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Adobe Advertising DSP Business Practitioner Professional

Questions&AnswersPDF

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Question: 1

What is the first step in determining the strategy for a new marketing campaign based on the needs of the campaign?

Response:

- A. Set the budget
- B. Identify the target audience
- C. Choose the advertising platform
- D. Define campaign objectives

Answer: D

Question: 2

Given a scenario where a digital campaign's CTR has significantly decreased over the past week, what should be your initial recommendation to potentially improve performance?

Response:

- A. Increase the campaign budget
- B. Modify the targeting criteria
- C. Enhance the creative design
- D. Ignore the drop as it is temporary

Answer: B

Question: 3

Given a scenario where a campaign shows inconsistent data across different platforms, what should be the first course of action?

Response:

- A. Discontinue use of the least accurate platform
- B. Standardize data measurement criteria across platforms
- C. Focus only on the platform showing the best performance
- D. Increase advertising spend to test data accuracy further

Answer: B

Question: 4

In reading data within the platform, ensuring data _____ is crucial for making informed decisions.
Response:

- A. complexity
- B. integrity
- C. overload
- D. scarcity

Answer: B

Question: 5

When preparing to supply campaign recommendations to a client, which of the following should be prioritized?
Response:

- A. Personal opinions and preferences
- B. Historical data and current trends
- C. Competitor campaign strategies
- D. Theoretical outcomes

Answer: B

Question: 6

In the setup of On Demand inventory, what procedural concepts are crucial?
Response:

- A. Focusing only on the lowest cost options
- B. Establishing criteria based on audience relevance and engagement potential
- C. Ensuring compatibility with the campaign's technical requirements
- D. Ignoring the scalability of the inventory sources

Answer: BC

Question: 7

When optimizing a campaign, which factor should be continuously monitored to adjust bids effectively?

Response:

- A. The weather
- B. The platform's user interface updates
- C. Cost-per-click (CPC) trends
- D. The CEO's preferences

Answer: C

Question: 8

What is the first step in running a new digital campaign effectively?

Response:

- A. Reviewing historical campaign data
- B. Setting a large budget to ensure visibility
- C. Selecting a broad audience
- D. Consulting external experts

Answer: A

Question: 9

In setting up Private Inventory for a high-profile campaign, what are important considerations to ensure effectiveness and efficiency?

Response:

- A. Selecting inventories with high visibility and audience match
- B. Ensuring the cost aligns with campaign budget constraints
- C. Choosing inventories without considering the campaign objectives
- D. Coordinating with inventory providers for smooth execution
- E. Randomly selecting inventory based on availability

Answer: ABD

Question: 10

Which tool or feature is most effective for implementing changes to a campaign in real-time?

Response:

- A. Batch processing tool
- B. Automated rules

- C. Manual adjustments
- D. External consultant reviews

Answer: B



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