



PDDM^{Q&As}

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

You understand there is a valuable metric which measures the effectiveness of campaigns you run in relation to sales of different products. What is this called? Choose one of the following: A. Conversion rate

- B. Acquisition rate
- C. Conversion ratio
- D. Acquisition ratio

Correct Answer: A

QUESTION 2

HOTSPOT Your Manager has asked you to prepare a localization plan for the business. To begin, you wish to understand which are the most common languages for visitors to your website. Where would you first click in the Google Analytics screen shown in order to find this information?

Hot Area:



Correct Answer:

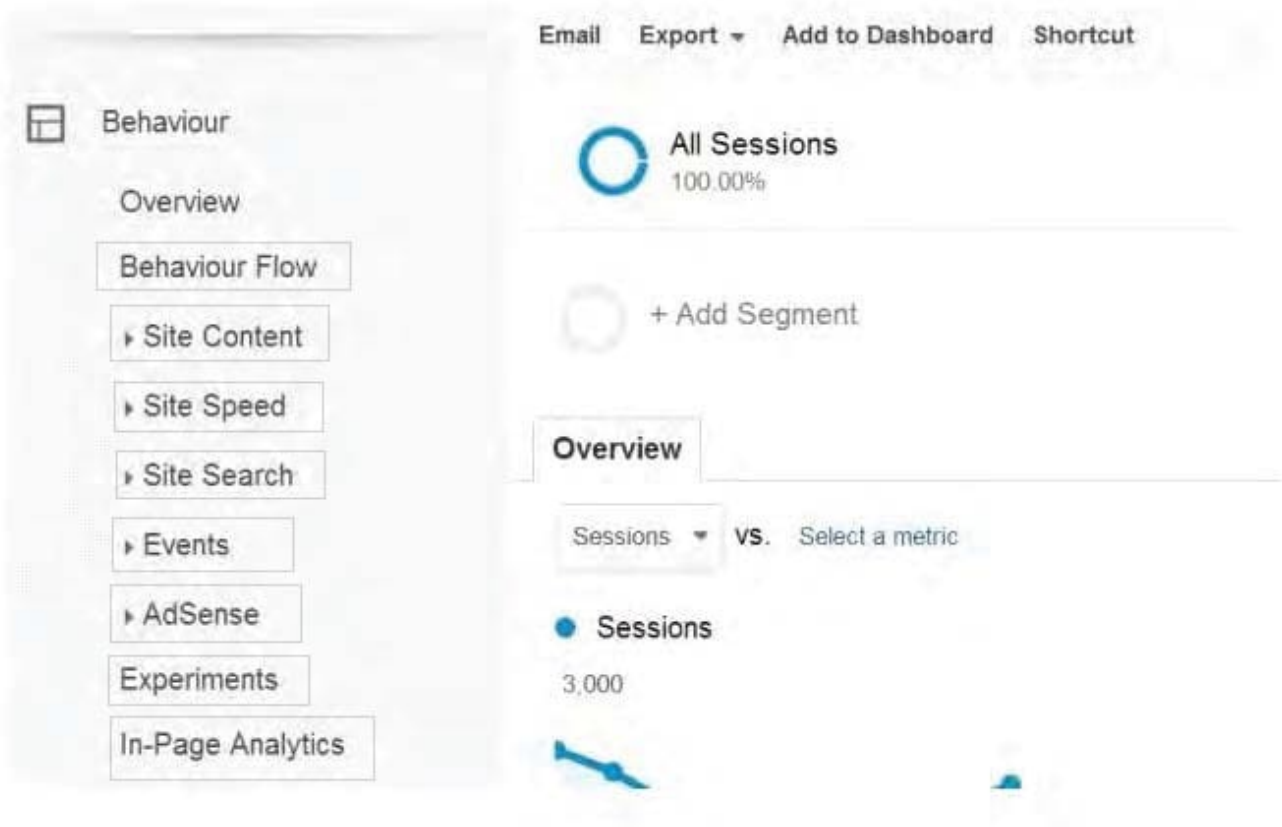


QUESTION 3

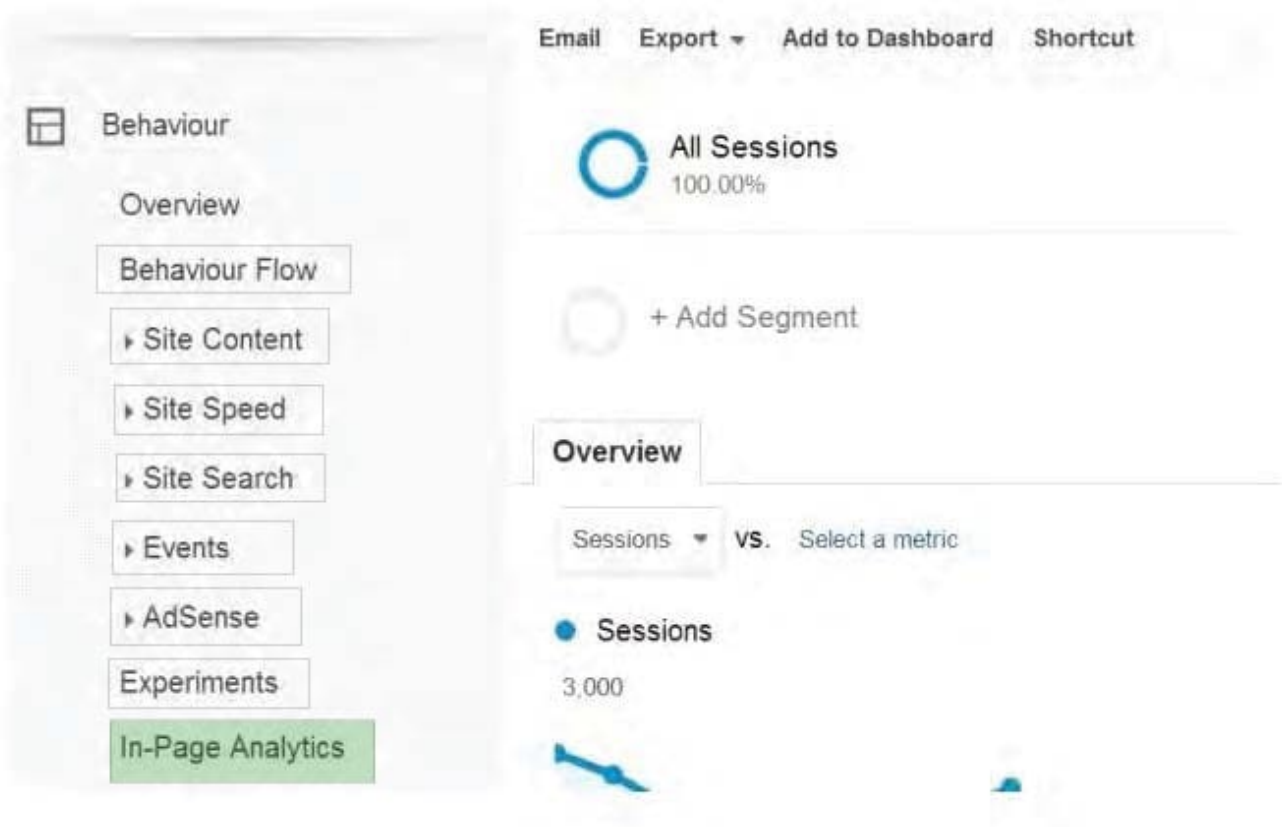
HOTSPOT

Where would you first click in the Google Analytics screen shown in order to identify how frequently each page on the website has been viewed?

Hot Area:



Correct Answer:





QUESTION 4

HOTSPOT

Below is shown a range of web analytics products. Click in the screen to indicate which one is always free?

Hot Area:



Correct Answer:



QUESTION 5

DRAG DROP

Match the Key Performance Indicator (KPI) for the latest email marketing campaign on the left with the insight it provides on the right as below:

Select and Place:

KPI

Conversion

Traffic

Click-through Rate

Open Rate



Insight

Insights on response rates relative to the objectives set

Insights on effectiveness of new visit generation

Insight about the quality of audience segmentation

Insight about the quality of the email subscriber list



Correct Answer:

KPI

Click-through Rate

Traffic

Open Rate

Conversion

Insight

Insights on response rates relative to the objectives set

Insights on effectiveness of new visit generation

Insight about the quality of audience segmentation

Insight about the quality of the email subscriber list

[PDDM PDF Dumps](#)

[PDDM VCE Dumps](#)

[PDDM Exam Questions](#)