IAB DIGITAL MEDIA BUYING AND PLANNING CERTIFICATION (DBPC) PRACTICE TEST (SAMPLE)

STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

VISIT US ONLINE FOR THE FULL VERSION STUDY GUIDE

https://iabdbpc.examzify.com

Copyright © 2026 by Examzify - A Kaluba Technologies Inc. product.

ALL RIGHTS RESERVED.

No part of this book may be reproduced or transferred in any form or by any means, graphic, electronic, or mechanical, including photocopying, recording, web distribution, taping, or by any information storage retrieval system, without the written permission of the author.

Notice: Examzify makes every reasonable effort to obtain accurate, complete, and timely information about this product from reliable sources.

SAMPLE

Table of Contents

Copyright 1

Table of Contents 2

Introduction 3

How to Use This Guide 4

Questions 5

Answers 8

Explanations 10

Next Steps 16

SAMPLE

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.

SAMPLE

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!

SAMPLE

Questions

SAMPLE

1. If a site is delivering high impressions but no clicks, what is the best optimization action?

A. Increase bid amount

B. Revise ad copy

C. Blacklist the underperforming site

D. Target a different audience

2. A digital planner/buyer should verify that potential vendors can accept the campaign's 3rd party tags during which phase?

A. Execution

B. RFP

C. Proposal Review

D. Campaign Launch

3. Which metric is essential for measuring the effectiveness of a media buy?

A. Cost per impression

B. Click-through rate

C. All of the above

D. Return on investment

4. How does cross-device marketing enhance digital advertising effectiveness?

A. By ensuring ads are only shown on mobile devices

B. By enabling consistent messaging across various devices

C. By lowering the costs of advertising on each device

D. By limiting ads to desktop users only

5. What is a potential consequence of poor ad placement?

A. Increased brand visibility

B. Lower conversion rates

C. Improved user experience

D. Enhanced trust from users

SAMPLE

6. If a brand brief states the priority is to support open dialogue with current consumers, what media channel is most appropriate to recommend?

A. Email Marketing

B. Television Advertising

C. Social Media

D. Print Advertising

7. Week over week revenue per visit for a campaign has been trending down. What is the MOST LIKELY reason for this?

A. Increase in traffic

B. Decrease in AOV

C. Higher cost per click

D. Seasonal fluctuations

8. According to the MRC standard, what is the viewability requirement for display ads?

A. 25% in-view for one continuous second

B. 50% in-view for one continuous second

C. 75% in-view for two continuous seconds

D. 100% in-view for three continuous seconds

9. What is the role of an ad exchange in programmatic buying?

A. A platform for creating new ad content

B. A platform that facilitates the buying and selling of digital ad inventory

C. A platform that focuses solely on social media advertising

D. A platform for managing customer relationships

10. A competitive analysis is most helpful for determining which of the following?

A. Brand loyalty

B. Brand share of voice (SOV)

C. Customer satisfaction

D. Market growth potential

SAMPLE

Answers

SAMPLE

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

SAMPLE

Explanations

SAMPLE

1. If a site is delivering high impressions but no clicks, what is the best optimization action?

A. Increase bid amount

B. Revise ad copy

C. Blacklist the underperforming site

D. Target a different audience

The best optimization action when a site is delivering high impressions but no clicks is to blacklist the underperforming site. This approach acknowledges that despite generating a high volume of impressions, the site is ineffective at engaging users or leading to desired actions such as clicks. Continuing to invest resources in a site that fails to convert can waste budget and hinder overall campaign performance. By removing the site from the campaign, you allocate your budget to more effective channels or placements, enhancing the potential for reaching and engaging users who are more likely to interact with your ads. This strategic move helps focus efforts on platforms that provide better engagement and return on investment. While revising ad copy or targeting a different audience could potentially lead to improved performance, these strategies may not address the fundamental issue of the site's low engagement. Increasing the bid amount is unlikely to yield better results if the site's audience is not responding to the ads at any bid level. Blacklisting allows for a more decisive action based on clear performance metrics.

2. A digital planner/buyer should verify that potential vendors can accept the campaign's 3rd party tags during which phase?

