Dashboard / My courses / (EN)Web Analytics Consultants+2019 / Chapter 4 : Impression Analysis / +4-2 Purpose and Types of Advertising

Started on	Wednesday, 24 March 2021, 7:40 AM
State	Finished
Completed on	Wednesday, 24 March 2021, 7:42 AM
Time taken	2 mins 6 secs
Marks	3.25/4.00
Grade	**8.13** out of 10.00 (**81**%)

Question **1**

Correct

Mark 1.00 out of 1.00

Drag and drop the correct EFFECT and INDEX of the following advertising objectives.

1. The purpose of this remarketing ad is to increase the number of trial products.

   Effect: | Response Effect | ✔   Index: | CVs | ✔

2. This listing and display ad will drive more traffic to your campaign site.

   Effect: | Traffic Effect | ✔   Index: | CPC | ✔

3. The purpose of this banner ad is to increase the visibility and likability of your product name.

   Effect: | Impression Effect | ✔   Index: | CPM | ✔

Your answer is correct.

There is a relationship between advertising methods and the effectiveness you can expect.
Affiliates and remarketing can be expected to be responsive. Television advertising is good at building awareness (although you can get a response if you try hard enough). Choose the right medium and method for the desired effect.

The correct answer is:

Drag and drop the correct EFFECT and INDEX of the following advertising objectives.

1. The purpose of this remarketing ad is to increase the number of trial products.

   Effect: [Response Effect]   Index: [CVs]

2. This listing and display ad will drive more traffic to your campaign site.

   Effect: [Traffic Effect]   Index: [CPC]

3. The purpose of this banner ad is to increase the visibility and likability of your product name.

   Effect: [Impression Effect]   Index: [CPM]

Question **2**

Partially correct

Mark 0.25 out of 1.00

Choose the correct answer to match the following descriptions.

The number of people who viewed the ad.	Audience Targeting	✗
Frequency and number of times the ad was viewed.	Reach	✗
Serving ads that are tailored to the people viewing the ad.	Frequency	✗
Serving ads as specified in your website or app content.	Content Targeting	✔

Your answer is partially correct.

You have correctly selected 1.
These are the basic definitions that control advertising, so be sure to understand them.

The correct answer is: The number of people who viewed the ad. → Reach, Frequency and number of times the ad was viewed. → Frequency, Serving ads that are tailored to the people viewing the ad. → Audience Targeting, Serving ads as specified in your website or app content. → Content Targeting

Question **3**

Correct

Mark 1.00 out of 1.00

Choose the correct kind of targeting for the following football game ad placements.

1. Targeting football lovers. Audience Targeting ✔
2. Targeting football information websites. Content Targeting ✔
3. Targeting people who have visited our own football website in the past. Audience Targeting ✔
4. Use the title of this game as a keyword to control distribution. Content Targeting ✔
5. Delivering to the game's target audience of 20-something males. Audience Targeting ✔

Your answer is correct.

The correct answer is:
Choose the correct kind of targeting for the following football game ad placements.

1. Targeting football lovers. [Audience Targeting]
2. Targeting football information websites. [Content Targeting]
3. Targeting people who have visited our own football website in the past. [Audience Targeting]
4. Use the title of this game as a keyword to control distribution. [Content Targeting]
5. Delivering to the game's target audience of 20-something males. [Audience Targeting]

5. Delivering to the game's target audience of 20-something males. [Audience Targeting]

Question **4**

Correct

Mark 1.00 out of 1.00

Choose the correct word/s that apply to the following texts.

Facebook/Instagram Ads

There are three types of audience to specify: core audience based on attributes, custom audience ✔ using email addresses and other information, and similar audience ✔ specifying an audience that is similar to the target audience.

Twitter Ads

There is an auto-promote ✔ that can be easily done for a fixed monthly fee. However, be aware that Twitter is an anonymous social media, so users may block or react negatively to it.

Line Ads

Segment delivery allows targeting by ad identification IDs, such as AAIDs for Android devices and IDFA for iOS devices, and similar segments. Note that Line ads have a unique bidding system, and remarketing and segmenting will increase ✔ the minimum unit cost per bid.

Your answer is correct.

The correct answer is:
Choose the correct word/s that apply to the following texts.

Facebook/Instagram Ads

There are three types of audience to specify: core audience based on attributes, [custom audience] using email addresses and other information, and [similar audience] specifying an audience that is similar to the target audience.

Twitter Ads

There is an [auto-promote] that can be easily done for a fixed monthly fee. However, be aware that Twitter is an anonymous social media, so users may block or react negatively to it.

Line Ads

Segment delivery allows targeting by ad identification IDs, such as AAIDs for Android devices and IDFA for iOS devices, and similar segments. Note that Line ads have a unique bidding system, and remarketing and segmenting will [increase] the minimum unit cost per bid.

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