

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