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**strike**social

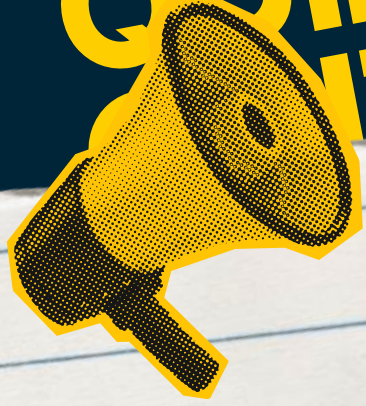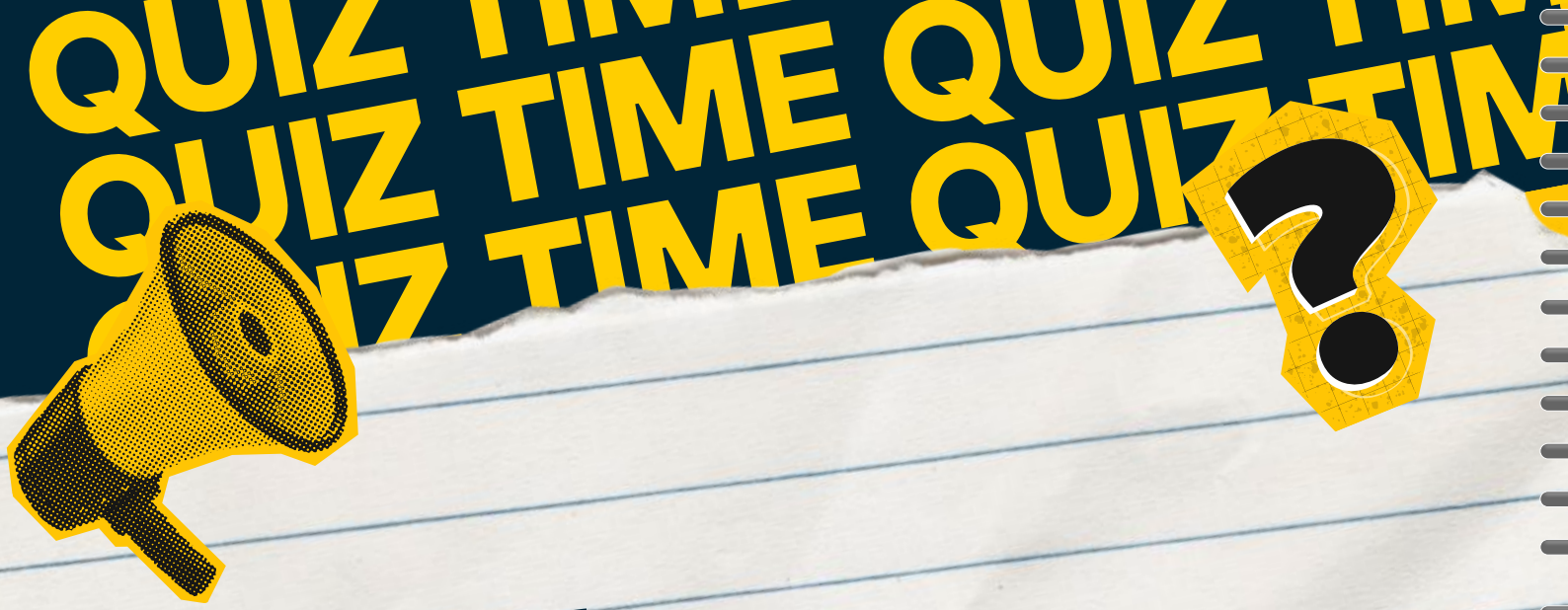# PAID SOCIAL

## QUIZ BOOK

CAN YOU

GUESS THEM

RIGHT?

# About Strike Social

Strike Social is a leading global campaign management team serving the largest agencies with over 50 million campaigns optimized by our proprietary AI tool to ensure maximum performance and success.

