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Time taken 8 secs

Marks 1.00/1.00

Grade 10.00 out of 10.00 (100%)

Question 1

Correct

Mark 1.00 out of 1.00

Choose the correct statement about Engagement and Indirect Effect Analysis.

Select one:

- a. Ads are delivered to users who share similarities with existing users when you apply similar user data. ✓ Ads are delivered to users who share similarities with existing users when you apply similar user data.
- b. NPS is 0% if 20% of respondents are promoters, 10% are passives, and 30% are detractors.
- c. You don't need to make it clear who the ad owner is for Influencer Marketing, as long as it is clearly marked as an advertisement.
- d. In general, Informational Query has higher CVs than Navigational Query.

Your answer is correct.

Social media is a method of interest and new user reach, so make the most of it for your business results.

The correct answer is: Ads are delivered to users who share similarities with existing users when you apply similar user data.

◀ -Chapter 5 textbook

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