

## Tricky Mastery: UNIT-10

### TASKS: Match the definitions with the terms below

1. A person with a large social media following who promotes brands.
2. The percentage of people who click on a specific link.
3. Marketing content that spreads rapidly online.
4. A procedure or set of rules used by a computer.
5. Ads aimed at specific groups based on data.

### TERMS (Scrambled Order)

*Note: The terms below are NOT in the same order as the definitions. Find the right match!*

- [ ] algorithm
- [ ] viral campaign
- [ ] click-through rate
- [ ] targeted advertising
- [ ] influencer