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**?**

## TEST YOUR KNOWLEDGE

## CONTENTS

### CLICK PER PLATFORM

**?**

**A) DV360 ADS**

**B) YOUTUBE ADS**

**C) META ADS**

**D) TIKTOK ADS**

## QUESTIONS

# YOUTUBE 101

**1) What is the maximum length a bumper ad can be to qualify for placement?**

    a) 5 second
    b) 5.5 seconds
    c) 6 seconds
    d) 6.5 seconds

**2) Audience targeting based on interests, purchase intentions, or search terms can be saved as?**

    a) Video Action Campaigns
    b) Custom Segments
    c) Video View Campaigns
    d) Display Network Targeting

**GO TO THE ANSWER SHEETS**

# QUESTIONS

## YOUTUBE 101

**3) Match the YouTube campaign type with its corresponding features:**

**Video Reach Campaigns (VRC)**

**Video View Campaigns (VVC)**

**Video Action Campaigns (VAC)**

A) All targeting options available

B) Fixed placement across multiple ad formats

C) No segmentation in delivery reporting

D) Segmentable delivery reporting

**GO TO THE ANSWER SHEETS**

# QUESTIONS

## META 101

**4) Which of the following is NOT an Advantage+ feature?**

    a) Advantage Detailed Targeting
    b) Advantage Lookalike Audience
    c) Advantage Custom Audience
    d) Advantage Video Editing

**5) What does Advantage+ Audience do?**

    a) Allows targeting a wider relevant audience

    b) Uploads your customer list

    c) Creates multiple ad variations

**GO TO THE ANSWER SHEETS**

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# QUESTIONS

## META 101

**6) Match the YouTube campaign type with its corresponding features:**

**Advantage Detailed Targeting**

**Advantage Lookalike Audience**

**Advantage Custom Audience**

**Advantage+ Placements**

A) Identifies additional users similar to your existing customers

B) Shows your ads to similar users beyond the initial custom audience

C) Broadens your reach by including related audiences

D) Places your ads on various platforms based on audience behavior

**GO TO THE ANSWER SHEETS**

# QUESTIONS

## DV360 101

**7) What are the two types of tags you can generate from DV360?**

a) Click tags and view tags
b) Placement tags and Floodlight tags
c) Impression tags and conversion tags

**8) When syncing CM360 with DV360, which three elements are automatically transferred?**

a) Creatives, targeting segments, and budgets

b) Placements, CM Floodlights, and Audience Lists

c) Line items, creatives, and goals

**GO TO THE ANSWER SHEETS**

## QUESTIONS

# DV360 101

**9) Which of the following is NOT a benefit of using DV360 for automated real-time bidding (RTB)?**

a) Reaching a wider audience
b) Securing the best possible ad prices
c) Bidding on ad inventory automatically

**10) Why is it important to enable the "Show Actualized" setting in DV360?**

a) To hide the actual amount spent on the campaign

b) To gain real-time insights into remaining campaign budget

c) To simplify budget calculations for media buyers

**GO TO THE ANSWER SHEETS**

## QUESTIONS

## TIKTOK 101

**11) Compared to Meta and YouTube, how long does the learning phase typically last for TikTok ad campaigns?**

    a) 1-3 days
    b) 7 days
    c) 10 days

**12) To successfully exit the learning phase on TikTok Ads, what is the minimum number of conversions aimed for within 10 days?**

    a) 25
    b) 50
    c) 75

**GO TO THE ANSWER SHEETS**

## QUESTIONS

## TIKTOK 101

**13) What type of ad utilizes keyword targeting to connect with users actively searching for specific terms?**

a) In-Feed Ads
b) Spark Ads
c) TopView Ads
d) TikTok Search Ads

**14) What campaign objective ensures advertisers only pay when a user watches an ad for at least 6 seconds or actively engages with it?**

a) In-Feed Clicks
b) App Installs
c) Focused View

**GO TO THE ANSWER SHEETS**

## ANSWERS

**1** **6 seconds**

Bumper ads must be strictly 6 seconds or less. Even a millisecond over will disqualify the ad. **Aim for a maximum length of 5.9 seconds to be safe.**

**2** **Custom Segments**

If you want to target audiences based on interests, purchase intentions, or Google search terms, you can save them as Custom segments. You can also expand a Custom segment by including individuals who browse similar websites or use similar apps that you choose.

