

## 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

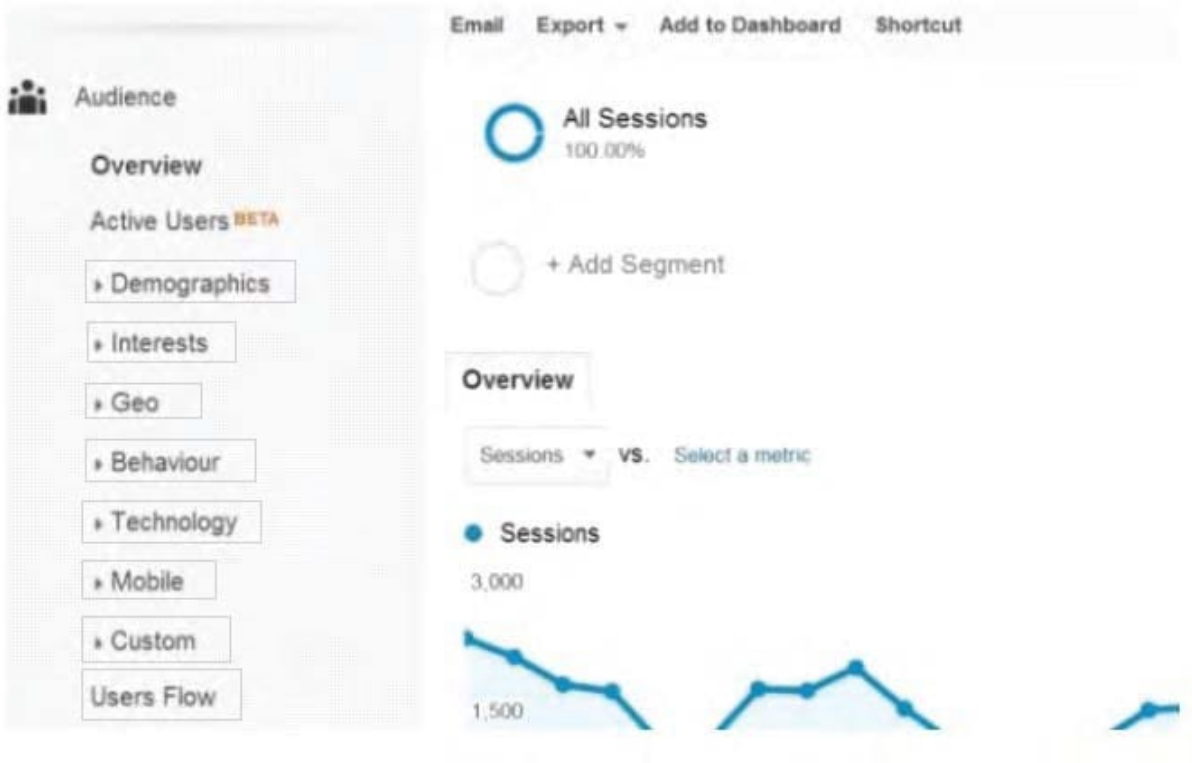
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## QUESTION 2

