



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

Professional Diploma in Digital Marketing

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### QUESTION 1

#### HOTSPOT

Where would you click in the Google Analytics screen shown below in order to view the time throughout which customers carry out and complete purchasing on the website?

Hot Area:

		Acquisition		
Mobile Device Info ?		Visits ? ↓	% New Visits ?	New Visits ?
		7	85.71%	6
		% of Total: 12.73% (55)	Site Avg: 89.09% (-3.79%)	% of Total: 12.24% (49)
<input type="checkbox"/>	1. Apple iPhone	5 (71.43%)	100.00%	5 (83.33%)
<input type="checkbox"/>	2. Apple iPad	1 (14.29%)	0.00%	0 (0.00%)
<input type="checkbox"/>	3. Samsung GP-P6810 Galaxy Tab 7.7	1 (14.29%)	100.00%	1 (16.67%)

Correct Answer:

		Acquisition		
Mobile Device Info ?		Visits ? ↓	% New Visits ?	New Visits ?
		7	85.71%	6
		% of Total: 12.73% (55)	Site Avg: 89.09% (-3.79%)	% of Total: 12.24% (49)
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### QUESTION 2

Which of the following will NOT adversely affect your link building efforts? Choose one of the following:

- A. Refreshing content
- B. Keyword stuffing
- C. Broken links
- D. Duplicate content

Correct Answer: A

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### QUESTION 3

You are keen to understand more about how social sharing is developing for your Page on Facebook. Which Facebook reporting feature provides developers and Page owners with valuable sharing metrics about their content once 30 Page likes have been achieved? Choose one of the following:

- A. Facebook Insights
- B. Facebook Analytics
- C. Facebook Platform
- D. FacebookSettings

Correct Answer: A

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### QUESTION 4

Payingforadvertisingonlyaftertheuserclicksontheadisknownas --.Choose one of the following to complete the sentence:

- A. Pay-Per-Click
- B. Pay-Per-Acquisition
- C. Pay-Per-Lead
- D. Pay-Per-View

Correct Answer: A

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### QUESTION 5



Abbreviated mobile phone numbers are used to receive texts in mobile marketing. What are these called? Choose one of the following:

- A. Short code
- B. Mobile code
- C. Access code
- D. SMS code

Correct Answer: A

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