

Certified Advertising Specialist Practice Test Questions and Answers

1. What is the primary goal of brand positioning in advertising?

- A) To increase production costs
- B) To create a distinct image and identity in consumers' minds
- C) To reduce marketing budget
- D) To eliminate competition

2. What does CPM stand for in digital advertising metrics?

- A) Cost Per Million
- B) Cost Per Mille (thousand impressions)
- C) Clicks Per Month
- D) Customer Purchase Motivation

3. Which element is most important in creating effective call-to-action (CTA) copy?

- A) Using complex vocabulary
- B) Clear, action-oriented language that creates urgency
- C) Long detailed explanations
- D) Multiple font colors

4. What is A/B testing in advertising campaigns?

- A) Testing ads only on weekends
- B) Comparing two versions of an ad to determine which performs better
- C) Using only print advertising
- D) Testing ads in alphabetical order

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

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