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QUESTION 1

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

QUESTION 2

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 3

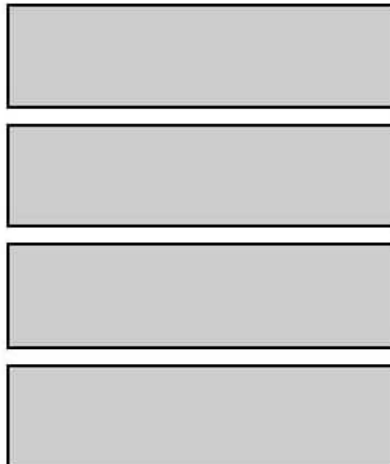
DRAG DROP

Match the Key Performance Indicator (KPI) for the latest email marketing campaign on the left with the insight it provides on the right as below:

Select and Place:

KPI

- Conversion
- Traffic
- Click-through Rate
- Open Rate

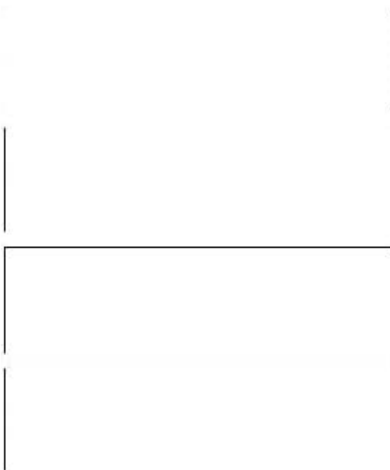


Insight

- Insights on response rates relative to the objectives set
- Insights on effectiveness of new visit generation
- Insight about the quality of audience segmentation
- Insight about the quality of the email subscriber list

Correct Answer:

KPI



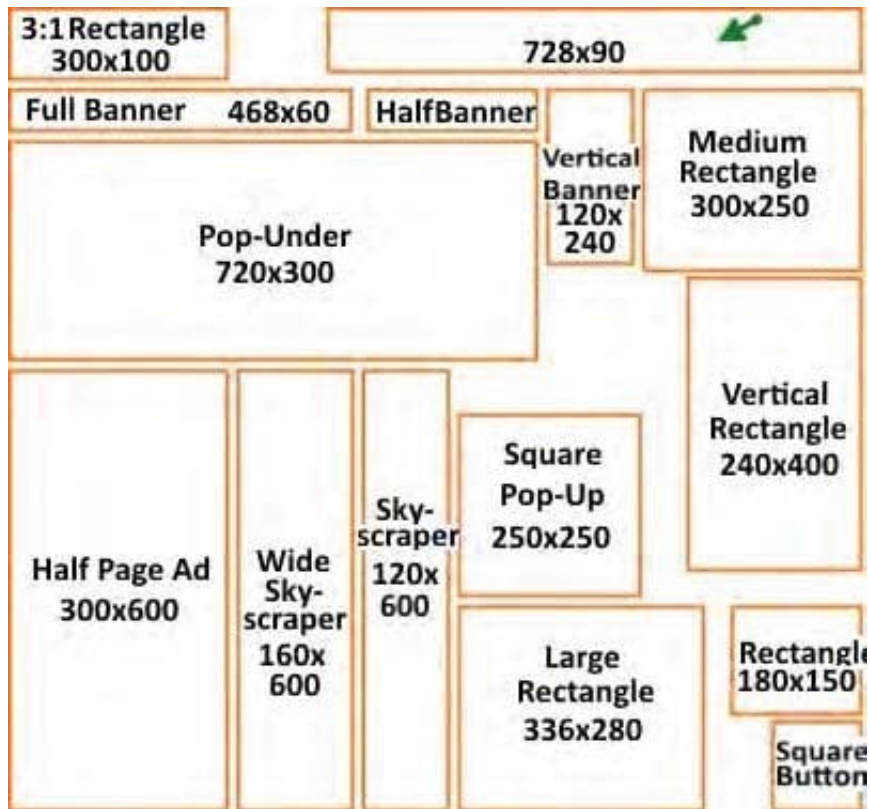
- Click-through Rate
- Traffic
- Open Rate
- Conversion

Insight

- Insights on response rates relative to the objectives set
- Insights on effectiveness of new visit generation
- Insight about the quality of audience segmentation
- Insight about the quality of the email subscriber list

QUESTION 4

View the illustration shown and identify the ad format indicated with the green arrow. Choose one of the following:
Exhibit:



- A. Leaderboard
- B. Infographic
- C. Skyscraper
- D. Button Ad

Correct Answer: A

QUESTION 5

An end-user's email inbox is a personal space. With this in mind, what would it be important to consider with your email marketing messages? Choose one of the following: Exhibit:



A. Etiquette

B. Preferences

C. Language

D. Grammar

Correct Answer: A

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