



# PDDM<sup>Q&As</sup>

Professional Diploma in Digital Marketing

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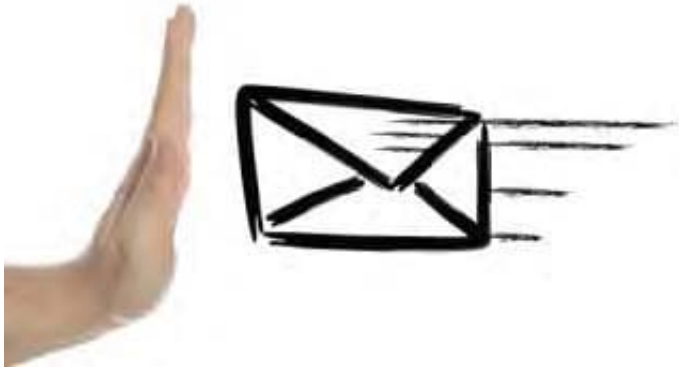
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### QUESTION 1

An end-user's email inbox is a personal space. With this in mind, what would it be important to consider with your email marketing messages? Choose one of the following: Exhibit:



- A. Etiquette
- B. Preferences
- C. Language
- D. Grammar

Correct Answer: A

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### QUESTION 2

Web spiders carry out a key function within search. What is it? Choose one of the following:

- A. Indexing the site
- B. Ranking the site
- C. Parsing the site
- D. Translating the site

Correct Answer: A

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### QUESTION 3

HOTSPOT Your Manager has asked you to prepare a localization plan for the business. To begin, you wish to understand which are the most common languages for visitors to your website. Where would you first click in the Google Analytics screen shown in order to find this information?

Hot Area:



Correct Answer:



