

1.What is a DSP platform? Examples of DSP platform? According to you which DSP platform is the most popular platform and why?

ANS : A Demand-Side Platform (DSP) is a software tool that empowers advertisers and media buying agencies to buy ad space across the vast ocean of the internet, automatically and in real-time. Think of it as a powerful shopping cart for online advertising, letting you bid on and purchase ad impressions opportunities to display your ad from millions of websites and apps in a single platform.

There's no single "king" of DSPs, as the best choice depends on your specific needs and budget.

For large, global campaigns: The Trade Desk might be your best bet with its robust features and extensive reach.

For brand safety and ad verification: Double Verify is a trusted choice.

For retargeting campaigns: Criteo's expertise could be your winning formula.

For transparency and flexibility: AppNexus offers a developer-friendly platform.

Ultimately, the most popular DSP is the one that delivers the best results for your specific advertising goals.

research, compare features, and consider trying out demos before making a decision.

2. What is a creative? Types of creatives?

ANS : The use of imagination or original ideas, especially in the production of an artistic work.

Types of creative

1: Copywriter

2: Graphic Designer

3: Art Director

4: Video Producer

5: Creative as a Noun

6: Creative as an Adjective

7: Creatives in Technology

### 3. What is an Ad Network? Examples of Ad network?

ANS: An ad network is a platform that connects advertisers with publishers to facilitate the buying and selling of advertising space.

Ad networks play a crucial role in the online advertising ecosystem by providing a centralized marketplace for advertisers to reach their target audience across a network of websites. Ad networks often use technology to optimize the placement of ads and maximize their effectiveness.

Advertisers: These are individuals, companies, or organizations that want to promote their products, services, or brand. Advertisers pay to display their ads to a specific audience.

Publishers: Publishers are website owners or app developers who have available advertising space on their platforms. They partner with ad networks to monetize their online real estate by displaying ads.

Ad Network: The ad network acts as an intermediary between advertisers and publishers. It aggregates ad inventory from multiple publishers and offers it to advertisers. Ad networks use technology to match ads with the most relevant audience and optimize the delivery of ads for maximum effectiveness.

Users: Users are the individuals who visit websites or use apps where ads are displayed. Ad networks aim to deliver ads that are relevant and engaging to users.

### 4. What is a SSP? Examples of SSP platform?

ANS: A Supply-Side Platform (SSP) is a technology platform used by publishers to manage and optimize the sale of their digital advertising inventory.

SSPs play a crucial role in the programmatic advertising ecosystem by providing publishers with tools to sell their ad space to advertisers in an automated and efficient manner.

The primary goal of an SSP is to maximize the revenue generated from a publisher's digital advertising inventory.

Example of SSP platform:

Google Ad Manager (formerly DoubleClick for Publishers - DFP):

Google Ad Manager is a comprehensive ad management platform that includes both ad serving and SSP functionalities. It allows publishers to manage their ad inventory and optimize revenue.

Index Exchange:

Index Exchange is a global advertising marketplace that connects publishers with a diverse range of demand sources through real-time auctions.

OpenX:

OpenX is an independent ad exchange that provides SSP services, allowing publishers to monetize their inventory through programmatic advertising.

Rubicon Project:

Rubicon Project is an advertising automation platform that includes SSP capabilities. It connects publishers with a vast marketplace of advertisers through real-time auctions.

AppNexus (now part of Xandr by AT&T):

PubMatic: AppNexus was a prominent SSP and ad exchange that facilitated programmatic advertising transactions. It is now part of Xandr, a division of AT&T.

5. What is a Data management platform?

ANS: A Data Management Platform is a technology platform that allows organizations to collect, organize, analyze, and activate large volumes of data from various sources.

The primary purpose of a DMP is to help businesses and marketers gain insights into their audience and create more targeted and effective advertising campaigns.

DMPs are commonly used in the field of digital marketing to harness data for improved audience targeting and personalization.

