

 **TikTok** for Business

TikTok Media Buying Certification

practice test



Practice test

- 1 Where in Ads Manager can you create Custom reports for a campaign?
 - A Audience insights
 - B Video insights
 - C Analytics
 - D Tools

- 2 Which is the expected outcome for advertisers that use the Maximum Delivery bidding strategy?
 - A Achieve a pre-determined frequency cap
 - B Utilize the budget in full
 - C Ensure ad delivery to all targeted users in the first day
 - D Ensure lower volatility in costs per result

- 3 Which are benefits of using Business Center? (Select all that apply)
 - A Ability to collaborate with advertiser's agency
 - B Set different roles and permissions for team members
 - C Access to preferred auction status in ads auction
 - D Set budgets across multiple campaigns

- 4** Which measurement solution should be selected to understand if a campaign has increased purchase intent?
- A** Sales lift
 - B** Brand lift
 - C** Post-purchase survey
 - D** Media mix modeling
- 5** A Spark ad is receiving negative comments and the advertiser is concerned about overall brand safety. Which steps can the advertiser take to combat negative comments? (Select all that apply)
- A** Add blocked word filters to TikTok Ads Manager account.
 - B** Create a new TikTok Ads Manager account.
 - C** Decrease ad spend on the Spark ad.
 - D** Ask the creator to turn off comments on their organic post.
- 6** Which tools can advertisers use to help with the creation of scripts for TikTok ads? (Select all that apply)
- A** TikTok Ads Manager
 - B** TikTok Business Center
 - C** Creative Assistant
 - D** CapCut

- 7 Which of the following is an example of Split testing?
- A Using two different sets of creatives for a specific campaign
 - B Selecting a TikTok ad placement and a Pangle placement for a campaign
 - C Increasing the budget mid-campaign to increase reach
 - D Terminating one ad group within the campaign while the campaign is in-flight
- 8 Which of the following is true for Spark ads?
- A Ability to promote organic videos as paid media ads
 - B Ability to reduce auction costs across campaign
 - C Ability to bypass the ad review process for ads
 - D Ability to limit the video to only the followers of the advertiser on TikTok
- 9 Which is true for the Audience insights tool?
- A It provides audience data only related to your ad account
 - B It provides recommended bidding for specific audiences
 - C It provides audience data from 6 months ago
 - D It provides potential and reached audience data
- 10 Which is an example of creative fatigue?
- A Cost per acquisition decreasing
 - B Reduction in conversions vs. click-through rate
 - C CPM increasing for the campaign
 - D One set of creatives is outperforming another set in the same campaign

11 Which are types of events that the TikTok Pixel measures? (Select all that apply)

- A** Add to Cart
- B** Unsubscribe
- C** Place an Order
- D** Click to Call

12 Which is a benefit of using Interactive add-ons in an ad?

- A** Increases user engagement with the ad
- B** Drives more traffic directly to profiles
- C** Guarantees a minimum number of views on the ad
- D** Lowers Cost per action for performance campaigns

13 An advertiser wants to measure the impact of TikTok advertising on their brand recognition. Which measurement methodology should they use?

- A** Multi-touch attribution
- B** Conversion lift study
- C** Brand lift study
- D** In-store sales lift

- 14** What does the TikTok ad platform optimize for when Focused view optimization is enabled under the Video views objective? (Select all that apply)
- A** Viewers most likely to view the video ad for longer than six seconds
 - B** Viewers most likely to purchase the product
 - C** Viewers most likely to watch a similar type of video
 - D** Viewers most likely to engage with the ad within the first six seconds
- 15** A children's toy advertiser prefers their ad to only appear next to content that is absent of mature themes. Which Inventory filter should they choose?
- A** Full inventory
 - B** Standard inventory
 - C** Limited inventory
 - D** Special inventory
- 16** An advertiser saw an organic post from a creator talking about their product. Which TikTok ad product would allow the advertiser to leverage the original organic post in their own TikTok ad campaign?
- A** Spark ads
 - B** Lead generation ads
 - C** Community interaction
 - D** Top Feed

- 17** A mobile gaming advertiser wants to optimize their ad to target those who are likely to spend more. Which bidding optimization should they use?
- A** App Event Optimization (AEO)
 - B** Cost Cap
 - C** Value-Based Optimization (VBO)
 - D** Maximum Delivery
- 18** An advertiser is worried about negative comments on their ads, what feature in Ads Manager should they use to moderate comments?
- A** Comment management tool
 - B** Ads Integrity Suite
 - C** Ads group
 - D** Campaign Budget Optimization
- 19** An advertiser wants to advertise on TikTok and reach a broader audience for their brand. Which of the following Billing event (Bidding method) may best serve their needs for this campaign?
- A** CPA
 - B** CPC
 - C** CPV
 - D** CPM

- 20** An advertiser provided a sample of their new product for free to a popular creator on TikTok. When the creator showcases the product and discusses it in their video on TikTok, the video is considered?
- A** Organic content
 - B** Branded content
 - C** Not allowed, because product is free
 - D** A web ad
- 21** An advertiser wants to reach their own customers on TikTok. They have a list of their customers from their customer relationship management (CRM) system they can use to build their targeting list. Which of the following TikTok features should they leverage to accomplish this?
- A** Lookalike audience
 - B** Custom audience
 - C** Smart performance campaign
 - D** Smart targeting
- 22** An advertiser just started their web conversion campaign to drive users to their website. However, the conversion cost is fluctuating during the first two weeks of the campaign. Which is the likely cause of this?
- A** TikTok ads platform is initiating the learning phase to optimize the bid and targeting to best achieve the stated objective.
 - B** The bid price is too low and the TikTok ads platform is adjusting creatives to meet the stated bid.
 - C** The ad creatives are resonating with specific audiences and causing bid prices to fluctuate over time.
 - D** The campaign budget is too high and the TikTok ad platform is adjusting budget allocation across different campaigns.

- 23** An advertiser is leveraging TikTok lead generation ads to build their own leads capture form on their e-commerce website. The web form they created was rejected by the TikTok ads review process. Which of the following fields on their web form may have caused ad rejection?
- A** Name
 - B** Country
 - C** Product preference
 - D** Driver's license number
- 24** A mobile app advertiser is worried about campaign costs and wants more control over their bid price for conversion events on TikTok. Which bidding or optimization strategy should they use?
- A** Maximum Delivery
 - B** App Event Optimization (AEO)
 - C** Lowest Cost
 - D** Cost Cap
- 25** Which are features of a TikTok Business Account? (Select all that apply)
- A** Business page
 - B** App download link
 - C** Video editor
 - D** Lead generation ads

Answers

1. C

2. B

3. A and B

4. B

5. A and D

6. C and D

7. A

8. A

9. D

10. B

11. A and C

12. A

13. C

14. A and D

15. C

16. A

17. C

18. A

19. D

20. B

21. B

22. A

23. D

24. D

25. A and B

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