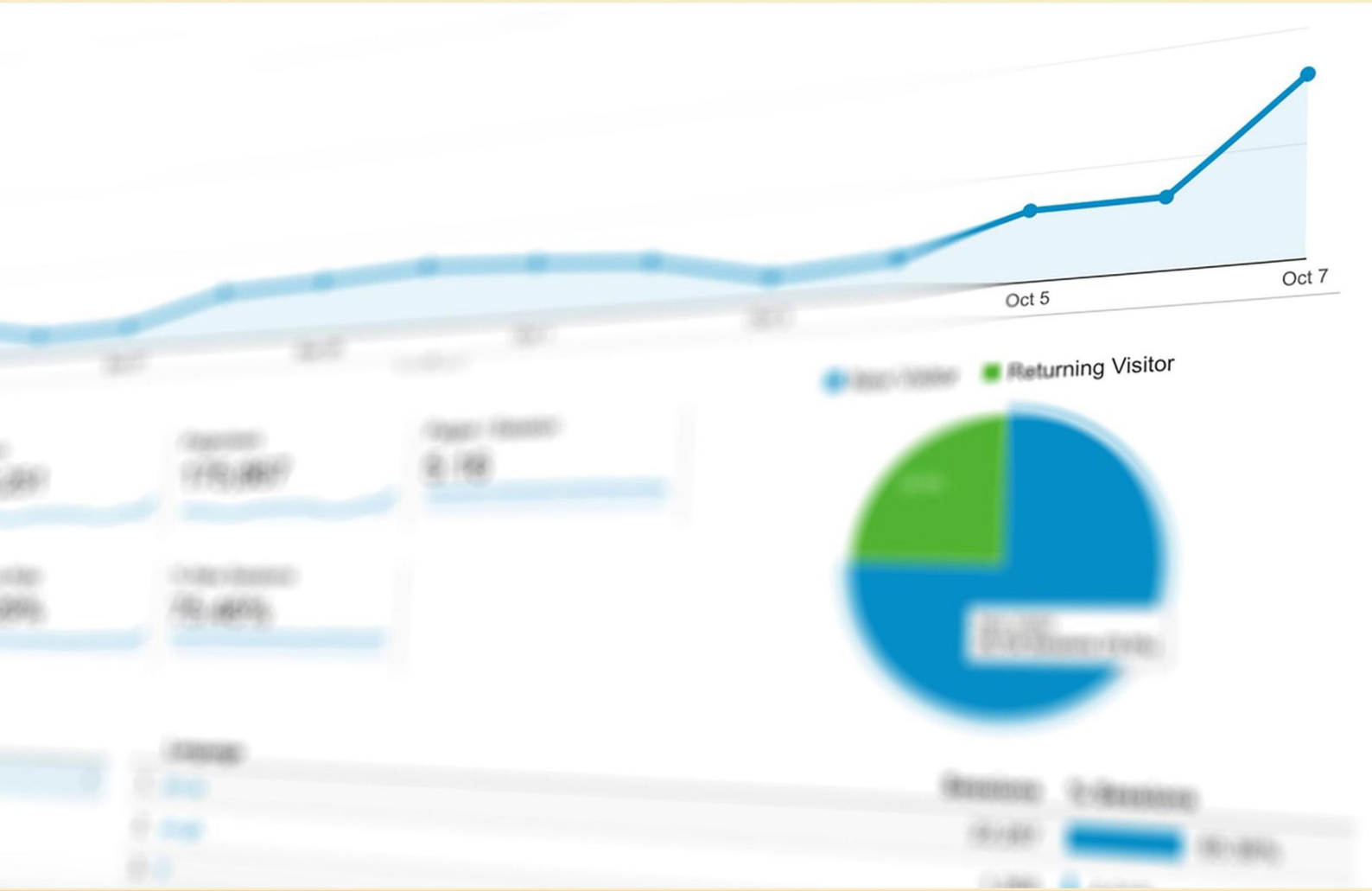
AMAZON ADS CERTIFICATION PRACTICE TEST (SAMPLE)

STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

VISIT US ONLINE FOR 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.

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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!

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Questions

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1. Category Keywords description true?

A. Reach customers looking for general products

B. They have lower impressions than Brand Keywords

C. Higher efficiency and lower ad costs

D. They cannot be used with product targeting

2. Art Ads are permitted only when marketed for which uses?

A. Health Care Settings

B. Food Services

C. Home, Industrial, Automobile, Or Art-Related Uses

D. Sports Events

3. What is a Search Term Report and what insight does it provide?

A. It shows audience demographics.

B. It shows budget pacing by day.

C. It shows product images with CTR.

D. It shows actual search queries that triggered your ads, enabling keyword optimization and negative keyword discovery.

4. What percentage of shoppers on Amazon read product reviews?

A. 90%

B. 85%

C. 95%

D. 91%

5. How can you prune underperforming keywords using Search Term Reports?

A. Identify terms with high conversions and raise bids.

B. Identify terms with low spend and high conversions.

C. Identify terms with high spend and low conversions, add negative keywords, or lower bids and reallocate budget.

D. Ignore terms with low performance.

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6. What is a best practice for Keyword Targeting?

