1) The _____ must have strong marketing strategy capabilities and high data affinity.

Ans)  **Data Strategist**

2) The three attitudes to adopt in order to be successful in this field are curiosity, optimism, and swagger(also known as "boldness").

**Ans) True**

3) Data analytics is insular and has not played a major role in any other fields.

**Ans)  False**

4) In the Golden Age of Analytics, Epoch V, visuals stated taking on tremendous complexity and works included the first instances of mapping diseases and Minard's visualization of Napoleon's 1812 March.

**Ans)  True**

5) The advent of digital data occurred during the Modern Dark Age of Data Analytics which lasted from 1900-1949.

**Ans)  False**

6) AT&T purchased the first banner ad in 1994 starting the contemporary history of data analytics.

**Ans) True**

7) Linkedin, Facebook, and Twitter were launched during which epoch?

Ans)  Chapter 3

8) Several events occurred in 2014 exemplifying the ability for social media platforms to connect people in the name of social change. Choose all that apply.

**Ans) i) #ferguson retweeted**

**ii) ALS ice bucket challenge**

**iii) Advent of Smart Phones**

9) The three steps to the P&G marketing model are "stimulus," "zero moment of truth," "first moment of truth," and "second moment of truth."

**Ans) False**

10) The top concern of FAGMA is selling advertisements.

**Ans) False**

11) Throughout history, data analytics has affected many fields including statistics, medicine, and politics.

**Ans) True**

12) The first dot mapping of diseasetook place during which epoch?

**Ans) The Golden Age of Analytics**

13) "High definition data analytics" took place from 1975-1994 and included the development of interactive computer systems and high dimensional data/digital data.

Ans) True

14) The contemporary history of data analytics is a twenty-year period that began with the introduction of _____

**Ans) Banner Ads**

15) Linkedin, Facebook, and Twitter were launched during which epoch?

Ans) Digital Chapter 2 "The Bubble and the Burst"

16) The topconcern for FAMGA is _____.

**Ans) Privacy and Security**

17) "The Seeds of Prosperity" (2003-2010) saw the creation of Facebook, Twitter, Linkedin, and Groupon.

 **Ans) True**

18) "Zero Moment of Truth" is the time between the "stimulus" and the "first moment of truth" when the consumer accessing information about a product before the "first moment of truth."

**Ans) True**

19) Social Feed Videos place brand messages directly in consumer's social media feeds.

**Ans) True**

20) Consumers who query a search engine receive their initial search results from a page described as _____.

**Ans) Search Engine Results Page or SERP.**

21) Paid text ad results differ from Shopping Ads because paid text ads are _____.

**Ans)  Blue text-based ads with links denoted as symbols**.

22) After a consumer navigates to an internet page that shows ads, a Digital Ad Exchange connects to a Demand Side Platform, resulting in adjudication of ad pricing and placement?

**Ans) True**

23) Define a Digital Ad Exchange _____.

 **Ans) Real-time ad marketplace that provides dynamic and transparent pricing.**

24) The most dominant form of ads on Social Media Platforms is described as _____.

**Ans)  Sponsored Posts.**

25)  The leading measure of a brand's Return on Investment (ROI) from their social media advertising is _____.

**Ans)  Engagement.**

26) The Consumer Decision Journey was created by McKinsey as a framework that helps advertisers understand consumers' research and purchase methods.

**Ans)  True**

27) Following the trigger, the First Step of the 5 Step CDJ is:

**Ans)  Consideration.**

28) Brands work to place consumers in their Loyalty Loop because consumers in the Loyalty Loop:

**Ans)   Require less investment from the brand (when compared to acquiring new customers)**

29) Once a consumer navigates to an internet page that shows ads, they activate an electronic digital ad buying process that includes _____.

**Ans)   A Digital Ad Exchange connecting to a DSP**

30) Paid texts ads are the most common ads purchased on Social Media Platform.

**Ans) False**

31) McKinsey developed the CDJ which is the abbreviation for _____.

**Ans) Consumer Decision Journey**

32) Consideration is the first step along the CDJ that follows the trigger.

**Ans) True**

33) As a brand, the loyalty loop is embraced because consumers will skip Step 1 and Step 2 of CDJ, thereby reducing the need for brands to reach and influence these consumers.

**Ans) True**

34) A real-time ad marketplace that provides dynamic and transparent pricing is _____.

**Ans) Digital Ad Exchange.**

35) Paid texts ads are the most common ads purchased on Social Media Platform.

**Ans)   False**

36) Measuring sales is the most common measure used by brands to calculate the ROI of their Social Media advertising.

**Ans)  False**

37) YouTube has de-monetized (removed ads) from some videos that advertisers find offensive. Which brand metric was acted on here?

   **Ans) Verification**

38) At its core, brand lift can be seen as an evaluation of how an ad has affected perception of a brand.

   **Ans) True**

39) A cookie is code placed on a firm's website which originates from a customer

   **Ans)   False**

40) Which would be the easiest data for a CPG firm to collect concerning customer behavior?

   **Ans)   Sales**

41) Which of the following is NOT a primary business outcome?

