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QUESTION 1

A can store information about which web pages a user visited in the past, and is maintained in the user's browser. Choose one of the following to complete the sentence.

- A. cookie
- B. robot
- C. spider
- D. java

Correct Answer: A

QUESTION 2**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:

The screenshot shows a LinkedIn profile summary section. The title is "Summary" with a "Background" tab selected. The text describes Laura's experience at Tag Digital. At the bottom of the text area, there are two buttons: "Add Link" and "Upload File". A red hot spot is placed over the "Upload File" button. To the right, there is a sidebar with options to add "Organizations", "Test Scores", and "Patents". Below that is a "Notify your network?" notification box.

Correct Answer:

QUESTION 3

You have been preparing the latest Digital Marketing Strategy document for the Senior Management Team. In particular you have taken into account factors such as age and gender, as well as the social background of your target audience.

What is the general term used to describe this? Choose one of the following:

Exhibit:



- A. Audience definition
- B. Personnel Development
- C. Profile Specification
- D. Segmentation Analysis

Correct Answer: A

QUESTION 4

You understand that segmentation in email marketing is important. Which one of the following is a key benefit of segmentation? Exhibit:



- A. It allows you to personalize your message based on specific target audience characteristics.
- B. It allows you to communicate directly with only those subscribers you are interested in.
- C. It allows you to cross-sell to a range of different target groups.
- D. It allows you to integrate your online marketing campaign with your email marketing campaign.

Correct Answer: A

QUESTION 5

Recently there has been significant mentions about one of your products on Twitter. Which tool will help you measure and manage this? Choose one of the following: Exhibit:



- A. Twitalyzer
- B. Google Media Planner
- C. TweetPic
- D. Google AdWords Keyword Planner