A. Execution

B. RFP

C. Proposal Review

D. Campaign Launch

Verifying that potential vendors can accept the campaign's third-party tags is a crucial step that should take place during the Request for Proposal (RFP) phase. This phase involves gathering detailed proposals from various vendors, which allows the digital planner or buyer to assess the capabilities and compatibility of each vendor with the campaign's requirements. By confirming the acceptance of third-party tags at this stage, planners can ensure that the selected vendor's technology and processes align with the needs of the campaign. This includes understanding how well the vendor can integrate with the desired tracking and analytics tools, which is essential for measuring campaign performance accurately. Addressing these technical requirements early on helps avoid complications during the execution and launch of the campaign, ensuring a smoother workflow and better outcomes.

SAMPLE

3. Which metric is essential for measuring the effectiveness of a media buy?

A. Cost per impression

B. Click-through rate

C. All of the above

D. Return on investment

The most comprehensive understanding of measuring the effectiveness of a media buy comes from recognizing the value of multiple metrics that together provide a complete picture of performance. Cost per impression is critical as it helps advertisers understand the expenditure associated with reaching a set number of consumers. Click-through rate is essential for gauging engagement and interest, as it shows how often users are clicking on the ad in relation to how many times it has been viewed. Return on investment is an important financial metric that evaluates the profitability of the media buy in relation to the costs incurred. Together, these metrics allow for a multifaceted analysis: cost per impression gives insight into cost efficiency, click-through rate indicates user engagement, and return on investment assesses overall effectiveness in generating profit relative to spending. Therefore, the collective use of these metrics is key to accurately measuring and understanding the overall effectiveness of a media buy.

4. How does cross-device marketing enhance digital advertising effectiveness?

A. By ensuring ads are only shown on mobile devices

B. By enabling consistent messaging across various devices

C. By lowering the costs of advertising on each device

D. By limiting ads to desktop users only

Cross-device marketing enhances digital advertising effectiveness by enabling consistent messaging across various devices. This approach recognizes that consumers frequently switch between different devices, such as smartphones, tablets, and desktops, throughout their day. By ensuring that messaging is coherent and unified, brands can create a seamless user experience. This enhances brand recall and improves engagement since consumers are more likely to respond positively to a consistent narrative that travels with them as they navigate between devices. Additionally, consistent messaging allows advertisers to reinforce their brand message, ultimately leading to better retention of information. When users encounter the same advertisements across different platforms, it builds familiarity and trust, making them more likely to take action, such as clicking through to a website or making a purchase. The effectiveness of advertising is greatly increased when consumers receive a coherent message that resonates with them at multiple touchpoints during their digital journey.

SAMPLE

5. What is a potential consequence of poor ad placement?

A. Increased brand visibility

B. Lower conversion rates

C. Improved user experience

D. Enhanced trust from users

A potential consequence of poor ad placement is lower conversion rates. When ads are not placed in optimal locations, they may be overlooked by the target audience or may not be seen at all. This could lead to a significant decline in engagement, as users are less likely to interact with ads that do not catch their attention or that are in irrelevant contexts. Proper ad placement is crucial for driving traffic and conversions, as it ensures that the ads reach the right audience at the right time in a way that resonates with them. This means that instead of successfully prompting users to take action, poorly placed ads can lead to missed opportunities and a decreased return on investment. In contrast, the other options pertain to positive outcomes or unrelated effects that do not directly relate to the consequences of poor ad placement. For instance, increased brand visibility, improved user experience, and enhanced trust from users are typically associated with effective and strategic ad placement rather than poor placements.

6. If a brand brief states the priority is to support open dialogue with current consumers, what media channel is most appropriate to recommend?

A. Email Marketing

B. Television Advertising

C. Social Media

D. Print Advertising

When the brand brief emphasizes the need to support open dialogue with current consumers, the most fitting media channel is social media. This platform is inherently designed for interaction and engagement, allowing brands to communicate directly with their audience, receive real-time feedback, and facilitate two-way conversations. Social media platforms provide features such as comments, messaging, and sharing that encourage ongoing dialogue, making it an ideal choice for brands looking to build relationships and foster interaction with their consumers. Other media options, although effective in their own right, do not support open dialogue to the same extent. For instance, email marketing allows for communication with consumers but is primarily a one-to-many channel, limiting direct interaction and immediate feedback. Television advertising, on the other hand, is primarily a broadcast medium, creating a passive viewing experience with minimal opportunity for dialogue. Similarly, print advertising has limited interactivity and typically does not allow for immediate consumer engagement. Therefore, social media stands out as the most appropriate choice for achieving the stated goal of supporting open dialogue with current consumers.

