Brand Safety & Suitability

1. What year was the concept of the dirty dozen for brand safety threats published?
   a. **2011**
   b. 2015
   c. 2017
   d. 2018

2. Is brand suitability objective or subjective?
   a. Objective
   b. **Subjective**

3. What is the definition of brand safety?
   a. The practice of using a verification vendor, exclusion lists or inclusion list
   b. **The aim to protect the image & reputation of brands from the negative or damaging influence of questionable or inappropriate content online**
   c. A blanket term that addresses Brand Safety, Fraud Prevention and Viewability
   d. Ad delivery outside of specific targeting parameters

4. What is the definition of brand suitability?
   a. Ad delivery outside of specific targeting parameters set by the APB Brand Suitability
   b. A rating system, similar to film ratings, which indicates the suitability of publisher content.
   c. **Ad delivery within specific targeting parameters that is unique to each client**
   d. A final media plan

5. Which of the following is NOT an example of a brand safety incident?
   a. An Ad appeared on content that violated YouTube community standards, and was subsequently demonetized
   b. **The ad was counted as an impression, but was not visible**
   c. Ads were delivered on pirated content
   d. Ads ran on a site that promotes the illegal sale of drugs

6. Please select the answer that best describes a brand suitability incident.
   a. A programmatic campaign overspent its budget
   b. The wrong creative was trafficked to a media placement
   c. **An ad appeared on a website that did not meet established targeting parameters**
   d. A mathematical error lead to a miscalculation of the clients ROI results

7. Is the following scenario a brand safety or brand suitability issue? Ads ran on content considered "high risk" for obscenity.
   a. Brand Safety
   b. Brand Suitability
   c. **Not enough information provided**

8. Is the following scenario a brand safety or brand suitability issue? An ad appeared on a site promoting terrorist propaganda.
   a. **Brand Safety**
   b. Brand Suitability
   c. Not enough information provided

9. Which of the following should be included in a brand suitability framework?
   a. A brand safety response process
   b. Defined risk tolerance for content
   c. Buy Guidelines inclusive of brand safety and suitability decisions
   d. **All of the above**

10. User Generated Content is:
   a. A brand safety concern
   b. A brand Suitability concern
   c. **Both**

11. Which of the following is not a risky content category identified within the APB Brand Suitability framework?
   a. **Healthcare and Health Conditions**
   b. Debated Social Issues
   c. Illegal Drugs, Tobacco, e-cigarettes, Vaping & Alcohol
   d. Obscenity & Profanity

12. Clients and agencies must agree on the following in determining a brand safety response process
   a. Method for notification of a brand safety incident
   b. The details to be included in brand safety incident communication / reporting.
   c. If an incident occurs, the preventative measures that should be addressed, upgraded or tightened in response
   d. **All of the above**

13. Which of the following news articles might be considered suitable for advertisers?
   a. "Hurricane Irma Makes Landfall, Dozens Feared Lost"
   b. "Wrong-Way Driver Causes Multiple Injuries"
   c. "Airplane Slides Off Runway, No Injuries or Fatalities"
   d. **All of the above**
   e. None of the above.

14. Which of the following would be flagged as unsuitable using sentiment analysis?
   a. "Lebron James Shoots 30 in Return to Cleveland"
   b. "Evaluating the War on Poverty, Fifty Years Later"
   c. "Community Rebuilds After Hurricane Matthew"
   d. All of the above
   e. **None of the above**

Risk Tolerance

15. What is Risk Tolerance:
    a. **Risk Tolerance refers to a clients' informed position on the potential tradeoffs between Brand Safety & Performance**
    b. Risk Tolerance is a process for evaluating risky business decisions
    c. Risk Tolerance is a way to evaluate employees
    d. Risk tolerance is a process for balancing load on web servers

16. How do you measure Risk Tolerance?
    a. **Through a consultative Assessment exercise that links a clients' initial qualitative philosophy with the practical and operational implications of that stated approach**
    b. Impression level attribution analysis
    c. DMP data analysis
    d. Verification Vendor campaign reporting

17. What elements of a digital communications plan should be evaluated for Risk Tolerance:
    a. Universal Minimum Protections,Digital Strategy, Implementation Plan, Campaign set-up, & Programmatic Strategy
    b. Paid search strategy, Paid social strategy, & Social influencer Strategy
    c. CTV Strategy, Audio strategy
    d. **All the above**