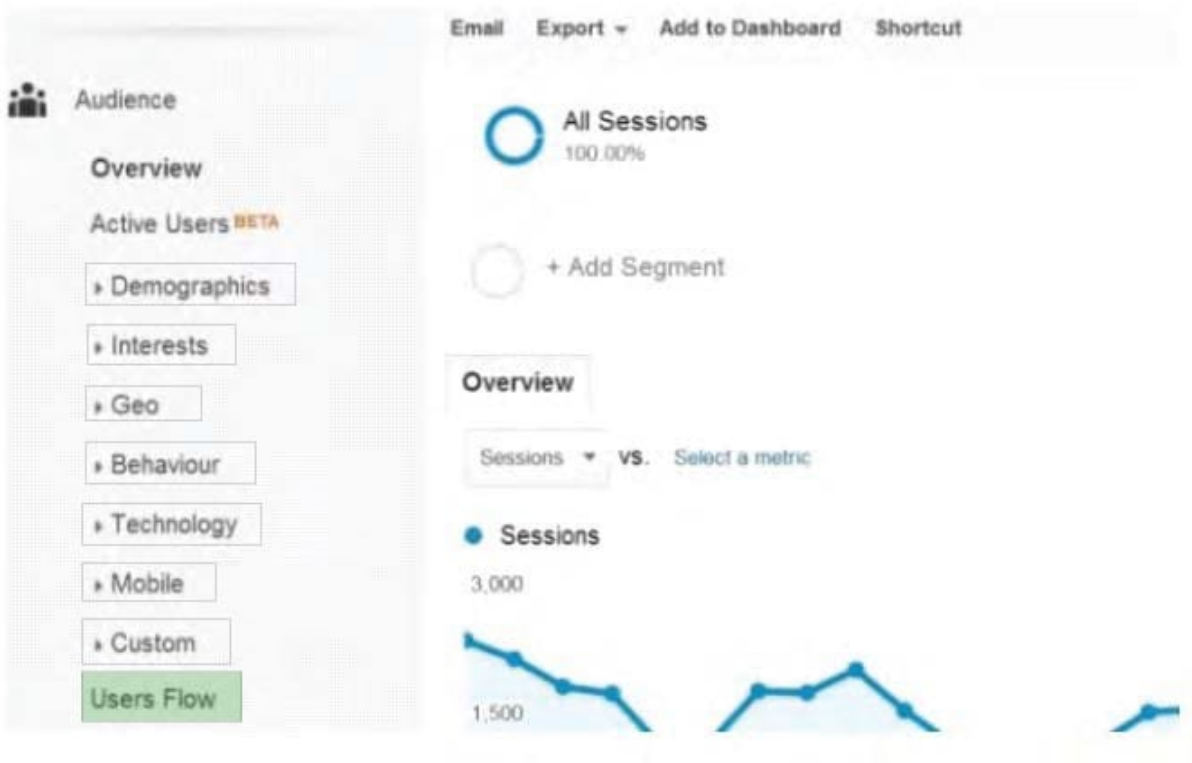
### HOTSPOT

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:



Correct Answer:



### 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:

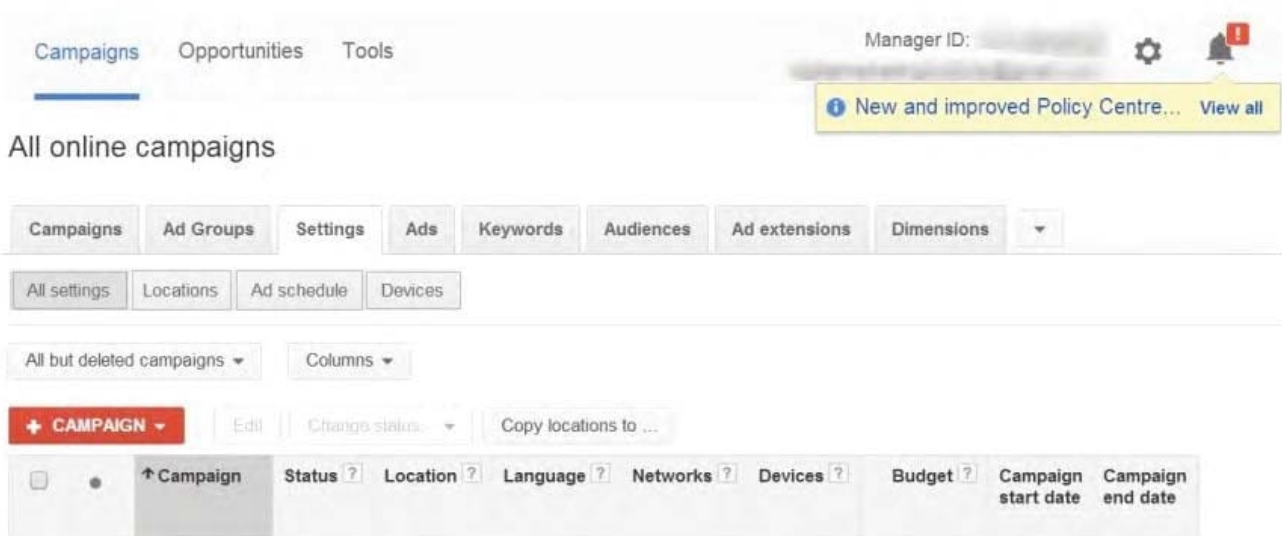


## QUESTION 4

### HOTSPOT

Where 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:



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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