



PDDM^{Q&As}

Professional Diploma in Digital Marketing

Pass DMI PDDM Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.passapply.com/pddm.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by DMI Official Exam Center

-  **Instant Download** After Purchase
-  **100% Money Back** Guarantee
-  **365 Days** Free Update
-  **800,000+** Satisfied Customers





QUESTION 1

What is an ad impression? Choose one of the following:

- A. When an ad loads within a web page
- B. When a user views an ad
- C. When a web page loads within a browser
- D. When a user clicks on an ad

Correct Answer: A

QUESTION 2

What is the practice of setting your ad copy to change based on the search phrase used known as? Choose one of the following:

- A. Dynamic Keyword Insertion
- B. Dynamic Ad Word insertion
- C. Dynamic Copy Insertion
- D. Dynamic Insertion

Correct Answer: A

QUESTION 3

HOTSPOT

Click in the screen below to sign up for the Digital Marketing Institute YouTube Channel:

Hot Area:



Correct Answer:



QUESTION 4

Split testing allows you to test user response rates to different versions of your email marketing messages. Which factors can you test on? Choose TWO of the following:

- A. Subject line
- B. Message content



- C. Text only version
- D. Open rate
- E. Click-Through-Rate

Correct Answer: AB

QUESTION 5

What is displayed in the Google AdWords screen below? Choose one of the following: Exhibit:

| Ad group (by relevance) | Keywords | Avg. monthly searches | Competition | Suggested bid | Ad Impr. share | Add to plan |
|-------------------------|-------------------------|-----------------------|-------------|---------------|----------------|-------------|
| Course On Digital (41) | digital marketing co... | 11,340 | High | UK£3.48 | 0% | » |
| Marketing Consulta... | digital marketing co... | 14,300 | High | UK£5.65 | 0% | » |
| Marketing Compan... | digital marketing co... | 24,330 | High | UK£6.08 | 0% | » |
| Jobs Digital (10) | digital marketing jo... | 5,860 | Medium | UK£1.73 | 0% | » |
| Diploma In Digital ... | diploma in digital m... | 1,290 | High | UK£3.77 | 0% | » |
| Digital Agency (32) | digital marketing a... | 19,940 | High | UK£6.47 | 0% | » |

- A. Keyword Research Report
- B. CampaignReport
- C. Traffic Source Report
- D. SEO Report

Correct Answer: A

QUESTION 6

What is the term given to ads that are generally placed between a webpage's masthead and content? Choose one of the following:

- A. Button ads
- B. Skyscraper ads
- C. Leaderboard ads



D. MPU ads

Correct Answer: C

QUESTION 7

Which digital marketing tactic develops engagement with the target audience across a range of different networks, forums and devices? Choose the appropriate digital marketing tactic from the Digital Marketing Institute Framework using the

numbered options given.

Exhibit:



A. 1

B. 2

C. 4

D. 3

Correct Answer: A

QUESTION 8

HOTSPOT

You need to know how many people are downloading the course brochure each month. Click in the screen shown within Google Analytics in order to begin configuring this metric.



Hot Area:

The screenshot shows the Google Analytics interface with the 'PROPERTY' dropdown menu open. The dropdown menu is highlighted with a red box, indicating it is the 'Hot Area'. The dropdown menu contains the following options: 'Digital Marketing Institute ...', 'Property Settings', 'User Management', '.js Tracking Info', 'PRODUCT LINKING', and 'AdWords Linking'. The 'VIEW' dropdown menu is also open, showing 'All Site Data' as the selected view. Other visible options in the 'VIEW' dropdown include 'View Settings', 'User Management', 'Goals', 'Content Grouping', and 'Filters'.

Correct Answer:

The screenshot shows the Google Analytics interface with the 'PROPERTY' dropdown menu open. The 'User Management' option is highlighted with a green box, indicating it is the 'Correct Answer'. The dropdown menu contains the following options: 'Digital Marketing Institute ...', 'Property Settings', 'User Management', '.js Tracking Info', 'PRODUCT LINKING', and 'AdWords Linking'. The 'VIEW' dropdown menu is also open, showing 'All Site Data' as the selected view. Other visible options in the 'VIEW' dropdown include 'View Settings', 'User Management', 'Goals', 'Content Grouping', and 'Filters'.