6. What is the difference between DV360 and DCM?

ANS: DV360

DCM

1. Programmatic buying,  
and reporting  
cross-channel advertising

1. Ad campaign management, ad serving,

2. Programmatic buying,  
real-time bidding

2. Direct ad buying, programmatic buying

3. Supports various formats including display,  
video, and rich media ads  
video, audio, and social media

3. Primarily focused on display,

4. Advanced audience targeting  
to DV360  
options leveraging Google's data

4. Limited audience targeting compared

5. Supports DCO for  
DV360  
personalized ad creative

5. DCO features may be limited compared to

6. Includes ad serving capabilities  
trafficking, and reporting

6. Primary focus on ad serving,

7. What is programmatic advertising? Is it better than other digital marketing approaches? Explain If yes or no?

ANS: Programmatic advertising is a method of buying and selling digital advertising space in an automated, data-driven, and real-time manner. It involves the use of technology, algorithms, and data to make decisions about which ads to show to whom and when.

Programmatic advertising is designed to streamline the ad buying process and improve targeting precision, efficiency, and effectiveness.

The effectiveness of programmatic advertising compared to other digital marketing approaches depends on various factors, and it's essential to consider the specific goals and context of a marketing campaign.

Programmatic advertising can be highly effective, especially for campaigns that prioritize efficiency, precision targeting,

and real-time optimization. However, its success depends on proper strategy, monitoring, and management. In some cases, a combination of

programmatic and other digital marketing approaches, such as direct deals with publishers or influencer marketing, may be the most effective strategy for achieving specific goals.

It's important for marketers to evaluate their objectives, target audience, and campaign requirements when choosing the most suitable digital marketing approach.

## 8. What is the use of Google Analytics?

ANS: Google Analytics is a powerful web analytics service offered by Google that provides in-depth insights into the performance of websites and mobile apps.

It allows website owners, marketers, and analysts to track and analyze various aspects of user behavior, engagement, and interactions on their digital platforms.

It is used for Website Traffic Analysis , User Behavior Analysis , Traffic Sources , Conversion Tracking , E-commerce Analytics

## 9. What is Google Tag Manager? Why we use it?

ANS: Google Tag Manager is a free tool provided by Google that simplifies the process of managing and deploying tags on a website or mobile app without requiring direct code changes.

Tags are snippets of code that are added to a website to collect data, track user behavior, and integrate with various third-party tools,

such as analytics, advertising, and remarketing platforms.

Why we use : Easy Deployment , User-Friendly Interface , Version Control ,

Preview and Debugging , Flexible Triggers and Variables ,

Consolidation of Tags

## 10. What is a pixel or floodlight? Why is it important?

ANS: A pixel, also known as a tracking pixel or web beacon, is a small, invisible image or snippet of code embedded on a web page or within an email.

Its primary purpose is to track and collect data about user interactions, behaviors, and events on a website.

Pixels play a crucial role in digital marketing and analytics, providing insights into user engagement, measuring the effectiveness of advertising campaigns,

and enabling the tracking of conversions and other key metrics.

11. What is a user journey? How can it help you in setting up an advertising campaign?

ANS: A user journey, also known as the customer journey or buyer's journey, refers to the series of steps or stages that an individual goes through from the initial awareness of a product or service to the eventual conversion or desired action.

It encompasses the entire experience a user has with a brand, from the first interaction to post-purchase engagement.

Understanding the user journey is crucial for marketers as it helps them tailor their strategies to meet the needs and expectations of users at different stages of the decision-making process.

1. Targeting 2.Content Creation 3.Channel Selection 4. Ad Messaging

12. What is retargeting? Why is it important to retarget a user?

ANS: Retargeting, also known as remarketing, is a digital advertising strategy that involves targeting and displaying ads to users

who have previously visited a website or interacted with a brand but did not complete a desired action, such as making a purchase or filling out a form.

The goal of retargeting is to re-engage users and encourage them to return to the website to complete the desired action.

why retargeting is important because of :

Re-Engagement of Visitors

Increased Conversion Rates

Enhanced Brand Recall

Personalization and Tailoring

Loyalty Building

13. What are the types of floodlights in DV360/DCM?

ANS: the types of floodlights in DV360/DCM are :

1. Counter Floodlight

2. Sales Floodlight

3. Action Floodlight

4. Dynamic Floodlight

5. Counter Custom Floodlight

6. Sales Custom Floodlight



14. What are the creative sizes that are generally used?

ANS: 1. Medium Rectangle (300 x 250 pixels)

2. Leaderboard (728 x 90 pixels)

3. Wide Skyscraper (160 x 600 pixels)

4. Large Rectangle (336 x 280 pixels)

5. Mobile Leaderboard (320 x 50 pixels)

6. Square (250 x 250 pixels)

7. Mobile Medium Rectangle (300 x 250 pixels)

15. What is a Mobile measurement partner platform? Why we use it?

ANS: A Mobile Measurement Partner platform is a third-party analytics and attribution solution specifically designed for mobile app marketers and developers.