A. Add common misspelled words as KWs

B. Only use high-volume single words

C. Avoid misspellings

D. Limit to 10 KWs per campaign

7. What characterizes Brand Halo attribution in Amazon Ads?

A. Sees ad and directly purchases something from the brand that was not advertised in the ad

B. Counts only if the exact advertised product is purchased

C. It includes purchases from multiple brands in the same session

D. It is based on clicks without purchases

8. In Vendor Sales Attribution, what does SD represent?

A. Sales = total dollar amount of the brand's products sold within 7 days of clicking on an ad

B. Sales = total dollar amount of the brand's products sold within 14 days of clicking on an ad

C. Sales = total number of orders placed within 14 days

D. Sales = total ad spend within 14 days

9. How should audience overlap be addressed in reporting?

A. Ignore overlaps

B. Double count overlapped users to be safe

C. Use only one audience to avoid overlaps

D. Exclude overlaps or use overlapping-safe reporting and pacing

10. Which objective should be used to avoid advertising products with low sales and not retail ready?

A. Campaign Efficiency

B. Brand Awareness

C. Both

D. None

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Answers

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

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Explanations

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1. Category Keywords description true?

A. Reach customers looking for general products

B. They have lower impressions than Brand Keywords

C. Higher efficiency and lower ad costs

D. They cannot be used with product targeting

Category keywords target the broad category, not a specific brand, so they reach shoppers who are exploring general products within that category. That broad, category-level intent means these terms connect with people who are looking for general options rather than a particular brand, making them the best way to reach customers who want to discover products in a category. Because of their wide scope, category keywords tend to show ads to a broad audience browsing for category terms, which is why they're described as reaching customers looking for general products. The other statements hinge on performance that can vary by market and competition, and they don't define category keywords as clearly as the idea of broad, category-level reach.

2. Art Ads are permitted only when marketed for which uses?

A. Health Care Settings

B. Food Services

C. Home, Industrial, Automobile, Or Art-Related Uses

D. Sports Events

Art Ads are designed for promoting art-focused contexts and applications. They're permitted only when the marketed use involves home, industrial, automobile, or other art-related applications, because these settings align with art-driven purposes and audiences. Health care settings, food services, and sports events involve contexts that are not primarily about promoting art, so they aren't eligible for Art Ads.

3. What is a Search Term Report and what insight does it provide?

A. It shows audience demographics.

B. It shows budget pacing by day.

C. It shows product images with CTR.

D. It shows actual search queries that triggered your ads, enabling keyword optimization and negative keyword discovery.

This question tests understanding that a Search Term Report shows the actual search queries that triggered your ads, allowing you to optimize keywords and discover negative keywords. Because it reveals the real customer queries behind clicks and impressions, you can see which terms perform well and which waste spend, guiding you to add those high-performing queries as keywords or adjust bids. It also helps you identify irrelevant terms to add as negative keywords, preventing ads from showing for unprofitable searches. This insight is distinct from reports that show audience demographics, daily budget pacing, or product image CTR, which don't provide the term-level query data needed for keyword optimization. Use the findings to refine your keyword list, improve targeting, and control spend by filtering out low-value queries.

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4. What percentage of shoppers on Amazon read product reviews?

A. 90%

B. 85%

C. 95%

D. 91%

Shoppers rely on product reviews as social proof to reduce uncertainty and validate what they're about to buy. Seeing real experiences from other customers helps people judge quality, performance, and fit before making a purchase on Amazon. The figure 91% captures that nearly all shoppers check reviews before deciding to buy, making it the best choice among the options. It reflects the strong influence reviews have on trust and conversion; while some buyers may skip reviews for very quick impulse purchases, the vast majority use them to inform decisions. That's why smaller differences like 85% or 95% don't fit as well—the trend shows reviews play a central role for the majority of shoppers, and 91% is the most representative snapshot in this context.