18. Which of the following is not a benefit of a **high** risk tolerant approach:
    a. Price Advantage
    b. Inventory Scale
    c. Low CPA
    d. **High CPA**

19. What are the advantages of a **low** risk tolerant approach?
    a. Low CPA/CPM
    b. Quality editorial environments, reduced risk of negative press, improved consumer experience
    c. None of the above

20. How does risk tolerance apply to Brand Suitability?
    a. **There is a direct relationship, ie a Low Risk tolerant client will have a strict Brand Suitability Profile**
    b. There is an inverse relationship
    c. There is no relationship

21. Which of the following is not a risky content category identified within the APB Brand Safety Floor?
    a. Arms & Ammunition
    b. **News and Politics**
    c. Online Piracy
    d. Terrorism

22. Hate Speech is defined by the APB's Brand Safety Floor as Unlawful acts of aggression based on:
    a. Race
    b. Gender
    c. Sexual Orientation
    d. **All of the above**
    e. None of the above

Fraud & Piracy

23. What is a botnet?
    a. A tool used for electronic data transfer
    b. **A sophisticated series of virtual websites and IP addresses that enable criminals to defraud advertisers**
    c. The language that the internet runs on
    d. None of the above

24. What's the most common form of "good bot"?
    a. Feed Fetchers
    b. Search Bots
    c. Commercial crawlers
    d. Monitoring Bots

25. The MRC defines 7 types of General Invalid Traffic. How many types of Sophisticated Invalid Traffic do they define?
    a. 1
    b. 5
    c. 9
    d. 13

26. What types of Invalid Traffic are acceptable to buyers:
    a. Ads that don't render
    b. Spoofed impressions that land on unknown sites but are seen by humans
    c. Ads on streaming sites that don't have rights to the content
    d. None of the above

27. What is the approximate cost of global ad fraud, as of 2020?
    a. $15 billion
    b. $15 billion
    c. $25 billion
    d. $35 billion

28. What is the most effective fraud prevention tool available to programmatic buyers?
    a. 3rd-party reporting
    b. PMP deals
    c. Pre-bid filtering
    d. Post bid blocking

29. Approximately what share of potential fraud is avoidable by using an MRC accredited verification vendor?
   a. 25%
   b. 45%
   c. 65%
   d. **90%**

30. What country accounts for 80% of global ad fraud?
   a. United States
   b. Brazil
   c. United Kingdom
   d. **China**

31. What inventory sources are likely to increase the risk of bot fraud?
   a. Non-transparent ad networks
   b. Audience extension programs
   c. Paid Sourced Traffic
   d. **All of the above**

Third-Party Verification

32. Are pre-bid segments applied within a Demand Side Platform (DSP)?
   a. **Yes**
   b. No

33. Pre-bid solutions occur prior to any bidding decisions within the programmatic auction.
   a. **Yes**
   b. No

34. Post-bid solutions decide whether an impression is "safe" to bid based on historical data?
   a. Yes
   b. **No**

35. Third-Party verification providers aren't able to use direct tag-on-page measurement in walled garden environments.
    a. **Yes**
    b. No

36. How do keyword lists prevent ads from appearing next to content that may be unsuitable?
    a. By crawling the entire page in search of specific keywords
    b. By crawling 50% of the page in search of specific keywords
    c. **Based on the appearance of specific words in the URL of an article**
    d. By analyzing the contextual category the page falls under

37. Pre-bid solutions leverage JavaScript to read a page in real time.
    a. Yes
    b. **No**

38. What's an important thing to keep in mind if using keyword lists?
    a. They are reliant on language nuances
    b. They should be used in combination with other technologies and solutions
    c. List hygiene - review lists for updates regularly
    d. **All of the above**

39. Semantic content classification and sentiment analysis are examples of 3P tools that a brand can use for brand suitability and safety.
    a. **Yes**
    b. No

