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QUESTION 1

What term describes the process of collecting, measuring and analyzing website data? Choose one of the following:
Exhibit:



- A. Web Analytics
- B. Web Dynamics
- C. Statistical Analytics
- D. Research Analytics

Correct Answer: A

QUESTION 2

What is an ad impression? Choose one of the following:

- A. When an ad loads within a web page
- B. When a user views an ad
- C. When a web page loads within a browser
- D. When a user clicks on an ad

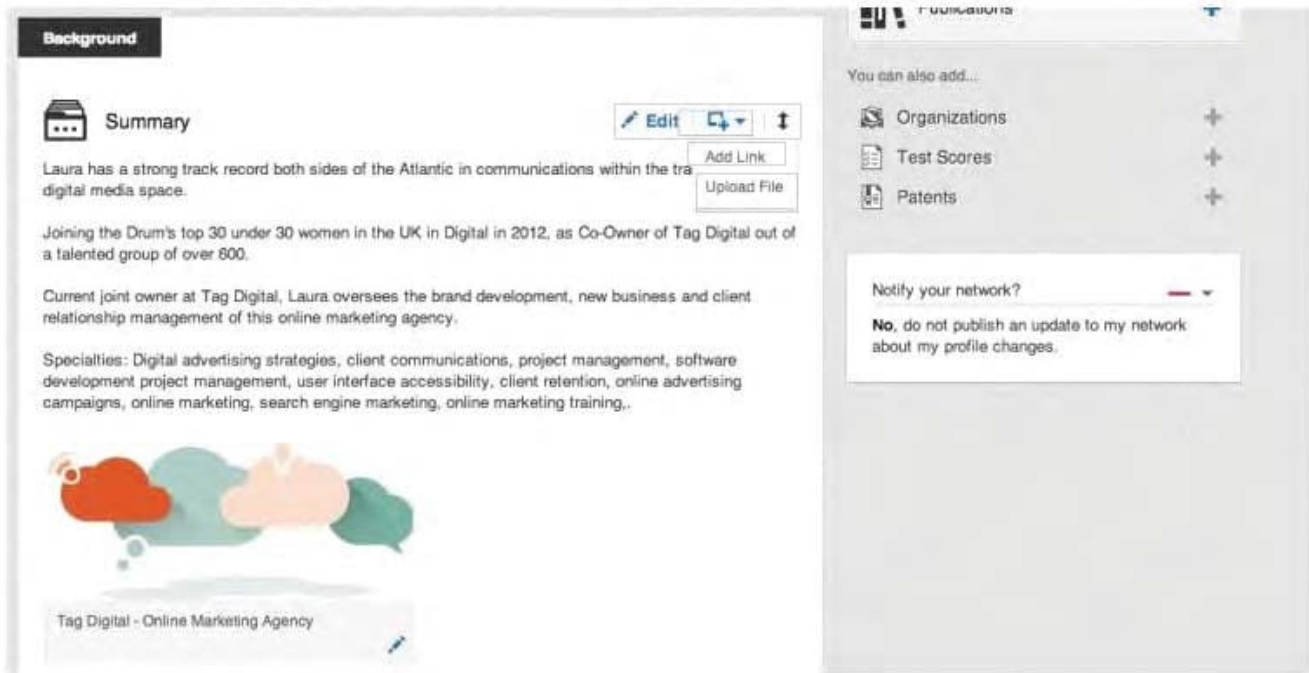
Correct Answer: A

QUESTION 3

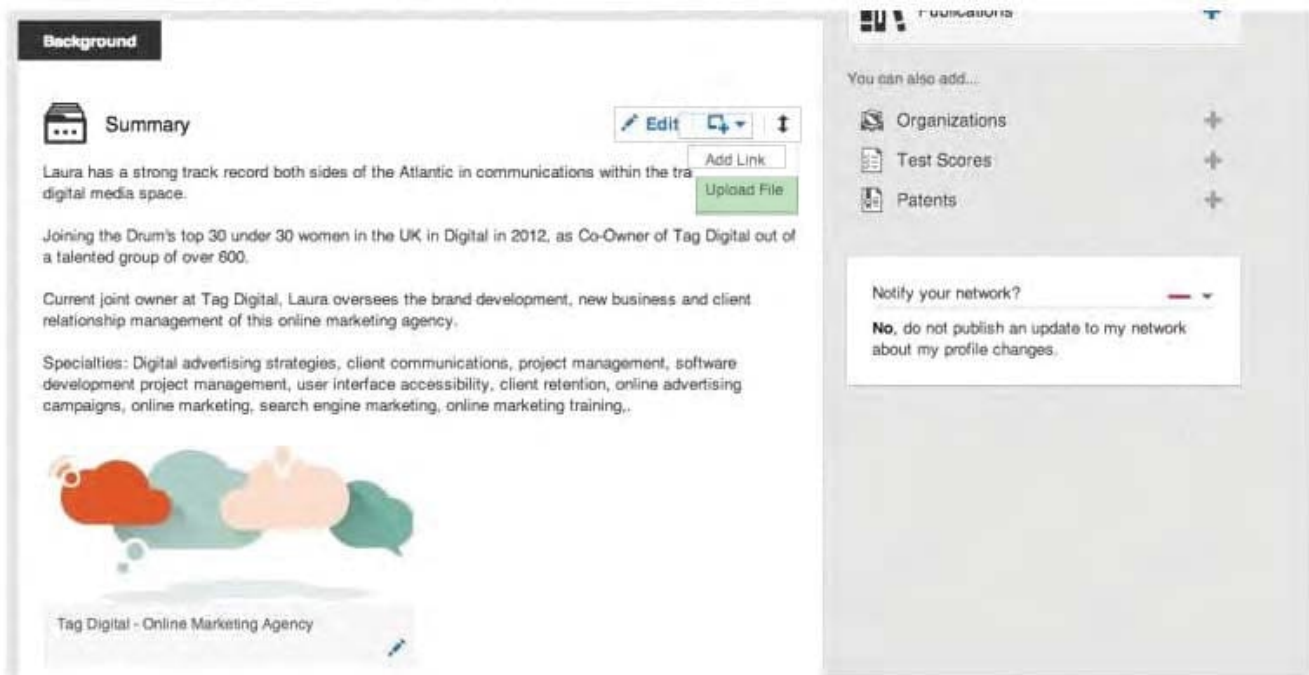
HOTSPOT

You wish to add a PowerPoint presentation to your profile. Where would you click in the screen shown to begin doing this?

Hot Area:



Correct Answer:

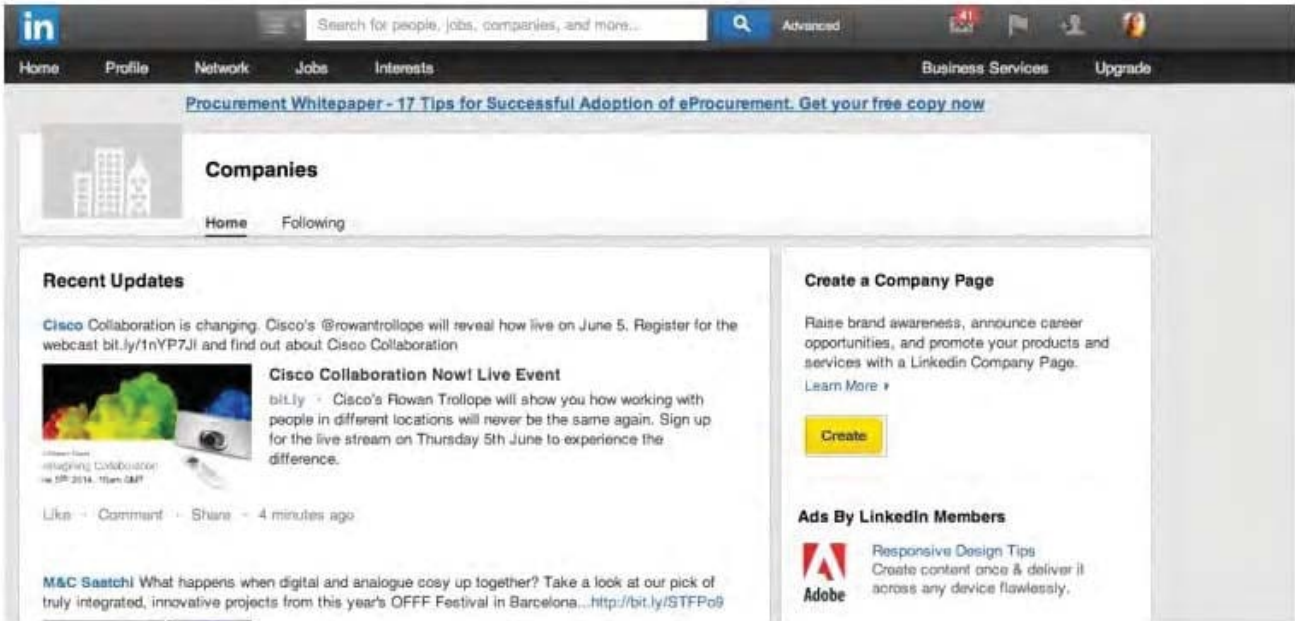


QUESTION 4

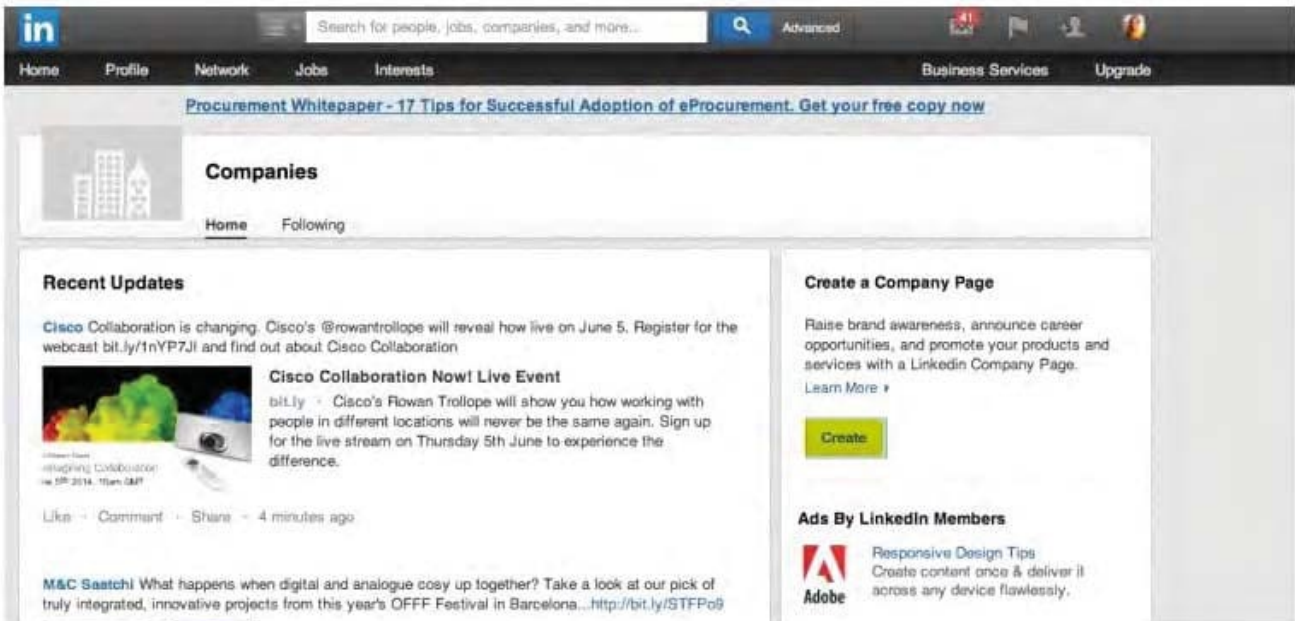
HOTSPOT

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

Hot Area:



Correct Answer:



QUESTION 5

What does the term "frequency" refer to in email marketing? Choose one of the following:

- A. Regularity of email communications
- B. Number of email communications
- C. Popularity of email communications
- D. Volume of email communications

Correct Answer: A

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