5. How can you prune underperforming keywords using Search Term Reports?

A. Identify terms with high conversions and raise bids.

B. Identify terms with low spend and high conversions.

C. Identify terms with high spend and low conversions, add negative keywords, or lower bids and reallocate budget.

D. Ignore terms with low performance.

Pruning underperforming keywords relies on using Search Term Reports to spot wasteful spend. These reports show the actual queries that triggered your ads and how they performed, including spend and conversions. The key is to identify terms that cost a lot but produce few or no conversions. Those are the terms draining your budget without delivering value. The best approach is to focus on high spend combined with low conversions. For those terms, you can add negative keywords to prevent them from triggering your ads, or lower their bids to reduce spend while you test for any potential improvement. You can also reallocate the saved budget to higher-performing keywords that convert well, boosting overall efficiency. Other options aren't as effective for pruning: chasing terms with high conversions and raising bids targets amplification of strong performers rather than cutting waste; looking for low spend and high conversions highlights good opportunities but doesn't address waste; ignoring terms with low performance misses chances to save money and improve ROAS.

6. What is a best practice for Keyword Targeting?

A. Add common misspelled words as KWs

B. Only use high-volume single words

C. Avoid misspellings

D. Limit to 10 KWs per campaign

People often type quickly and make spelling mistakes when searching for products. A best practice in Keyword Targeting is to add common misspelled versions of your keywords. By including these misspellings, your ads can show up for searches that would otherwise be missed, expanding reach and capturing potential shoppers at the moment of intent. You should still monitor relevance and cost by using the right match types and reviewing actual search terms, so you don't waste spend on irrelevant queries. Use search term reports to identify which misspellings actually triggered your ads and add only those that make sense for your products. The other options are less effective because focusing only on high-volume single words misses long-tail and misspelling variants, avoiding misspellings ignores real user behavior, and imposing a strict cap on keywords can limit discovery and reach.

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7. What characterizes Brand Halo attribution in Amazon Ads?

A. Sees ad and directly purchases something from the brand that was not advertised in the ad

B. Counts only if the exact advertised product is purchased

C. It includes purchases from multiple brands in the same session

D. It is based on clicks without purchases

Brand Halo attribution measures the effect of a brand's advertising on purchases of any product from that brand, not just the exact item shown in the ad. It captures the idea that exposure to the brand builds awareness and affinity, leading to sales of other brand products. So the best description is that you see the ad and later purchase something from the brand that wasn't advertised in the ad. This differs from attributing only when the exact advertised product is bought, from counting purchases across different brands in one session, or from relying on clicks without any purchase.

8. In Vendor Sales Attribution, what does SD represent?

A. Sales = total dollar amount of the brand's products sold within 7 days of clicking on an ad

B. Sales = total dollar amount of the brand's products sold within 14 days of clicking on an ad

C. Sales = total number of orders placed within 14 days

D. Sales = total ad spend within 14 days

SD represents the dollar value of sales attributed to a click within the 14-day window after the ad click. In Vendor Sales Attribution, this metric sums the total revenue from the brand's products sold within fourteen days of that click, capturing the ad's impact over a two-week period. That's why the interpretation stating "total dollar amount of the brand's products sold within 14 days of clicking on an ad" is the best fit. The other options describe a 7-day window or different metrics (number of orders or ad spend) that aren't what SD measures.

9. How should audience overlap be addressed in reporting?

A. Ignore overlaps

B. Double count overlapped users to be safe

C. Use only one audience to avoid overlaps

D. Exclude overlaps or use overlapping-safe reporting and pacing

Handling audience overlap in reporting focuses on preventing double-counting of the same users when they appear in multiple audience segments. When audiences overlap, metrics like reach and frequency can be inflated, which misleads interpretation, optimization, and pacing decisions. The best practice is to exclude overlaps or use overlapping-safe reporting and pacing. Excluding overlaps means deduplicating so each user is counted once across audiences, giving a true sense of how many unique people you're reaching. Overlapping-safe reporting and pacing use methods that account for shared audience members in the measurement and spend across segments, ensuring reports reflect actual exposure without double-counting and that budget is spent evenly across overlapping audiences. Why the other options don't fit: ignoring overlaps creates inflated, biased metrics; double-counting overlapped users to be safe also inflates reach and can mislead optimization; relying on only one audience eliminates valuable insights from how multiple audiences interact and limits reach.

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10. Which objective should be used to avoid advertising products with low sales and not retail ready?

A. Campaign Efficiency

B. Brand Awareness

C. Both

D. None

Optimizing how your ads are shown depends on the objective you choose. When the goal is to avoid advertising products with low sales and not retail ready, you want the campaign to prioritize efficiency and profitability. Campaign Efficiency directs the platform to optimize for metrics that reflect cost-effective sales, such as favorable return on ad spend, so the algorithm tends to favor items that convert well and are ready for sale. That helps reduce waste on low-performing or unready products. Brand Awareness focuses on reach and impressions rather than actual sales performance, so it wouldn't inherently curb ads for underperforming items. You typically pick one primary objective, so "Both" isn't applicable, and "None" isn't correct.

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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://amazonads.examzify.com

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

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