MMPs play a crucial role in measuring and attributing the effectiveness of mobile advertising campaigns,

helping businesses understand how users interact with their mobile apps and the impact of advertising efforts on user acquisition, engagement, and retention.

Why Use a Mobile Measurement Partner because of :

1. Attribution Accuracy

2. Campaign Optimization

3. Fraud Detection

4. Performance Analysis

5. Cross-Device Insights

16.What is post click/post view attribution?

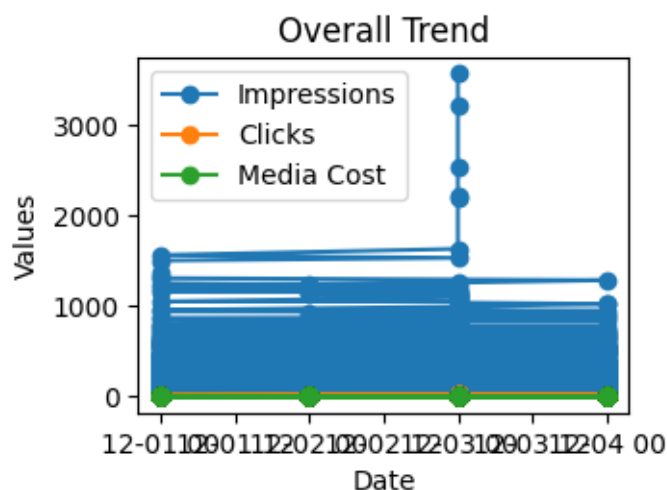
ANS: Post-click and post-view attribution are concepts related to measuring the impact of advertising touchpoints on user actions, particularly conversions, after users have interacted with an ad.

These attribution models help marketers understand how different touchpoints contribute to the customer journey and influence user behavior.

TABLE 1 :

1. What is the overall trend in Impressions, Clicks, and Media Cost over time?

ANS: Impressioons = 3000 , Clicks = 0 , Media Cost = 0 .



2. What is CPC and CTR.

ANS: CPC is an online advertising metric that determines how much an advertiser pays per user click.

CTR defines how many users see an ad and click on it.

3. Define top performing line items.

Ans: The top performing line items is

- 107794 In-Market - Luxury Vehicles
- 107795 In-Market - Gyms & Athletic Clubs
- 107796 In-Market - Gyms & Athletic Clubs
- 107797 In-Market - Luxury Travel & Hotels
- 107798 In-Market - Luxury Travel & Hotels

4. Which is the best creative size based on the data?

Ans: creative size 320x50

5. Which positions in content drove more clicks?

Ans:

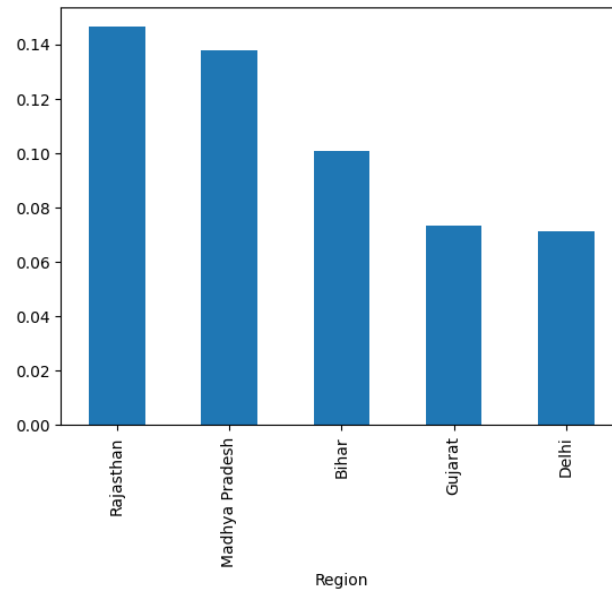
- 107794 Unknown - Out-stream
- 107795 Unknown - Out-stream
- 107796 Unknown - Out-stream
- 107797 Unknown - Out-stream
- 107798 Unknown - Out-stream

