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QUESTION 1

You understand there is a valuable metric which measures the effectiveness of campaigns you run in relation to sales of different products. What is this called? Choose one of the following: A. Conversion rate

- B. Acquisition rate
- C. Conversion ratio
- D. Acquisition ratio

Correct Answer: A

QUESTION 2

Traditional marketing is sometimes characterized as a broadcast approach. What does this mean? Choose one of the following: Exhibit:



- A. One-to-Many
- B. Message driven
- C. Interruption model
- D. One-to-One



Correct Answer: A

QUESTION 3

DRAG DROP

Match the device with its KEY characteristic using the drag and drop boxes below:

Select and Place:

Device

- Mobile Phone
- Desktop
- Laptop
- Tablet

-
-
-
-

Key characteristic

- Portability
- Versatility
- Immediacy
- Security

Correct Answer:

Device

-
-
-
-

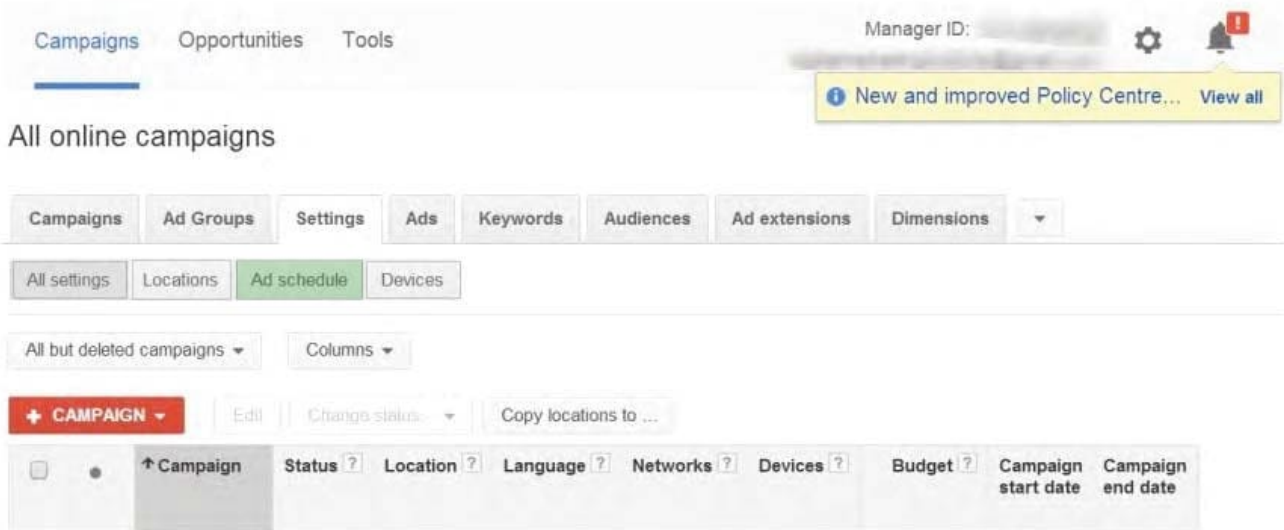
- Laptop
- Tablet
- Mobile Phone
- Desktop

Key characteristic

- Portability
- Versatility
- Immediacy
- Security



QUESTION 4

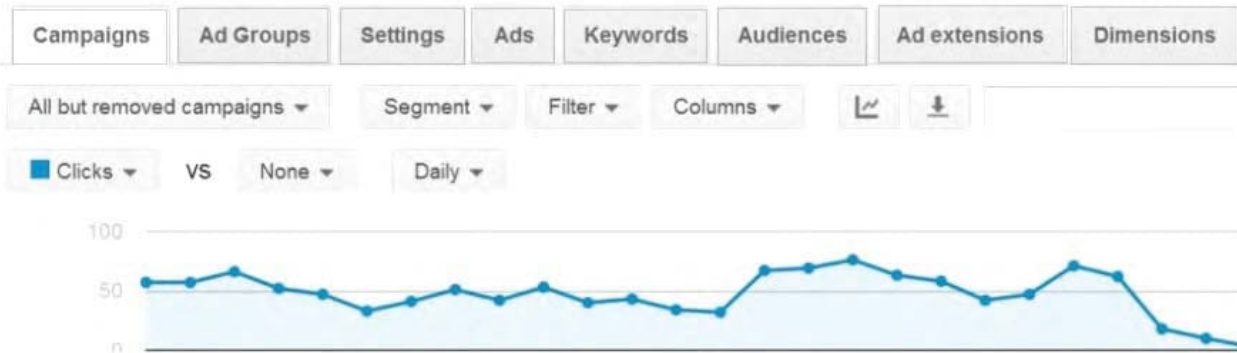


HOTSPOT

Which tab will you first click on within the Google AdWords screen shown below in order to access your Ad Groups?

Hot Area:

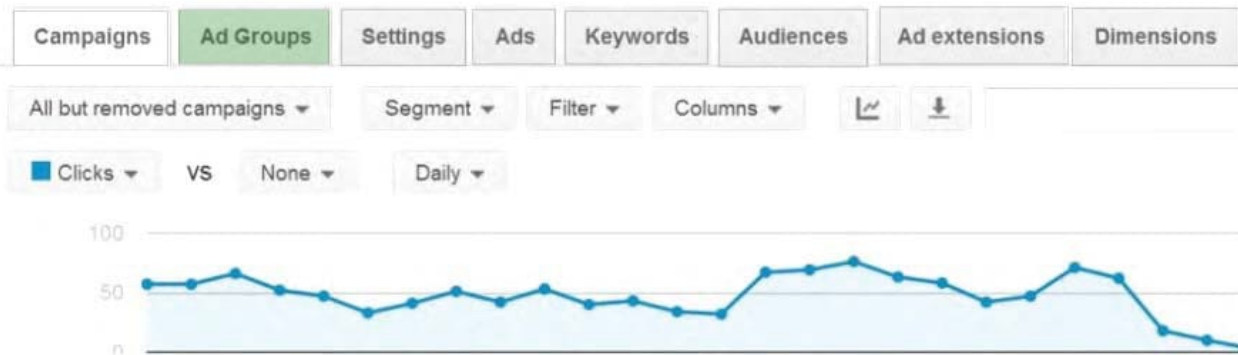
All online campaigns



Correct Answer:



All online campaigns



QUESTION 5

There are a number of elements in the Digital Marketing Institute email marketing process. Choose TWO of the following:

- A. Data
- B. Bounce rates
- C. Interface
- D. Response rates
- E. Delivery

Correct Answer: AE

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