



Expert Session Quiz

Expert: Matt Prohaska

Title: Programmatic Advertising Technology

1. According to the video, efficiency encompasses all of the following except?
 - a) Speed
 - b) Targeting
 - c) Lower CPM's
 - d) Quality

2. What is Programmatic Advertising? Min 5:01
 - a) It is an automated, technology driven, data informed, method of buying, selling, and fulfilling advertising.
 - b) Advertising on popular television programs that appeal to your audience.
 - c) An automated tool that schedules posts on blogs and social media.
 - d) The most common form of advertising before the advent of new technologies.

3. True or False? "RTB stands for Real Time Branding." Min 5:30
 - True
 - False

4. Which of the following are types of demand side platforms? Min 9:30
 - a) Self-Service Platforms
 - b) Managed Service Platforms
 - c) Network Evolved Platforms
 - d) Both A and B

5. True or False? "Tag management is a feature of a data management platform?" Min 12:30
 - True
 - False

6. When referring to data types, what is a party? Min 12:50
 - a) A design program
 - b) A cloud based software
 - c) An audience
 - d) A data-gathering software

7. What is the approximate duration of the RTB before an ad is displayed? Min 5:22
- a) 200 milligrams
 - b) 5 days
 - a) 200 milliseconds
 - c) 5 seconds
8. How much has the ad server changed over time? Min 18:36
- b) Little major change in the last 20+ years
 - c) Major changes every 10 years
 - d) Has never changed
 - e) Is constantly getting new updates
9. What is the percentage of actions taking place in the private market? Min 19:30
- a) 15%
 - b) 30%
 - c) 45%
 - d) 60%
10. What might a publisher use to arrange native advertising in their content? Min 17:00
- a) A sophisticated RTB system
 - b) Their own trade desk
 - c) Google's AdServer
 - d) A self-service DSP