6. Define top Three locations ?

Ans: 1. Rajasthan

2. Madhya Pradesh

3. Bihar



7. Based on the data analysis, are there any areas to improve performance?

Ans:

Andaman and Nicobar Islands 1.433333 0.000000 0.006441

Andhra Pradesh 2.157316 0.012101 0.014383

Arunachal Pradesh 1.333333 0.000000 0.006085

Assam 3.711976 0.026946 0.018492

Bihar 13.731613 0.100928 0.063667

Chandigarh 2.282197 0.020833 0.012002

Chhattisgarh 2.427445 0.018139 0.011457

Dadra and Nagar Haveli 1.857143 0.000000 0.009715

Daman and Diu 1.269231 0.000000 0.005573

Delhi 12.173951 0.071241 0.065139

Goa 1.456026 0.011401 0.007702

Gujarat 10.660503 0.073289 0.054224

Haryana	4.723682	0.028661	0.023042
Himachal Pradesh	4.429851	0.026866	0.020358
Jammu and Kashmir	4.180493	0.030269	0.019281
Jharkhand	2.676152	0.018293	0.012686
Karnataka	6.092153	0.032193	0.034204
Kerala	2.870269	0.017625	0.019585
Madhya Pradesh	19.491473	0.137963	0.089723
Maharashtra	6.454603	0.042491	0.035888
Manipur	1.457576	0.003030	0.007894
Meghalaya	1.208633	0.014388	0.006878
Mizoram	1.206897	0.017241	0.005702
Nagaland	1.294118	0.029412	0.005338
Odisha	3.382671	0.021209	0.017279
Puducherry	1.351852	0.012346	0.007708
Punjab	4.086671	0.029418	0.021000
Rajasthan	20.075200	0.146400	0.092434
Sikkim	1.083333	0.000000	0.005340
Tamil Nadu	5.355263	0.030141	0.033012
Telangana,India	4.352739	0.018641	0.027442
Tripura	2.080054	0.016282	0.011121
Unknown	2.842466	0.009132	0.014942
Uttar Pradesh	9.595701	0.063988	0.045296
Uttarakhand	2.323906	0.012121	0.011160
West Bengal	4.100710	0.023475	0.022584

This Area want to improve the performance.

TABLE 2 :

1. What metrics can be derived from the given dimensions to measure the effectiveness of a campaign?

Ans: CTR (Click-Through Rate)

Conversion\_Rate

Impressions\_per\_Click

Clicks\_per\_Impression

Clicks\_per\_Conversion

Average\_Impressions\_per\_Day

Average\_Clicks\_per\_Day

Average\_Conversions\_per\_Day

Clicks\_by\_Creative\_Size

Conversion\_Rate\_by\_Region

2. If a specific creative is underperforming, what steps would you take to optimize its performance?

Ans:

Content: Review the content and messaging of the creative. Ensure that it aligns with the campaign objectives and resonates with the target audience.

Visuals: Assess the images, graphics, or videos used in the creative. High-quality and compelling visuals can significantly impact performance.

A/B Testing:

Perform A/B testing by creating variations of the underperforming creative. Test different headlines, images, ad copy, or calls-to-action to identify elements that resonate better with the audience.

#### Adjust Targeting Parameters:

Review the targeting parameters for the creative. Ensure that it is reaching the intended audience. You may need to refine demographic, geographic, or interest-based targeting.

#### Optimize Ad Placement:

Evaluate the placement of the creative. Experiment with different platforms, websites, or sections within websites to identify the most effective placement for the target audience.

#### Consider Ad Formats:

Explore different ad formats that may better suit the campaign objectives. For example, if display ads are underperforming, consider testing video or interactive ad formats.

#### Optimize for Devices:

Analyze performance on different devices (desktop, mobile, tablet). Optimize the creative for the devices that are most commonly used by the target audience.

