

Programmatic Advertising Practice Test Questions and Answers

1. What is the primary benefit of programmatic advertising?

- A) Lower advertising costs only
- B) Automated, real-time bidding for ad placements
- C) Guaranteed ad placement
- D) Manual control over every ad placement

2. What does RTB stand for in programmatic advertising?

- A) Real-Time Bidding
- B) Return on Total Budget
- C) Reach Through Broadcasting
- D) Revenue Target Building

3. Which platform is commonly used as a Demand-Side Platform (DSP)?

- A) Google Ads Manager
- B) Facebook Business Manager
- C) Google Display & Video 360
- D) LinkedIn Campaign Manager

4. What is the main purpose of a Data Management Platform (DMP) in programmatic advertising?

- A) To create ad creatives
- B) To collect, organize, and activate audience data
- C) To measure ad performance only
- D) To design landing pages

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

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