SAMPLE

7. Week over week revenue per visit for a campaign has been trending down. What is the MOST LIKELY reason for this?

A. Increase in traffic

B. Decrease in AOV

C. Higher cost per click

D. Seasonal fluctuations

The trend of declining revenue per visit is most likely due to a decrease in Average Order Value (AOV). AOV reflects the average amount of money each customer spends when making a purchase. If AOV decreases, this directly affects the total revenue generated from each visit, resulting in lower revenue per visit. This situation can arise from various factors such as promotional discounts, changes in product pricing, or shifts in customer purchasing behavior, which lead customers to buy less or choose lower-priced items. While factors such as an increase in traffic, higher cost per click, and seasonal fluctuations can influence overall performance metrics, they do not directly account for a decline in revenue per visit to the same extent that a decreased AOV does. Increased traffic could maintain or even boost revenues if conversion rates remain stable or improve. Higher costs per click may affect profitability but do not necessarily lead to lower revenue per visit. Similarly, seasonal fluctuations can impact sales, but they often introduce both increases and decreases rather than a consistent downward trend in revenue per visit alone.

8. According to the MRC standard, what is the viewability requirement for display ads?

A. 25% in-view for one continuous second

B. 50% in-view for one continuous second

C. 75% in-view for two continuous seconds

D. 100% in-view for three continuous seconds

The viewability requirement for display ads, as outlined by the Media Ratings Council (MRC) standard, states that at least 50% of the ad's pixels must be in view for a minimum of one continuous second for it to be considered viewable. This benchmark is significant because it establishes a standard that helps ensure advertisers are investing in placements that actually have the potential to be seen by users. The context behind this requirement is rooted in the need for accountability in digital advertising. By setting a clear threshold, advertisers can assess the effectiveness of their campaigns based on metrics that reflect real exposure to the ads, rather than simple impressions that may not necessarily entail actual visibility. Other options reflect varying standards of viewability that are not aligned with MRC guidelines; for instance, 25% in-view is lower than the accepted minimum, while higher thresholds, such as 75% or 100% in-view with extended continuous timeframes, create an unrealistic expectation that may not often be achieved in standard advertising placements. Thus, the 50% in-view for one continuous second strikes a balance between practical measurability and ensuring sufficient visibility for the advertisement.

SAMPLE

9. What is the role of an ad exchange in programmatic buying?

A. A platform for creating new ad content

B. A platform that facilitates the buying and selling of digital ad inventory

C. A platform that focuses solely on social media advertising

D. A platform for managing customer relationships

An ad exchange plays a crucial role in programmatic buying as it acts as a marketplace that enables the buying and selling of digital ad inventory in real-time. It connects advertisers and publishers, allowing them to transact seamlessly through automated processes. This platform provides the infrastructure for programmatic advertising, where advertisers can bid for ad placements across various websites in an efficient manner. By facilitating these transactions, ad exchanges increase the accessibility and efficiency of media buying, allowing advertisers to reach their target audiences more effectively while enabling publishers to maximize their inventory revenue. The reliance on technology and data in this process also enhances targeting capabilities and optimizes ad performance, which is fundamental to the success of programmatic advertising. The other options describe different functions that are not aligned with the core purpose of ad exchanges in the digital advertising ecosystem. For instance, creating new ad content is typically the role of creative agencies or in-house marketing teams, while social media-specific advertising platforms focus on managing campaigns within particular social environments. Customer relationship management platforms are focused on managing interactions and data about customers rather than facilitating ad transactions.

10. A competitive analysis is most helpful for determining which of the following?

A. Brand loyalty

B. Brand share of voice (SOV)

C. Customer satisfaction

D. Market growth potential

A competitive analysis is particularly useful for determining brand share of voice (SOV) because it helps in assessing how a brand's advertising presence compares to its competitors within the same market. SOV reflects the percentage of total advertising in a particular category that a brand accounts for, allowing marketers to understand their visibility and impact relative to others in the industry. Through competitive analysis, brands can analyze media spend, advertising placements, and messaging strategies employed by competitors. This enables them to identify gaps in their own marketing efforts and recognize where they stand in terms of market presence. Knowing the SOV is crucial for optimizing advertising budgets and strategies, as it offers insights into how well a brand is communicating its value proposition compared to others. While brand loyalty, customer satisfaction, and market growth potential can also be influenced by competitive factors, these dimensions are often assessed through different methodologies such as surveys and market research rather than direct analysis of advertising presence. Thus, brand share of voice remains the most direct insight provided by competitive analysis in the context of digital media buying and planning.

SAMPLE

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://iabdbpc.examzify.com

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

SAMPLE