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QUESTION 1

What is the pricing approach with Twitter Promoted Tweets called? Choose one of the following:

- A. CPE
- B. CPM
- C. CTA
- D. CPC

Correct Answer: A

QUESTION 2

What is the general description for advertising that incorporates graphically rich media, and which is presented in consistent size formats online known as? Choose one of the following: Exhibit:



- A. Display advertising
- B. Web advertising
- C. Email advertising
- D. Social media advertising

Correct Answer: A

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

Consider the webpage link: <http://www.vidalsassoon.com>

What kind of link format is this known as? Choose one of the following:

- A. URL link
- B. Topic link
- C. Uninformative link
- D. Keyword link

Correct Answer: A

QUESTION 5

There are tools available to help you research ad publishers. Choose the Google ad publishing tool from the list below. Choose one of the following:

- A. Google Display Planner
- B. Double Click Campaign Planner
- C. Google AdWords Keyword Planner
- D. Google Analytics

Correct Answer: A

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