Search Marketing

40. How can you ensure Brand Safety in Search marketing?
    a. Develop and use internal guidelines, policies and procedure across agency
    b. Develop guidelines, policies and procedures custom to client business
    c. Partner with client legal teams to understand risk tolerance areas

    d. Ensure actionable metrics for campaigns such as conversions or engagements

    e. All of the above

41. What are some ways to control for Brand Safety within search engine marketing?
    a. Negative keyword lists
    b. Match type setting
    c. Blocking syndicated networks
    d. All of the Above

42. What is NOT a step that you would take on a search campaign to drive effective reach?
    a. Conduct a thorough analysis of the campaign, ad group settings before launch
    b. Ensure all negative keywords reflect brand guidelines and safety parameters
    c. Check all appropriate match types in the campaign
    d. Run your campaigns on syndicated search without reviewing settings by engine
    e. Establish daily budgets caps

Global Alliance for Responsible Media (GARM)

43. What two documents produced by GARM have set standards for defining Brand Suitability and established a new level of social platform transparency & accountability?
    a. GARM Brand Safety Standards & Guide to Misinformation
    b. 4A's/GARM Brand Safety Floor & Brand Suitability Framework, and the GARM Aggregated Measurement Report
    c. 4A's/GARM Brand Safety Floor & Brand Suitability Framework & the Content Taxonomy V2.2

44. Who is eligible to join GARM?
    a. Advertisers & Social Platforms
    b. Advertisers & Agencies
    c. **Advertisers, Agencies, Industry Associations, Social Platforms, and Verification Vendors**

45. When was GARM created, and by whom?
    a. 2017 by Google
    b. **2019 by the World Federation of Advertisers**
    c. 2015 by the Media Rating Council

46. Which of the following is not a category in the GARM Brand Safety Floor & Brand Suitability Framework?
    a. Death, Injury, or Military Conflict
    b. Hate Speech
    c. **ASMR (Autonomous Sensory Meridian Response)**

47. What are the levels of Risk assigned to the GARM content categories?
    a. **Floor, High, Medium, Low**
    b. Limited, Standard & Expanded
    c. Unacceptable, Acceptable, Preferred, Required

48. How can the GARM framework be applied to a campaign?
    a. **Via 3rd-party targeting and avoidance vendors**
    b. Via internal platform controls
    c. Via the ad server

Streaming & Connected TV (CTV)

49. Pre-bid safety decisioning is not yet widely recognized in CTV environments. The safest path to quality inventory is:
    a. Audience targeted placements
    b. **Private Deals and Inventory Curation**
    c. Viewability targeting
    d. Direct I.O. buys

50. Which of the following is not a best practice for buying streaming inventory in mobile, desktop, and tablet?
    a. Enabling Private Deals
    b. Appending Inclusion/Exclusion Lists
    c. **Require and limit buys to VAST tags**
    d. Leveraging pre-bid in console and post-bid in placement tags

51. In order to maintain brand-safety on YouTube, buyers should do which of the following?
    a. Apply keyword exclusions in Trueview campaigns
    b. Leverage Programmatic Guaranteed deals
    c. Apply a Google approved 3rd Party inclusion/exclusion lists
    d. **All of the above**

Social Media

52. Measurement vendors can supply two types of third party trackers, which can be used to track different ad events on Snap:
    a. 1x1 Impression Trackers
    b. Click Trackers
    c. **Both 1X1 Impression Trackers & Click Trackers**
    d. None of the above

53. Brand Safety solutions are currently not available for the following TikTok Ad Products:
    a. TopView
    b. Hashtag Challenge
    c. Branded Effect
    d. **All the above**

54. Which platform allows advertisers to apply negative keywords to prevent ads from serving on search queries that are considered not suitable for brand:
    a. **Pinterest**
    b. Facebook
    c. Snap
    d. TikTok

55. According to a Facebook IQ survey, people consume content 41% faster on mobile News Feed than on desktop News Feed.
    a. **True**
    b. False

56. What is the first line of defense overseen directly by Reddit, focused on community health, moderators and user behavior:
    a. Community Moderation
    b. **Platform Moderation**
    c. Safety Moderation
    d. Campaign Moderation

57. 'Publisher Allow Lists' are a list of publishers that you've approved to control where your ads will display on Facebook Audience Network and In-stream publishers. Publisher Allow Lists can be applied on Facebook to:
    a. **Ad Accounts**
    b. Ad Sets
    c. Ads
    d. Campaigns