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QUESTION 1

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 2

You have heard that there are risks with mobile marketing campaigns. Select TWO such risks from the list shown below:

- A. Intrusive content
- B. Breach of policy
- C. Personalized
- D. Always on
- E. Contextualized

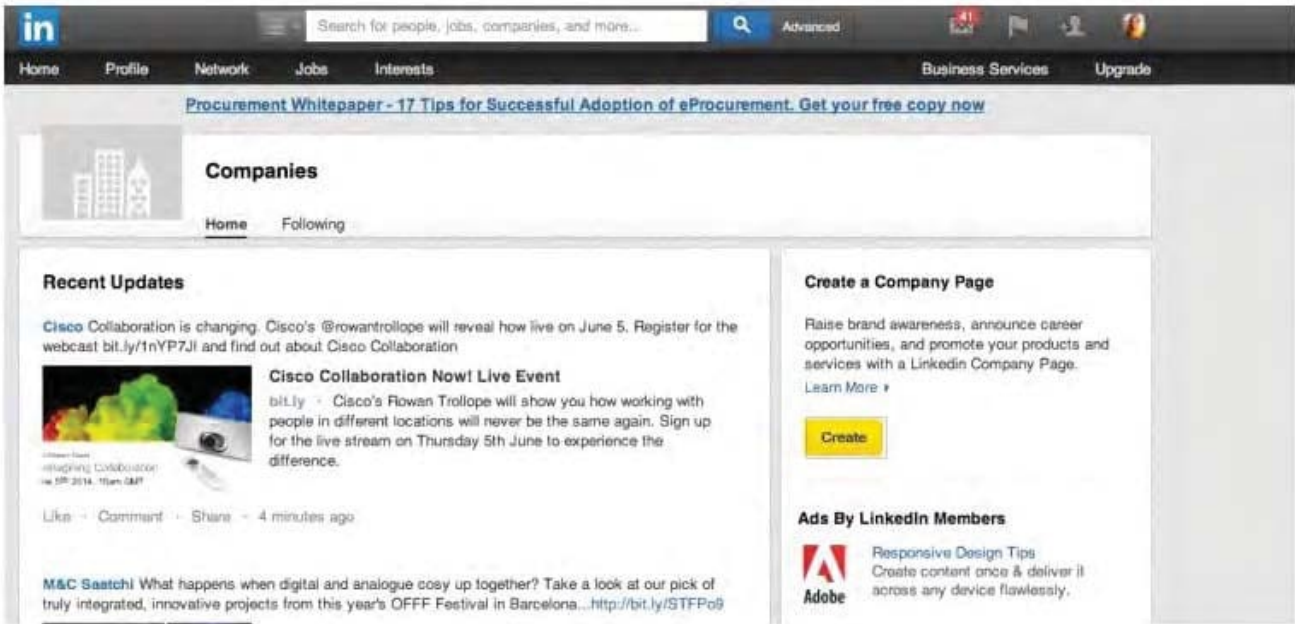
Correct Answer: AB

QUESTION 3

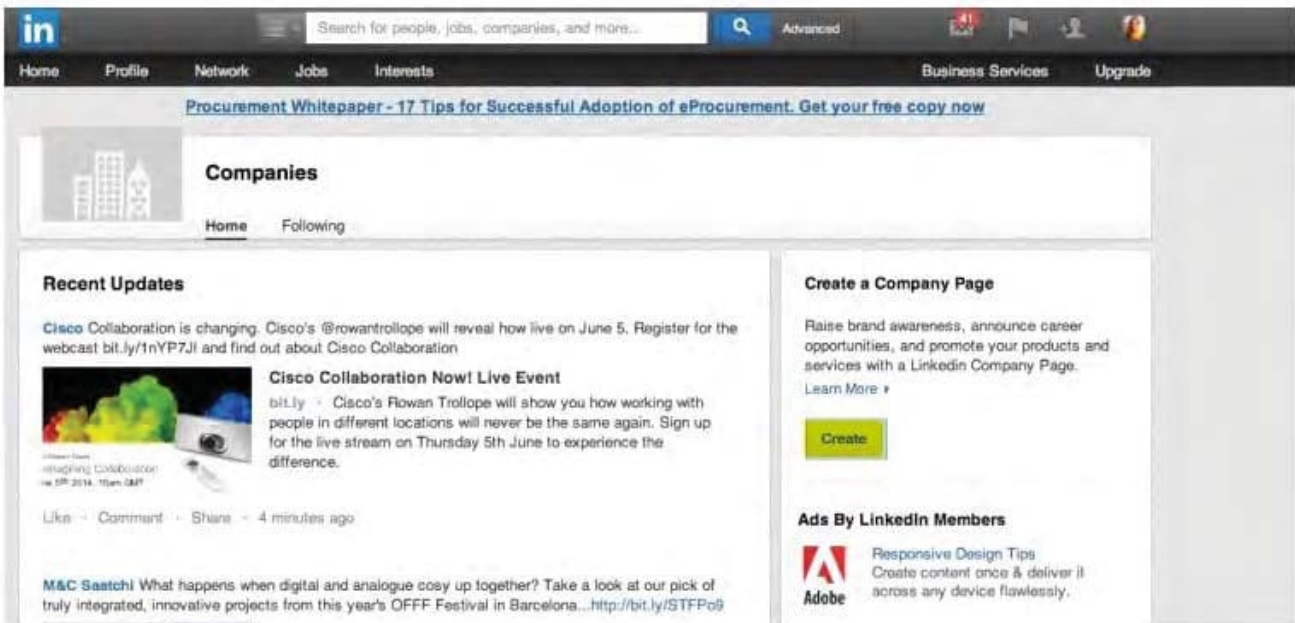
HOTSPOT

You wish to create a LinkedIn Company page. Where would you next click to create a company page?

Hot Area:



Correct Answer:

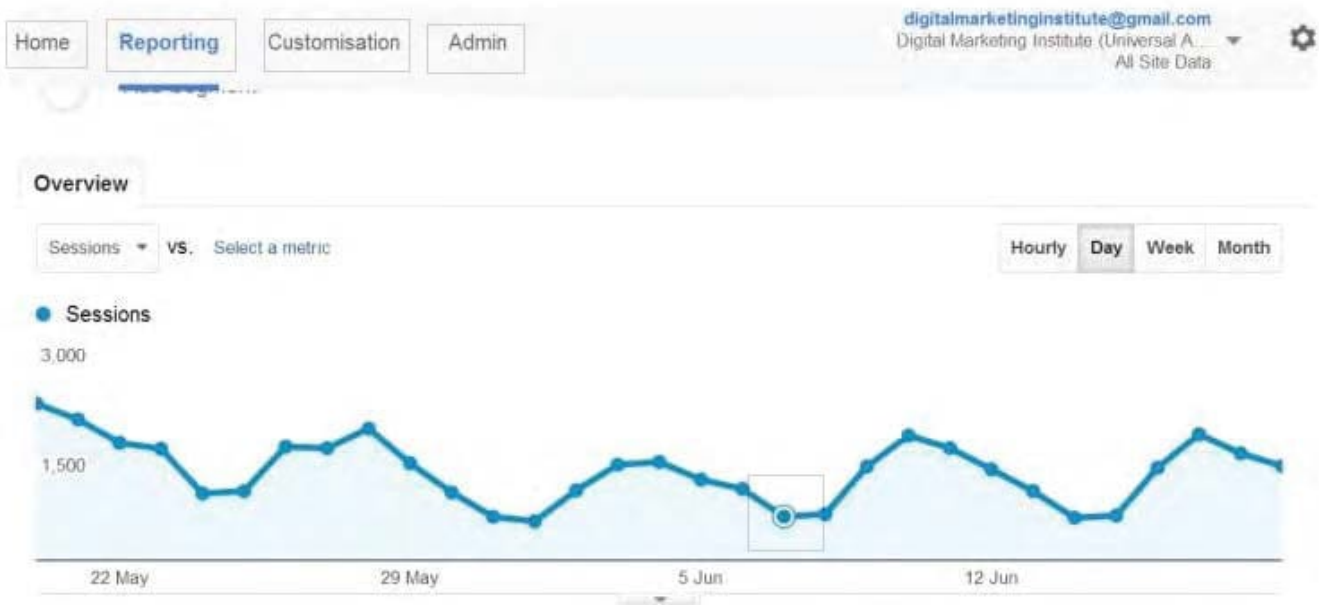


QUESTION 4

HOTSPOT

You wish to record where the impact of pre-Christmas radio campaigns tapered off. Where would you first click in the screen shown in order to add this kind of note?

Hot Area:



Correct Answer:



QUESTION 5

Which one of the following is considered as the first step in a social media marketing campaign? Choose one of the following: Exhibit:



- A. Listening
- B. Posting
- C. Responding
- D. Interacting

Correct Answer: A

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