   **Ans) Engagement**

42) For a company which sells paper, which customer would likely hold the most value to them?

   **Ans) A large company which sends coupons for other client firms to prospective customers by mail nationally**

43) Media mix models are the most recent attribution model developed and are only now beginning to see widespread use.

**Ans) False**

44) Probabilistic models...

I. Rely on statistical inference
II. Most often are used in situations where outcome data is incomplete
III. Can be useful in answering attribution questions

**Ans)  I, II, and III**

44) Companies that do not advertise cannot benefit from DMA

**Ans) False**

45) Which of the following is an example of how verification is used?

**Ans)   YouTube demonetizing (removing ads) from some videos that advertisers find offensive**

46) If an ad for a brand is widely seen and talked about, but is received poorly, which of the following metrics will likely NOT be high?

**Ans) Favorability**

47) Which of the following CANNOT be used by most firms for location signal data?

**Ans)  Private automobile GPS signals**

48) Which of the following firms would be the most likely to rely on a small number of high value customers?

**Ans) A specialty watch company, like Rolex**

49) Fundamentally, attribution:

**Ans) Is data intensive and relies heavily on models**

50) What would be the traits of a little-known company that is generally loved by its small, niche group of customers?

**Ans) Low brand awareness and high brand favorability**

51) If 80% of your customers buy item A, and generate 30% of your revenue, and 50% of your customers buy item B and generate 60% of your revenue (meaning that an undetermined proportion buy BOTH)...

**Ans) It is likely wise to develop a product mix that includes more items likeProduct B**

52) If a company stops all spend on newspaper ads, and finds that their sales revenue drops significantly...

**Ans) Many of their sales were likely attributable to their newspaper ad campaign**

53) Which of the following is a personally determined, subjective metric

**Ans) Ease of use**

54) Kaushik's 10/90 rule states 90% of a company's analytics budget should be spent on what?

**Ans) Analysts**

55) What is the first, most entry level of digital marketing maturity according to BCG?

**Ans) Nascent**

56) Revenue growth and reduction of costs are benefits of digital marketing maturity. They are examples of:

**Ans)  Both A & C**

57) How does Intelligent Tracking Prevention (ITP) operate on both browsers and mobile devices?

**Ans) It is responsible for pop-ups that request permission to use cookies (Wrong)**

58) Which of the following can analysis gadgets help provide? Select all that apply.

**Ans)  i) Attribution Modeling**

59) Which analytic tool can handle the highest amount of data?

**Ans)  Enterprise Platforms**

60) What two variables are used to create the framework analysts can use to evaluate the analytics and data visualization tool market?

**Ans) Ease of use and data density**

61) It is more valuable to adopt a framework for how to think about the analytics market than it is to know about top rated analytics tools.

**Ans) True**

62) The analytics tool Tableau is easy to use and can handle a great deal of data. Many may say that it is their "go-to" tool which can handle most of their visualization needs. Based on this statement, which quadrant of the data visualization tool market chart would Tableau be found?

**Ans) Upper right**

63) What is the name of Kaushik's rule which centers the importance of analysts rather than analytic tools?

**Ans) 10/90**

64) What is the highest level of digital marketing maturity a company can achieve according to BCG?

**Ans) Multi-Moment**

65) Which privacy regulation blocks and deletes cookies on both desktop browsers and mobile device browsers?

**Ans) Intelligent Tracking Prevention**

66) Which statement regarding data density of analytic tools is most accurate?

Ans) **Analysis gadgets can handle the least data, point solutions can handle a good amount, and enterprise platforms can handle a great amount.**

67) Ease of use and data density are utilized on the data visualization tool market chart to help analysts decide what?

**Ans) What analytic tools to use (and not use)**

68) Strong marketing strategy capabilities, high data affinity, and the ability to bridge between the analytical, hard-core geek and the rest of the world are all skills necessary for a successful data strategist.

**Ans) true**

69) In order to be successful in this field, there are three attitudes a successful analyst should adopt. They are:

70) The advent of digital data occurred during the Modern Dark Age of Data Analytics which lasted from 1900-1949

**Ans) False**

71) In2014, #ferguson was retweeted 21.6 million times in 5 days demonstrating the internet can be used for social connection as a part of social change

**Ans) True**

72) "Zero Moment of Truth" is the time between the "stimulus" and the "first moment of truth" when the consumer accessing information about a product before the "first moment of truth."

**Ans) true**

73) The three steps to the P&G marketing model are "stimulus," "zero moment of truth," "first moment of truth," and "second moment of truth."

**Ans) false**

74) Shopping Ads differ from Paid Text Results because Shopping ads are

**Ans) Visual based ads that display products, usually at top of page.**

75) Enron was famously guilty of serious financial crimes and fraud. Most people know of this case and hold a negative view of the former company and its executives. In 2001, during its scandal, Enron had:

**Ans) High brand awareness and low brand favorability**

76) Which of the following is a potential use for customer value data?

**Ans)   All of the above**


77) Probabilistic models are used mostly in situations where we have all possible data for a situation

**Ans)  False**


78) How might a company see benefits of digital marketing maturity?

**Ans)  both a and b**