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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:

3sckground					T
				You can also add	
Summary	/ Edit	G. +	t	Crganizations	+
sura has a strong track record both sides of the Atlantic in communications with	hin the tra	Add Link		Test Scores	+
gital media space.		Upload File		Patents	+
oining the Drum's top 30 under 30 women in the UK in Digital in 2012, as Co-Ow talented group of over 800.	vner of Ta	g Digital o	ut of		
urrent joint owner at Tag Digital, Laura oversees the brand development, new bu	usiness a	nd client		Notify your network?	
stationship management of this online marketing agency.				No, do not publish an update to	my network
pecialties: Digital advertising strategies, client communications, project manage evelopment project management, user interface accessibility, client retention, o				about my profile changes.	
ampaigns, online marketing, search engine marketing, online marketing training,		nteing			
Tag Digital - Online Marketing Agency					

Correct Answer:

Beckground			T
Summary Laura has a strong track record both sides of the Atlantic in communic digital media space. Joining the Drum's top 30 under 30 women in the UK in Digital in 2012, a talented group of over 800. Current joint owner at Tag Digital, Laura oversees the brand developmen telationship management of this online marketing agency. Specialties: Digital advertising strategies, client communications, proje development project management, user interface accessibility. Client n sampaigns, online marketing, search engine marketing, online marketing	Upload File as Co-Owner of Tag Digital out of ent, new business and client et management, software stertion, online advertising	You can also add Criganizations Test Scores Patents Notify your network? No, do not publish an update to about my profile changes.	+ + + +
Tag Digital - Online Marketing Agency			

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

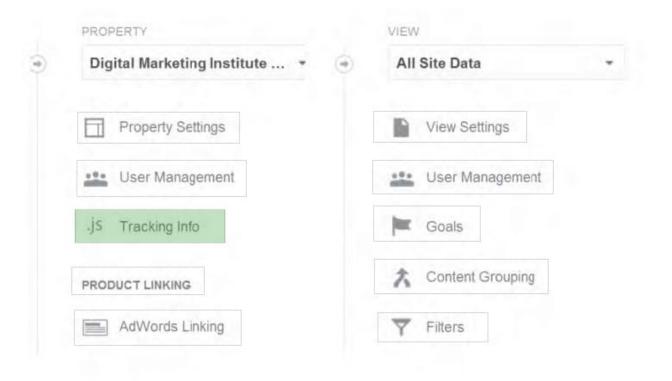
HOTSPOT

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:

Digital Marketing Institute *	All Site Data	
Property Settings	View Settings	
User Management	User Management	
.js Tracking Info	Goals	
PRODUCT LINKING	Content Grouping	
AdWords Linking	Filters	

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:

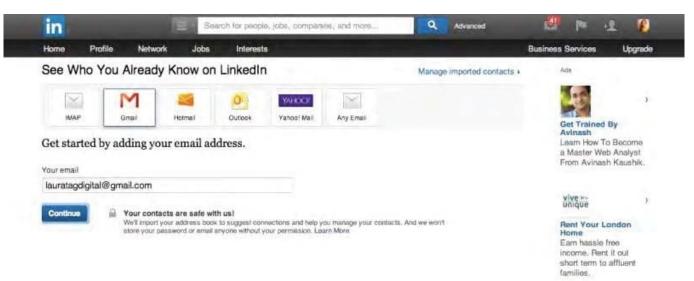
A. Quality Scor	е
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- B. Quality Measure
- C. Quality Index
- D. Quality Rate

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?

Clicks per day 0 – 81.8		Impressions per day 0 – 4.4K		Cost per day UK£0.00 – UK£242	Ad position Up to 1	
	Keyword	Device	Location: Country			
80	-					_
60	- d					
40						
20	UK£4		UK£8	UK£12	UK£16	

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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