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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:

A. Google Analytics

B. Google Alerts

C. Google Trends

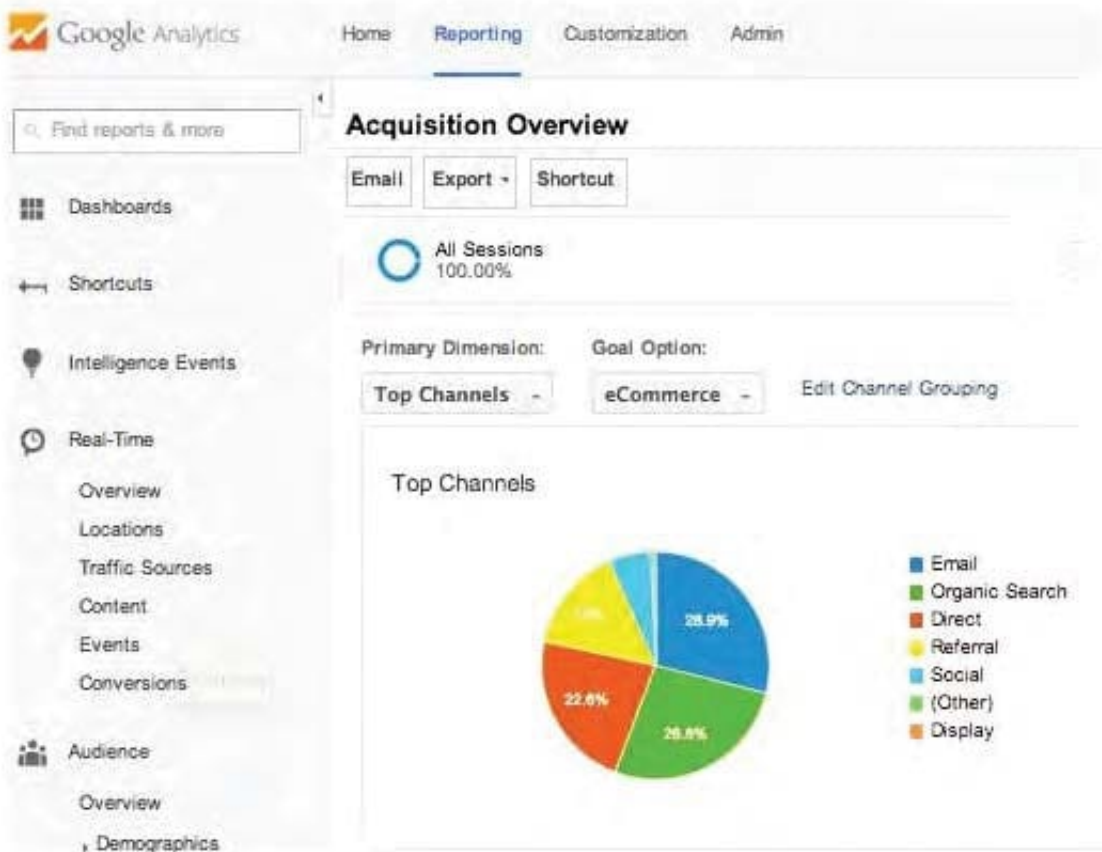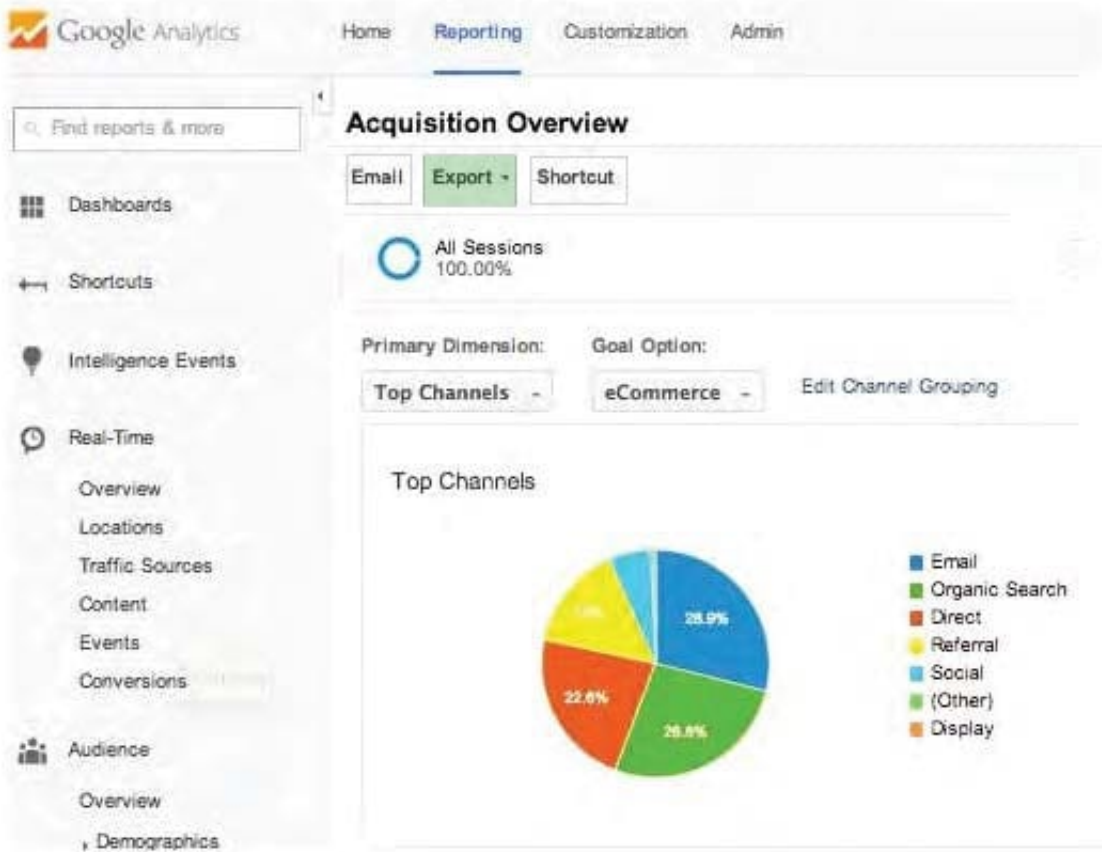D. Google Webmaster tools

Correct Answer: A

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:

Correct Answer:

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:

All online campaigns >
⊵ Campaign: Campaign #1

● Enabled   Type: Search Network with Display Select – Standard Edit   Budget: £10.00/day Edit   Targeting: London, England, United Kingdom Edit

| Ad groups | Settings | Ads | Keywords | Ad extensions | Dimensions |

All but deleted keywords ▾   Segment ▾   Filter ▾   Columns ▾   ⌇   ↧   Search

■ Clicks ▾   VS   None ▾   Daily ▾

Correct Answer:

All online campaigns >
⊵ Campaign: Campaign #1

● Enabled   Type: Search Network with Display Select – Standard Edit   Budget: £10.00/day Edit   Targeting: London, England, United Kingdom Edit

| Ad groups | Settings | Ads | Keywords | Ad extensions | Dimensions |

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■ Clicks ▾   VS   None ▾   Daily ▾

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