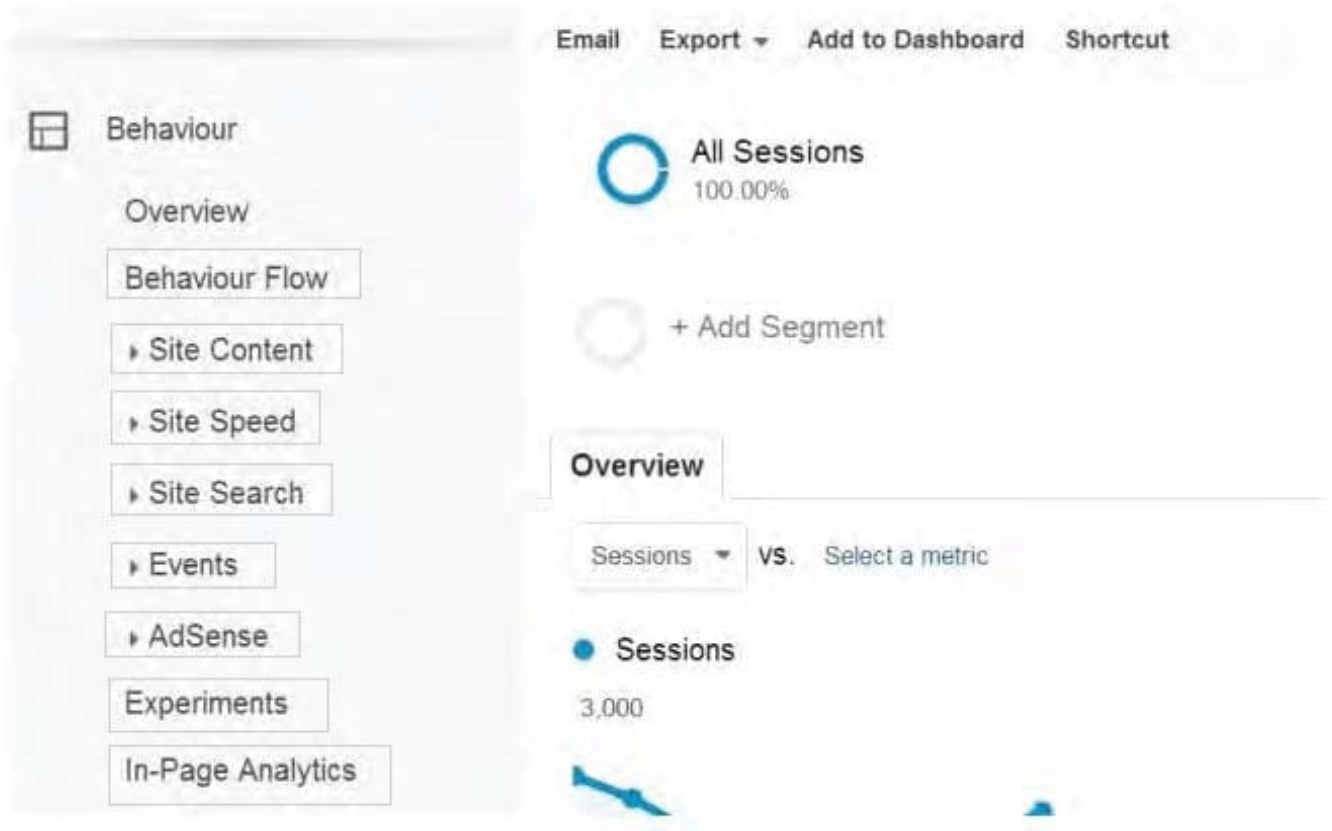
**QUESTION 4**

HOTSPOT

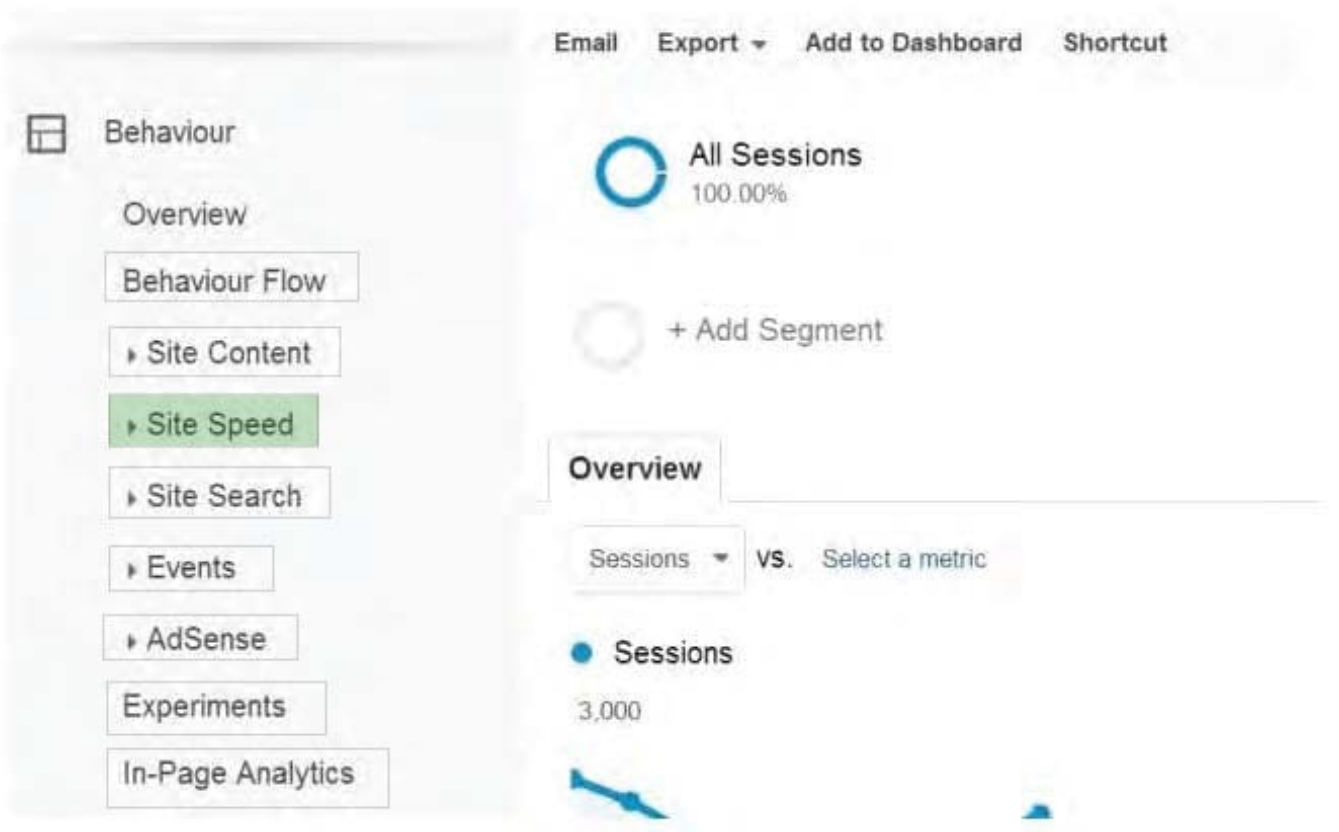


Where would you first click in the Google Analytics screen shown below in order to access and view pages load time information?

Hot Area:



Correct Answer:



### QUESTION 5

In digital display you have heard about split testing. What does this mean? Choose one of the following: Exhibit:



- A. Testing ads with different content.
- B. Testing ads through uncontrolled experiments.
- C. Testing ads in print advertising.



D. Testing ads generally for response rates.

Correct Answer: A

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