

# Display Advertising Practice Test Questions and Answers

## 1. What is the primary purpose of display advertising?

- A) To improve website loading speed
- B) To increase brand awareness and drive traffic through visual ads
- C) To optimize website content only
- D) To manage email newsletters

## 2. Which metric is most important for measuring display advertising effectiveness?

- A) Click-through rate (CTR) and conversion rate
- B) Number of fonts used in the ad
- C) File size of the ad image
- D) Number of colors in the design

## 3. What is programmatic advertising in display marketing?

- A) Manual placement of ads on websites
- B) Automated buying and selling of ad inventory using algorithms
- C) Creating ads using only text
- D) Advertising through radio broadcasts

## 4. Which ad format is most effective for retargeting campaigns?

- A) Text-only ads
- B) Dynamic display ads with personalized product recommendations
- C) Audio-only advertisements
- D) Static banner ads without customization

Answers: 1-B 2-A 3-B 4-B

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