QUESTION 9

Which series below reflects the Google AdWords account hierarchy? Choose one of the following:

- A. Account-Campaign-Ad Group-Ad
- B. Account-AdGroup-Campaign-Ad
- C. AdGroup-Campaign-Ad-Account
- D. Account-AdGroup-Ad- Campaign

Correct Answer: A

QUESTION 10

What do Google Webmaster Tools allow website owners to see? Choose one of the following: Exhibit:

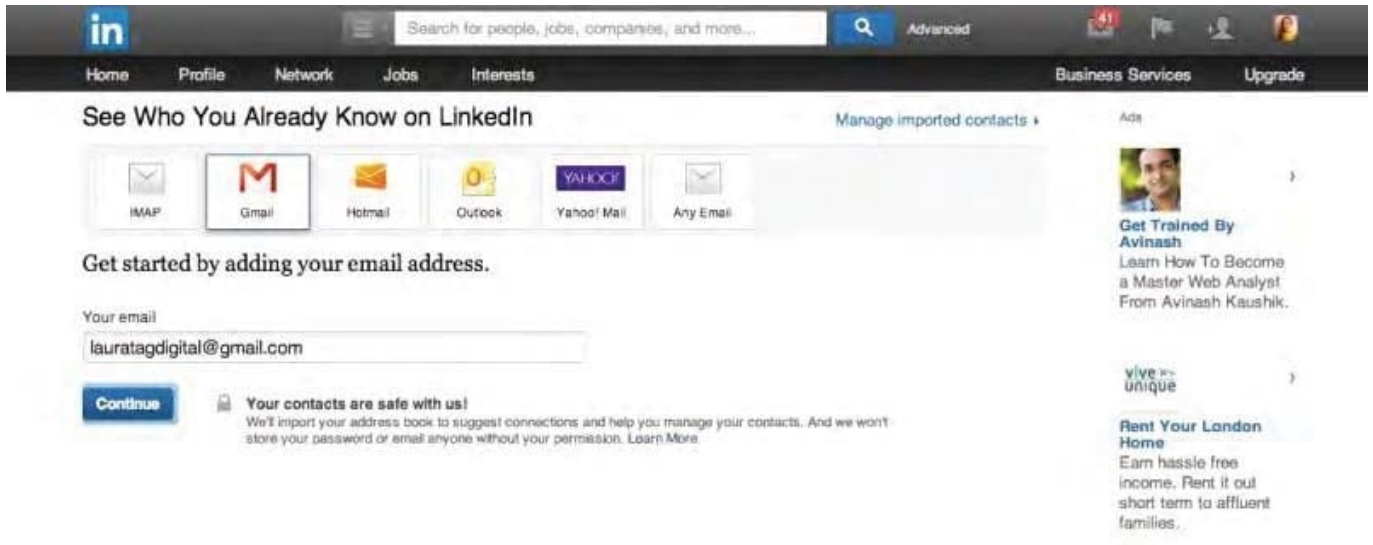


- A. How a search engine interacts with the website.
- B. The most expensive keywords for the website.
- C. The keyword density on the website.
- D. The number of visitors to the website.

Correct Answer: A

QUESTION 11

What is going on in the screen shown below? Choose one of the following: Exhibit:



- A. LinkedIn is inviting you to import contacts from your address book
- B. LinkedIn is inviting you to download email addresses from your webmail.
- C. LinkedIn is inviting you to export email addresses from your Outlook address book.
- D. LinkedIn is inviting you to import email addresses from your Twitter account.

Correct Answer: A

QUESTION 12

You wish to engage with the subscribers to your email marketing campaign and you understand that the subject line is really important. Which practice will help with open rates?

- A. Using a short and snappy subject line
- B. Using an elaborate and descriptive subject line
- C. Using a technically correct subject line
- D. Using a subject line with a price on it

Correct Answer: A

QUESTION 13

You have been running some promotions using NFC technology. What kind of marketing is this? Choose one of the following:

