



Expert Session Quiz

Expert: Paul Berney

Title: Mobile Programmatic Advertising

1. What are the three key benefits that mobile marketing can tap into? (Select all that apply.)
 - a. ROI
 - b. Engagement
 - c. Action
 - d. Spending
 - e. Reach
2. How much money is spent on mobile programmatic advertising every year?
 - a. \$83 Billion
 - b. \$1 Trillion
 - c. \$15 Billion
 - d. \$24 Billion
3. How much did spending increase for programmatic advertising this year?
 - a. 34%
 - b. 23%
 - c. 46%
 - d. 54%
4. Fill in the blank: "Mobile advertising is the _____ of your marketing message in somebody else's media."
 - a. content
 - b. paid placement
 - c. essence
 - d. most important part
5. Fill in the blank: "Mobile advertising can deliver _____ at scale."
 - a. sales
 - b. engagement
 - c. Fish sticks
 - d. personalization
6. What does Paul say that mobile advertising can do very well?
 - a. Convert B2B leads
 - b. Increase likes and shares
 - c. Capture intent
 - d. Interact with the consumer

7. Short essay, 3 to 4 sentences. Explain the benefits of mobile advertising over traditional advertising.

8. Which of the following is not one of the five most popular mobile advertising formats?
 - a. Interstitial
 - b. Slide-in ads
 - c. Native
 - d. Rich media

9. Which of the following is an example of premium blind advertising?
 - a. A large manufacturer of luxury window shades buys 1,000 ad spots in Newsweek.
 - b. A small disability advocacy group bids \$1.50 per click for search ads in Google.
 - c. A prominent interior design blogger uses a SSP to sell banner ads on his website to companies interested in marketing to high-income homeowners.
 - d. A major eyewear brand uses a DSP to buy ads on an ad network and restricts those ads from appearing next to adult content.

10. What question would you ask the presenter?