



Professional Diploma in Digital Marketing

Pass DMI PDDM Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

https://www.pass4itsure.com/pddm.html

100% Passing Guarantee 100% Money Back Assurance

Following Questions and Answers are all new published by DMI Official Exam Center

Instant Download After Purchase

100% Money Back Guarantee

😳 365 Days Free Update

800,000+ Satisfied Customers





QUESTION 1

"Digital Marketing heralds a new departure for marketing today. To really engage with consumers in the online world you need to be and "Choose one of the following to fill in the blanks and complete the sentence:

- A. Open and transparent
- B. Strategic and calculating
- C. Radical and original
- D. Transparent and apologetic

Correct Answer: A

QUESTION 2

You wish to see how your current ads and organic search listings are performing and correlating by importing your organic search results into AdWords. Which Google service will you link with in order to achieve this? Choose one of the

following:

Exhibit:

Google AdWords	Home Campaigns	Opportunities	Tools	Manager ID: 155-526-8723 digitalmarketinginstitute@gmail.com	
Account access Linked accounts Notification Settings Preferences	Preference Account pre Time zone	n			
	Tracking	Auto-tagging Yes	Edit		
A. Google Analytics					
B. Google Alerts					
C. Google Trends					
D. Google Webmaster tools					
Correct Answer: A					
PDDM VCE Dumps PDDM	I Study Guide I PDDM	I Exam Question	IS	2/5	



QUESTION 3

HOTSPOT

You wish to share the Audience Overview report internally with your team. Where would you first click in the Google Analytics screen shown to output the current report as a CSV file?

Hot Area:

Q. F	and reports & more	÷,	Acqu	isition (Dver	view	1			
	Dashboards		Email	Export -	Parte	rtcut				
-	Shortcuts		0	All Session 100.00%	ons					
ę	Intelligence Events			ry Dimensi Channels	:00		i Option		Edit Channel Grouping	
Ø	Real-Time									
\$ CO	Overview Locations		To	op Channe	ls					
	Traffic Sources					-	1		Email	
	Content							-	Organic Se Direct	sarch
	Events				-	_	1 **	Sec.	Referral	
	Conversions					22.0%		-	Social (Other)	
ŝ	Audience						26.05		Display	
	Overview									
	, Demographics									

Correct Answer:



o, Find reports & more	Acquisition Overview
Dashboards	Email Export - Shortcut
- Shortcuts	O All Sessions 100.00%
Intelligence Events	Primary Dimension: Goal Option: Top Channels - eCommerce - Edit Channel Grouping
Real-Time	
Overview	Top Channels
Traffic Sources	Email
Content	Organic Search Direct
Events	Referral
Conversions	22.0% Social (Other)
Audience	20.4% Display
Overview	
, Demographics	

QUESTION 4

Which one of the following describes the three main elements of data management in email marketing?

- A. Subscriber Capture, Maintenance, Segmentation
- B. Subscriber Contact, Maintenance, Differentiation
- C. Maintenance, Segmentation, Subscription Service
- D. Management, Segmentation, Subscriber Capture

Correct Answer: A

QUESTION 5

HOTSPOT

Click on the appropriate link within the Google AdWords screen shown below in order to broaden the range of targeted geographic locations for your campaign.



Hot Area:

Enabled	Type: Search	Network	with Display	Select - S	tandard Edit	Budget: £1	0.00/day	edit Targeting: London, England, United Kingdom E
Ad groups	Settings	Ads	Keywords	Ad ex	tensions	Dimensions		
li but delete	d keywords +	Se	egment +	Filter +	Columns	- 12	<u>+</u>	Search

Correct Answer:

All online campaigns > E Campaign: Campaign #1 Type: Search Network with Display Select - Standard Edit Budget: £10.00/day Edit Targeting: London, England, United Kingdom Edit Enabled Ad extensions Dimensions Ad groups Settings Ads Keywords Ľ ≛ All but deleted keywords + Columns + Search Segment + Filter + Clicks + None -Daily -VS

PDDM VCE Dumps

PDDM Study Guide

PDDM Exam Questions