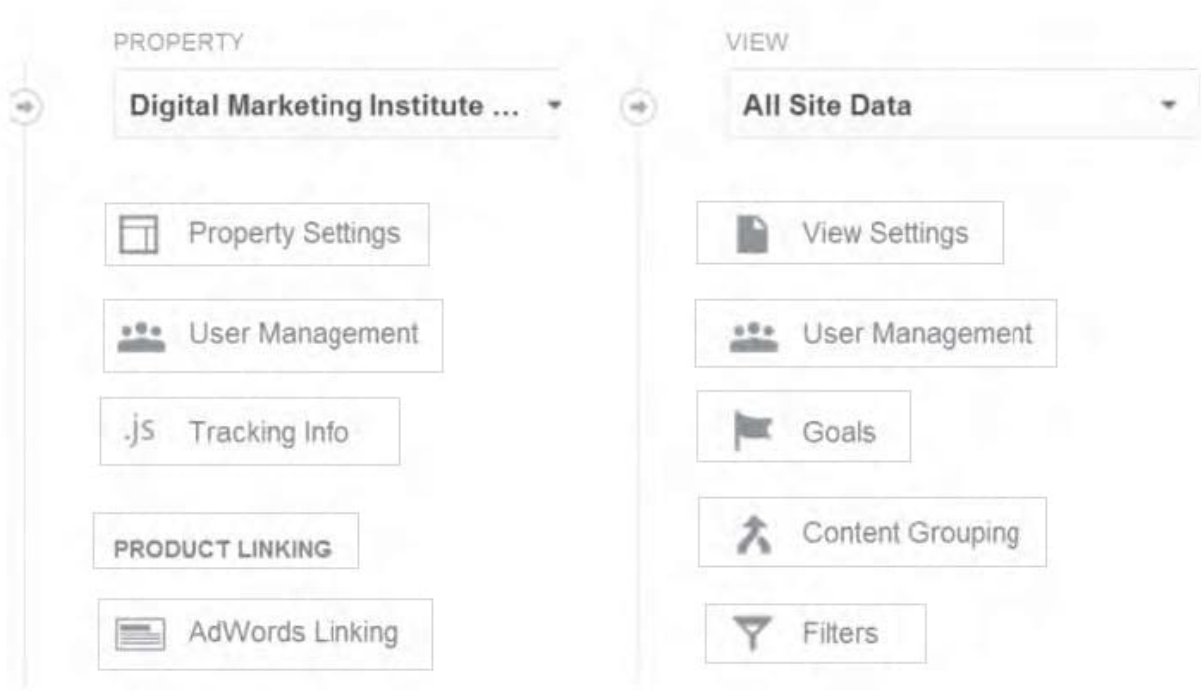
Correct Answer: A

QUESTION 6

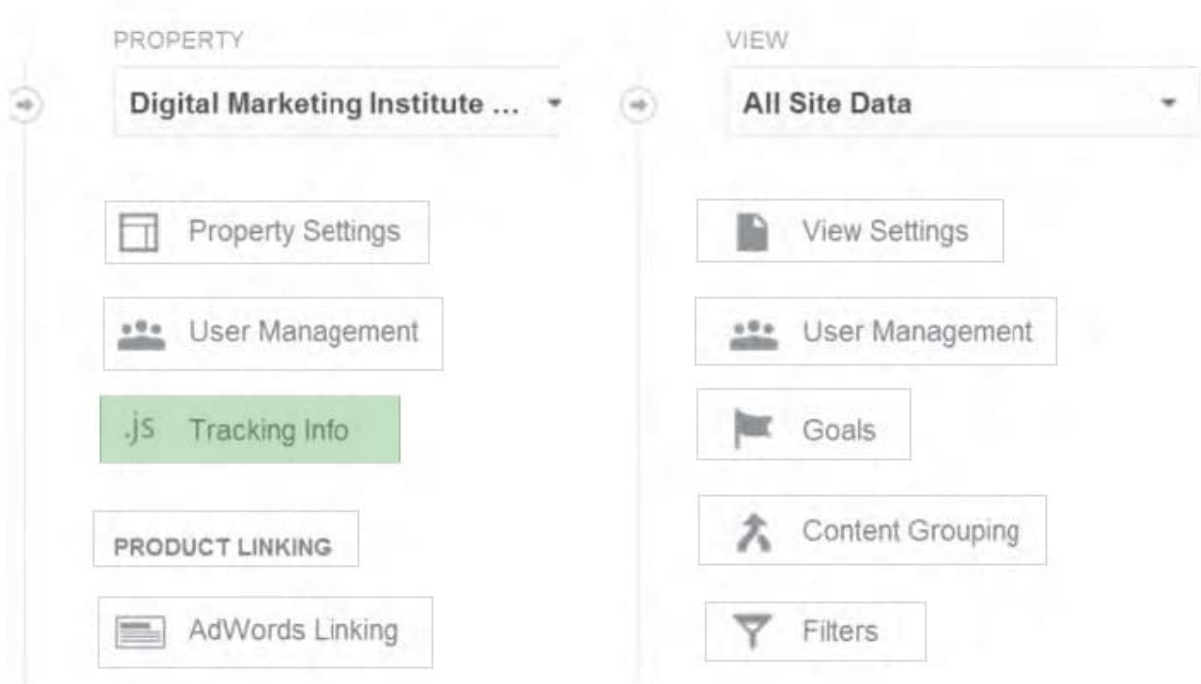
HOTSPOT

You wish to exclude a series of IP addresses from reporting for the Digital Marketing Institute. Where would you first click in the screen shown within Google Analytics to begin doing this?

Hot Area:



Correct Answer:



QUESTION 7

Deciding how much to pay within an ad campaign is part of the strategy. Choose one of the following to complete the sentence:

- A. Bidding
- B. Keyword
- C. AdWords
- D. Payment

Correct Answer: A

QUESTION 8

Which series below reflects the Google AdWords account hierarchy? Choose one of the following:

- A. Account-Campaign-Ad Group-Ad
- B. Account-AdGroup-Campaign-Ad
- C. AdGroup-Campaign-Ad-Account
- D. Account-AdGroup-Ad- Campaign

Correct Answer: A

QUESTION 9

You have heard about the term '\tenancy\' in online advertising. What does it mean? Choose one of the following:

- A. Your ad will have a fixed position for a certain price and time.
- B. Your ad will have a fixed position for a certain number of clicks.
- C. Your ad will have a fixed position for a certain number of impressions.
- D. Your ad will have a fixed position for a certain budget.

Correct Answer: A

QUESTION 10

Which of the following is a popular third party storefront app for Facebook?

- A. ShopTab
- B. New Store

C. PayWay

D. Store Manager

Correct Answer: A

QUESTION 11

Google has a formal measure to indicate the relevance and correlation of your ad with the landing page used. What is this called? Choose one of the following:

A. Quality Score

B. Quality Measure

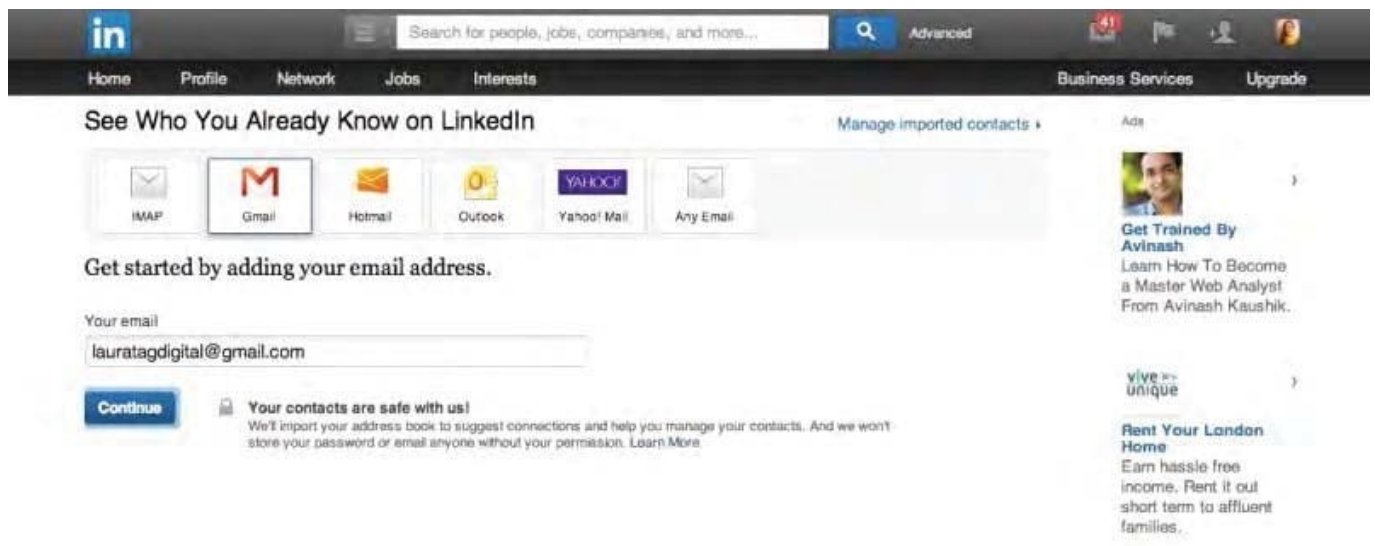
C. Quality Index

D. Quality Rate

Correct Answer: A

QUESTION 12

What is going on in the screen shown below? Choose one of the following: Exhibit:



A. LinkedIn is inviting you to import contacts from your address book

B. LinkedIn is inviting you to download email addresses from your webmail.

C. LinkedIn is inviting you to export email addresses from your Outlook address book.

D. LinkedIn is inviting you to import email addresses from your Twitter account.

Correct Answer: A

QUESTION 13

You have been running some promotions using NFC technology. What kind of marketing is this? Choose one of the following:

- A. Mobile
- B. Search
- C. Social
- D. Display

Correct Answer: A

QUESTION 14

What is happening in the Google AdWords screen shown below?



Choose one of the following:

- A. Keyword Estimation
- B. Campaign Estimation
- C. Traffic Research
- D. Link Analysis

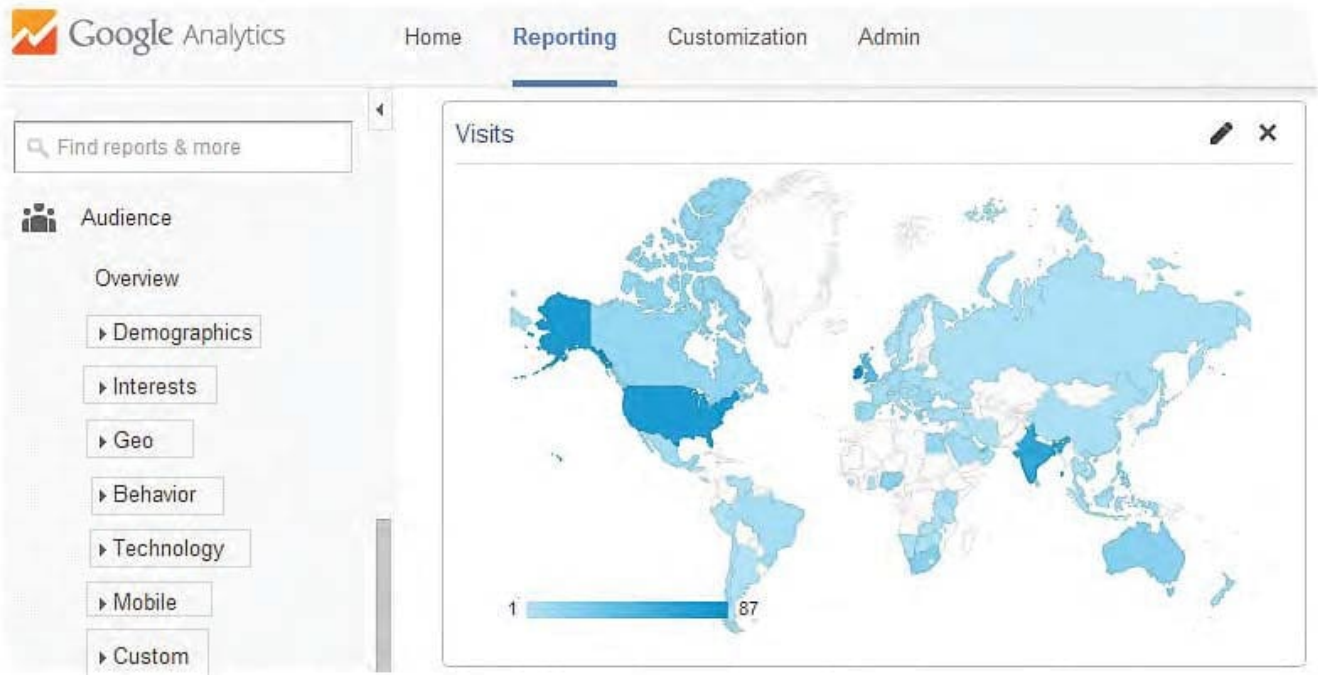
Correct Answer: A

QUESTION 15

HOTSPOT

Where would you first click in the Google Analytics screen shown in order to see which web browsers are used to access your website?

Hot Area:



Correct Answer:



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