Started on	Tuesday, 22 December 2020, 11:15 AM
State	Finished
Completed on	Tuesday, 22 December 2020, 11:17 AM
Time taken	2 mins 3 secs
Marks	4.00/4.00
Grade	**10.00** out of 10.00 (**100**%)

Question **1**

Correct

Mark 1.00 out of 1.00

Social Media Advertising Design

Choose the correct answer from the box.

1. Business account design

| Twitter | ✔ requires you to run your account in advance.

Put conversion measurement tracking codes on your website

2. Setting parameters for access analysis

Google Analytics sets up medium as " | Social | ✔ ".

3. Importing cost data

With Google Analytics, you can use | Data Import | ✔ to upload cost data to your analytics data.

| | Facebook | Youtube |

| Social | SNS | Custom Dimension | Advanced Segment |

correct

The measurement of the effectiveness of social media advertising is slightly different from that of search engines. For more information, take a course on Google Analytics and you'll understand.

The correct answer is:

Social Media Advertising Design

Choose the correct answer from the box.

1. Business account design

[Twitter] requires you to run your account in advance.

Put conversion measurement tracking codes on your website

2. Setting parameters for access analysis

Google Analytics sets up medium as "[Social]".
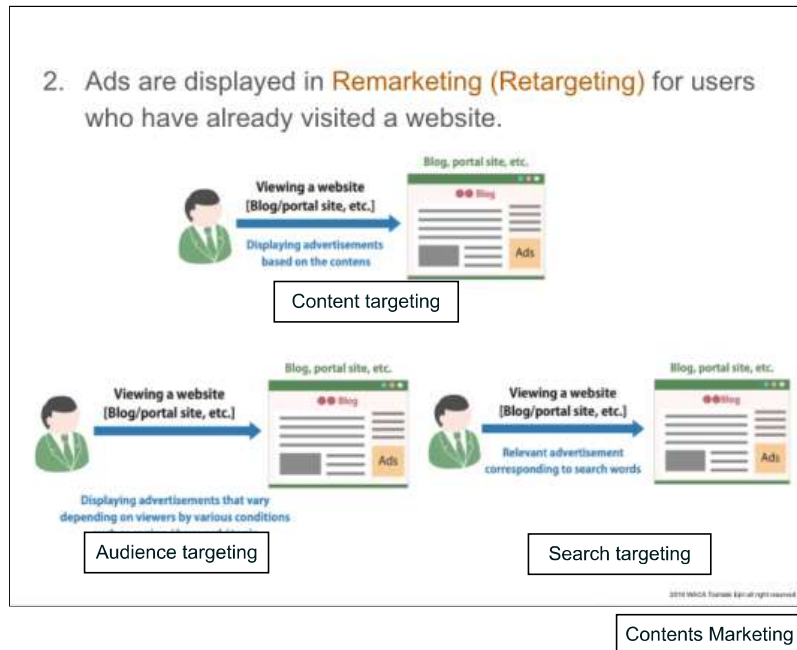
3. Importing cost data

With Google Analytics, you can use [Data Import] to upload cost data to your analytics data.

| Question **2** |
| Correct |
| Mark 1.00 out of 1.00 |

Choose the correct name for the remarketing (retargeting) technique based on the descriptions of each picture.

correct

Remarketing is cost-effective advertising, so choose the best method!

Audience targeting: Targeting people (audience)

Content targeting: Targeting page content

Search targeting: targeting search terms

Question **3**

Correct

Mark 1.00 out of 1.00

Information from IP addresses. Choose the correct answer.

1. Global and Private IP Addresses

   The devices are difficult to identify because they only have | Private IP Addresses | ✔ .

2. Exclusion of Stakeholders by IP Address

   On the Web analytics tool, specify the | Connected IP Address | ✔ to connect to and exclude that connection.

3. Area Analysis and Organization Name Analysis

   Used to determine the region's name from | Provider's Connection Point | ✔ and the organization's name from the NIC.

The transition from IPV4 to IPV6 is currently underway.

correct

The correct answer is:
Information from IP addresses. Choose the correct answer.

1. Global and Private IP Addresses
   The devices are difficult to identify because they only have [Private IP Addresses].
2. Exclusion of Stakeholders by IP Address
   On the Web analytics tool, specify the [Connected IP Address] to connect to and exclude that connection.
3. Area Analysis and Organization Name Analysis
   Used to determine the region's name from [Provider's Connection Point] and the organization's name from the NIC.

The transition from IPV4 to IPV6 is currently underway.

Question **4**

Correct

Mark 1.00 out of 1.00

Choose the correct word/s that describes the two types of cookies which are FIRST-PARTY and THIRD-PARTY.

First-party cookies: Issued from

the same domain ✔ , they cannot be referenced from other domains. Difficult to analyze across multiple domains ✔ .

Third-party cookies: Issued from a third party domain ✔ , which can be referenced from other domains. Cookies are often not accepted due to security settings on smartphones ✔ and other devices.

Google Analytics is a first-party cookie, but it's now easier to analyze across multiple domains while third-party cookies will no longer be available.

あなたの答えは正解です。

The basic idea here was the two types of cookies, each with its own advantages and disadvantages, but regulations in 2020 on cookies are getting strict which may put an end to the use of third-party cookies.

The correct answer is:

Choose the correct word/s that describes the two types of cookies which are FIRST-PARTY and THIRD-PARTY.

First-party cookies: Issued from

[the same domain], they cannot be referenced from other domains. Difficult to analyze[across multiple domains].

Third-party cookies: Issued from [a third party domain], which can be referenced from other domains. Cookies are often not accepted due to security settings on [smartphones] and other devices.

Google Analytics is a first-party cookie, but it's now easier to analyze across multiple domains while third-party cookies will no longer be available.

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