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

Professional Diploma in Digital Marketing

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### **QUESTION 1**

You wish to make the most of your email marketing campaign. Which practice can help with Click Through Rates? Choose one of the following: Exhibit:



- A. Clear call to action (CTA)
- B. Image based email
- C. Many links to your website
- D. Excellent offer information

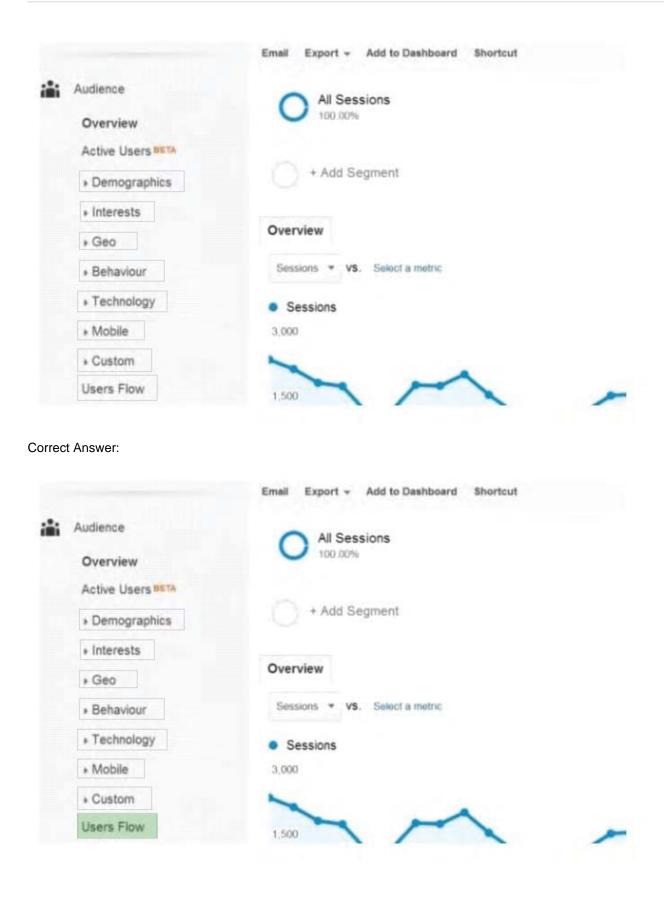
Correct Answer: A

### **QUESTION 2**

#### HOTSPOT

Where will you first click in the Google Analytics screen shown below in order to see the paths users took through your website?

#### Hot Area:



### **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:

Overview	Constant		
Active Users	<ul> <li>Sessions</li> <li>3,000</li> </ul>		
Demographics	1~		
▶ Interests	1,500	~	-
▶ Geo	~		
<ul><li>▶ Geo</li><li>▶ Behaviour</li></ul>			
	22 May	29 May	5 Ju
Behaviour	1010221202 PA		5 Ju
<ul><li>Behaviour</li><li>Technology</li></ul>	22 May Sessions 38,092	<sup>29 May</sup> Users 28,323	5 Ju

### **QUESTION 4**

### HOTSPOT

Where will you first click in the Google AdWords screen shown in order to begin adjusting the time of day targeting for your campaign?

Hot Area:

Campaigns Opportunities Tools							Manager ID:	\$	<b>*</b>	
Il online	campaigns	5					New and impr	oved Policy	Centre	View a
Campaigns	Ad Groups	Settings	Ads	Keywords	Audiences	Ad extensio	ns Dimension	•		
All settings	Locations Ad	schedule	Devices							
All but deleted		Columns	•	Copy local	tions to					
and the state of the second	↑ Campaign	Status ?				2 Devices	? Budget ?	Campaign start date	Campaign end date	

#### Correct Answer:



### **QUESTION 5**

What is the term used to describe when a customer arrives at a specific web page and completes a pre-defined action? Choose one of the following:

- A. Conversion
- B. Calculation
- C. Tracking
- D. Bounce

Correct Answer: A

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