#### Frequency Management:

Check the frequency with which the creative is shown to users. If the frequency is too high, it might lead to ad fatigue. Adjust the frequency capping to maintain user interest.

#### Leverage Ad Extensions:

If applicable to the advertising platform, consider using ad extensions to provide additional information or incentives to users.

#### Review Landing Page:

Assess the landing page associated with the creative. Ensure that the landing page aligns with the ad's message and provides a seamless user experience.

#### Monitor Competitor Strategies:

Keep an eye on competitors' creatives and strategies. Identify what is working well in the market and consider adjusting your approach accordingly.

#### Performance Analytics:

Continuously monitor performance metrics such as Click-Through Rate (CTR), Conversion Rate, and Total Conversions. Use analytics data to identify trends and areas for improvement.

#### Consult with Stakeholders:

Collaborate with the creative team, marketing specialists, and any relevant stakeholders to gather insights and perspectives on how to enhance the creative.

4. Create a time series analysis to visualize the trend in 'Impressions,' 'Clicks,' and 'Total Conversions' over time. What observations can you make from the time series plots?



Ans:

Trend Over Time:

Check if there are noticeable trends in 'Impressions,' 'Clicks,' and 'Total Conversions' over the analyzed time period. Look for patterns, spikes, or dips.

Correlation Between Metrics: Observe how the trends in 'Clicks' and 'Total Conversions' correlate with the trend in 'Impressions.' A strong correlation between impressions and clicks might indicate effective ad visibility.

Seasonal Patterns: Check for any recurring seasonal patterns or cycles. For example, are there certain days of the week or months when impressions, clicks, or conversions are consistently higher or lower?

5. Summarize the overall performance of the advertising campaign. Include key metrics, notable trends, and areas for improvement.

Ans: Key Metrics:

Impressions:

The campaign generated a varying number of impressions over the analyzed time period, with fluctuations observed in daily and overall impressions.

Clicks:

Clicks showed variability, with certain days experiencing higher click-through rates. The campaign managed to attract user engagement, as reflected in the

click metrics.

Total Conversions:

Total Conversions remained consistently low throughout the campaign, indicating that the campaign struggled to convert clicks into meaningful actions or outcomes.

Notable Trends:

Click-Through Rate :

Observe the Click-Through Rate over time to understand the effectiveness of the campaign in converting impressions into clicks. Identify trends in CTR to assess user engagement.

Conversion Rate:

Analyze the Conversion Rate to understand the efficiency of converting clicks into actual conversions. Consistently low conversion rates may indicate areas for improvement in the conversion process.

Creative Performance:

Assess the performance of different creatives based on clicks and conversions. Identify high-performing creatives and explore opportunities to optimize

underperforming ones.

#### Temporal Patterns:

Look for temporal patterns, such as day-of-week or time-of-day effects. Identify peak periods of engagement and potential low-performance periods.

#### Geographic Impact:

Explore whether there are variations in performance based on geographic regions. This can help in optimizing targeting strategies for specific locations.

#### Areas for Improvement:

#### Conversion Optimization:

Given the low Total Conversions, focus on optimizing the campaign to improve the conversion rate. Assess the user journey from click to conversion and identify potential friction points.

#### Creative Optimization:

Conduct A/B testing on different creatives to understand which elements resonate better with the target audience. Optimize underperforming creatives based on insights gained.

#### Targeting Refinement:

Review targeting parameters to ensure that the campaign is reaching the intended audience. Consider refining demographic, geographic, or interest-based targeting for better alignment with campaign goals.

#### Landing Page Experience:

Evaluate the landing page associated with the campaign. Ensure that it provides a seamless and compelling user experience and encourages users to take the desired actions.

#### Ad Placement Strategy:

Experiment with different ad placements to identify the most effective channels and platforms. Adjust the placement strategy to maximize visibility among the target audience.

#### Frequency Management:

Monitor and manage ad frequency to avoid ad fatigue. Adjust frequency capping to maintain user interest without overwhelming them with the same creatives.

#### Competitive Analysis:

Conduct a competitive analysis to understand industry benchmarks and best practices. Identify opportunities to differentiate the campaign and stay competitive in the market.