

# IAB Practice Test Questions and Answers

## 1. What does IAB stand for in digital advertising?

- A) Internet Advertising Bureau
- B) Interactive Advertising Board
- C) International Advertising Business
- D) Independent Advertising Bureau

## 2. Which metric measures the percentage of users who click on a digital advertisement?

- A) Conversion rate
- B) Click-through rate (CTR)
- C) Impression rate
- D) Bounce rate

## 3. What is programmatic advertising?

- A) Manual placement of ads
- B) Automated buying and selling of digital ad inventory
- C) Traditional print advertising
- D) Social media marketing only

## 4. Which privacy regulation has significantly impacted digital advertising practices?

- A) HIPAA
- B) GDPR
- C) FERPA
- D) SOX

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

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