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|---------------------|--------------------------------------|
| Started on | Wednesday, 30 December 2020, 5:06 PM |
| State | Finished |
| Completed on | Wednesday, 30 December 2020, 5:10 PM |
| Time taken | 4 mins 34 secs |
| Marks | 1.08/4.00 |
| Grade | 2.71 out of 10.00 (27%) |



Question 1

Incorrect

Mark 0.00 out of 1.00

The overall policy has now been revealed ahead of the new campaign.
Choose the correct answer to match the following three points.

The project will involve an advertising agency, a professional social media marketing consultant, and a public relations department in advertising operations. Weekly 30-minute short meetings and monthly meetings should be conducted.

✗

The goal of this campaign over the next three months is to achieve a sales target of 120% over the previous year.

✗

The medium is the magazine, public relations and organic posts on social media, and a coupon campaign done through Twitter-centric advertising, which measures its effectiveness and improves it in real-time.

✗

Your answer is not correct.

In practice, not all projects have such well-defined goals. There are also cases of ambiguity.
When you do, make your own, articulated issues and articulated suggestions.

The correct answer is:

The project will involve an advertising agency, a professional social media marketing consultant, and a public relations department in advertising operations. Weekly 30-minute short meetings and monthly meetings should be conducted.

→ related persons,

The goal of this campaign over the next three months is to achieve a sales target of 120% over the previous year.

→ goal,

The medium is the magazine, public relations and organic posts on social media, and a coupon campaign done through Twitter-centric advertising, which measures its effectiveness and improves it in real-time.

→ scope



Question 2

Partially correct

Mark 0.50 out of 1.00

Choose the correct action in gathering and outlining required information in the web analysis planning process.

2. Staffing and training



Ad agencies are less knowledgeable about social media campaigns, so the collaboration is likely to require a pre-awareness meeting.

1. Organize technical information



Zanroo Search was introduced and can now be used as a social media analysis tool.

3. Technology selection and introduction



As for video media, there are Vimeo and Youtube channel.

4. Determining the phases of web analysis



In addition to the production environment, there is a test and a development server, but the tag manager operation was implemented on the test server.

Your answer is partially correct.

You have correctly selected 2.

Gathering technical "can do" and "can't do" information before planning is important. Of course, we're not experts, so we can't know everything, but it's very important to have the information you need at hand and know who to ask.

The correct answer is:

Choose the correct action in gathering and outlining required information in the web analysis planning process.

[2. Staffing and training]

Ad agencies are less knowledgeable about social media campaigns, so the collaboration is likely to require a pre-awareness meeting.

[3. Technology selection and introduction]

Zanroo Search was introduced and can now be used as a social media analysis tool.

[1. Organize technical information]

As for video media, there are Vimeo and Youtube channel.

[4. Determining the phases of web analysis]

In addition to the production environment, there is a test and a development server, but the tag manager operation was implemented on the test server.



Question 3

Partially correct

Mark 0.25 out of 1.00

Choose the correct answer that matches the following implementation.

Discussions and key points from the meeting on marketing initiatives from the same month in the previous year.

UX/UI Instructions

✗

The heatmap tool is implemented in the tag manager t to know where the trigger is.

SEO Operation Report

✗

Understanding the design ideas to make the design easy for the target user, a housewife.

Tag Manager Implementation Instruction

✗

Knowing what payment methods the shopping cart developed last year that was supposed to be implemented.

RFP

✓

Your answer is partially correct.

You have correctly selected 1.

Obtaining documentation of the technical environment in advance will make it easier to understand the situation. Also, if the technical environment is documented and saved, the person in charge will be able to quickly understand the situation in the future.

The correct answer is:

Discussions and key points from the meeting on marketing initiatives from the same month in the previous year.

→ Agenda and Minutes,

The heatmap tool is implemented in the tag manager t to know where the trigger is.

→ Tag Manager Implementation Instruction,

Understanding the design ideas to make the design easy for the target user, a housewife.

→ UX/UI Instructions,

Knowing what payment methods the shopping cart developed last year that was supposed to be implemented.

→ RFP



Question 4

Partially correct

Mark 0.33 out of 1.00

The following problems are caused by a lack of technical checks. Select the problem caused by the lack of confirmation of each item.

(A) When I implemented the tag name on the production server, all the tags suddenly disappeared. When we checked, the company developing the web uploaded a new system of the (verification) staging environment, but the tag name implemented on the production server was deleted. After that, we worked with the system to implement it in the staging environment before uploading it to the production environment.



(B) When I renewed my shopping cart, the tag name stopped working and my shopping cart malfunctioned. After stopping the tag name, we checked the cause and found that the variable names used by the shopping cart and the tag name were the same names, which caused both to malfunction. We decided to share the variable name used by Javascript between Tagname and shopping cart from now on.



(C) They were considering implementing EFO to improve the form abandonment rate, but could not implement it because they were currently using SFA and the specification of EFO did not match the SFA form. The EFO recommended on the SFA side was to re-select the tool.



Your answer is partially correct.

You have correctly selected 1.

It's too late to fix the problem, so make sure you have enough information about the area before you implement it.

The correct answer is:

(A) When I implemented the tag name on the production server, all the tags suddenly disappeared. When we checked, the company developing the web uploaded a new system of the (verification) staging environment, but the tag name implemented on the production server was deleted. After that, we worked with the system to implement it in the staging environment before uploading it to the production environment.

→ Development, Verification, Check the production environment,

(B) When I renewed my shopping cart, the tag name stopped working and my shopping cart malfunctioned. After stopping the tag name, we checked the cause and found that the variable names used by the shopping cart and the tag name were the same names, which caused both to malfunction. We decided to share the variable name used by Javascript between Tagname and shopping cart from now on.



HOW ON.

→ Confirmation of relevant equipment and persons,

(C)They were considering implementing EFO to improve the form abandonment rate, but could not implement it because they were currently using SFA and the specification of EFO did not match the SFA form. The EFO recommended on the SFA side was to re-select the tool.

→ Check the environment

◀ -Chapter 3 Review Test 3

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