- A. Mobile
- B. Search
- C. Social



D. Display

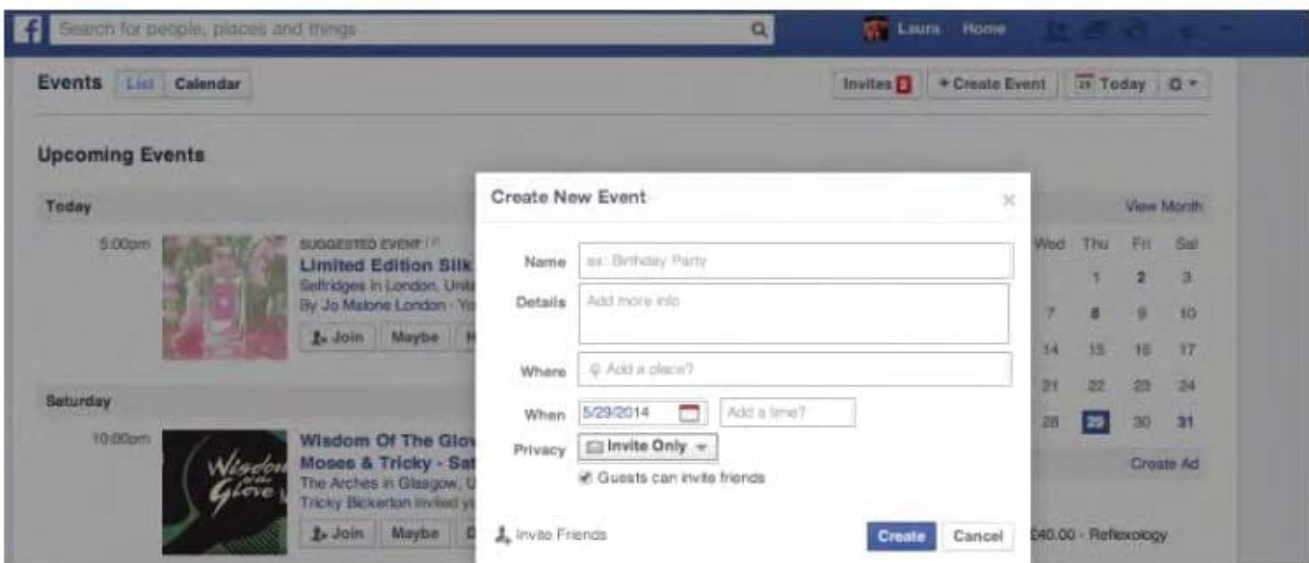
Correct Answer: A

QUESTION 14

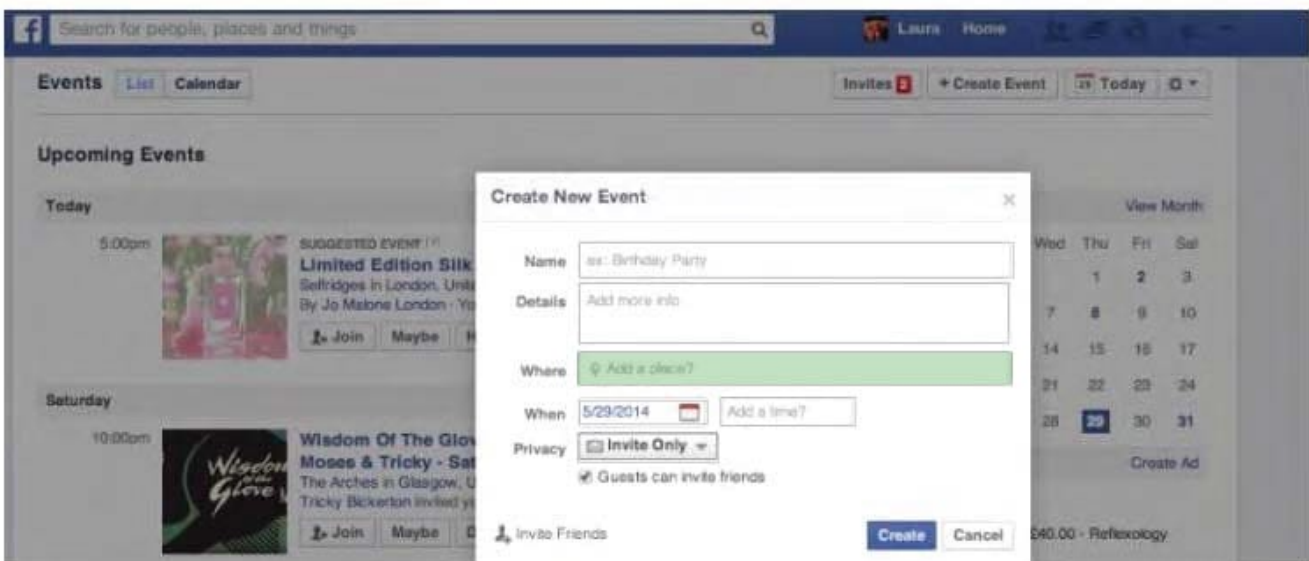
HOTSPOT

You are working on a Product Launch event within Facebook. Click in the screen shown to begin adding a map of the event location:

Hot Area:



Correct Answer:





QUESTION 15

What does the term CPM refer to? Choose one of the following: Exhibit:



- A. Cost Per Thousand
- B. Cost Per Hundred
- C. Cost Per Million
- D. Cost Per Click

Correct Answer: A

[Latest PDDM Dumps](#)

[PDDM Exam Questions](#)

[PDDM Braindumps](#)