**GO BACK TO THE QUESTION**

# ANSWERS

**3** **Matching**

## Video Reach Campaigns (VRC)

A) All targeting options available
D) Segmentable delivery reporting

## Video View Campaigns (VVC)

B) Fixed placement across multiple ad formats
D) Segmentable delivery reporting

## Video Action Campaigns (VAC)

B) Fixed placement across multiple ad formats
C) No segmentation in delivery reporting

## ANSWERS

**4** **Advantage Video Editing**

Meta continues to allow media buyers to incorporate specific audiences into digital marketing campaigns but to maximize Meta's capabilities, more Advantage+ features are available for use except for video editing.

**5** **Allows targeting a wider relevant audience**

This feature utilizes Meta AI's extensive flexibility, offering the largest potential audience and allowing your ads to reach a diverse range of viewers.

**GO BACK TO THE QUESTION**

# ANSWERS

## 6 Matching

**Advantage Detailed Targeting**

**Advantage Lookalike Audience**

**Advantage Custom Audience**

**Advantage+ Placements**

A) Identifies additional users similar to your existing customers

B) Shows your ads to similar users beyond the initial custom audience

C) Broadens your reach by including related audiences

D) Places your ads on various platforms based on audience behavior

**GO TO THE ANSWER SHEETS**

# ANSWERS

**7** **Placement tags and Floodlight tags**

*Placement tags:* These tags are placed on specific web pages or apps where you want your ads to be displayed.

*Floodlight tags:* These tags track specific user actions on your website or app, like completing a purchase, submitting a form, or watching a video.

**8** **Allows targeting a wider relevant audience**

In CM360, *placements* are created and assigned to campaigns. Syncing **CM Floodlights**, you can seamlessly track conversions within DV360 campaigns, ensuring a unified view of campaign performance across platforms. In CM360, you can create *audience segments* based on various criteria like demographics, interests, and website behavior.

**GO BACK TO THE QUESTION**

# ANSWERS

**9** **Securing the best possible ad price**

DV360 enables RTB to automatically bid on ad inventory in real-time, ensuring brands get the best possible prices while reaching the target audience.

**10** **To gain real-time insights into remaining campaign budget**

Media buying teams must enable the "Show Actualized" setting to maintain visibility into budget utilization throughout the campaign. If "Show Actualized" is not ticked, DV360 will only show the initial total budget, not the amount spent. This can lead to miscalculations and overspending.

**GO TO THE ANSWER SHEETS**

# ANSWERS

## 11  10 days

The learning phase for TikTok ad campaigns can extend longer than that for other platforms.

Typically, this phase lasts around 10 days, during which TikTok's ad delivery system experiments to identify the most effective audience and optimize performance.

## 12  50 days

To successfully exit the learning phase, TikTok aims for at least 50 conversions within this period.

In contrast, Meta's learning phase generally lasts 7 days or requires 50 optimization events, while YouTube's learning phase is much shorter, spanning 1–3 days.

**GO BACK TO THE QUESTION**

# ANSWERS

## 13 TikTok Search Ads

TikTok Search Ads, in particular, leverage this capability to connect with users actively searching for specific terms.

## 14 Focused View

With Focused View, advertisers only pay when a user watches an ad for at least 6 seconds or engages with it within the first 6 seconds rather than merely viewing it.

This metric ensures more meaningful interactions and better ROI for advertisers.

**GO TO THE ANSWER SHEETS**

# Strike Social
# LinkedIn

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