Started on	Wednesday, 24 March 2021, 7:36 AM
State	Finished
Completed on	Wednesday, 24 March 2021, 7:40 AM
Time taken	3 mins 30 secs
Marks	3.00/3.00
Grade	**10.00** out of 10.00 (**100**%)

Question **1**

Correct

Mark 1.00 out of 1.00

Choose the correct answer.

There are two ways to measure advertising.

- Request-Base   ✔   Count the number of ad requests to the ad server.
- OTS-Base   ✔   Count the number of beacon requests as the number of impressions.

It is becoming more and more important to precisely measure display results by using viewable impression ✔ .

The numbers for measuring ads vary in how they are measured.

- Media Report

  Count when it display ads in the media ✔ .

- Ad Server Report

  Count when it serve ads ✔ .

- Advertising Effectiveness Measurement System

  Count the parameters ✔ at the time of your site visit with an ad effectiveness measurement tool installed in your owned media.

- Advertiser-Owned Media

  Using an access analysis tool ✔ , count on the parameters of your site visit.

Ads can vary in value even for the same Google service. For example, if a visitor clicked on a Google Display Network (GDN) banner and then converted via natural search, this will be counted as a GDN ✔ result on the GDN, but it will be counted as a natural search ✔ result on Google Analytics and other traffic analysis tools.

Your answer is correct.

The correct answer is:
Choose the correct answer.

There are two ways to measure advertising.

- [Request-Base] Count the number of ad requests to the ad server.
- [OTS-Base] Count the number of beacon requests as the number of impressions.

It is becoming more and more important to precisely measure display results by using [viewable impression].

The numbers for measuring ads vary in how they are measured.

- Media Report
  Count when [it display ads in the media].

- Ad Server Report
  Count when [it serve ads].

- Advertising Effectiveness Measurement System
  Count the [parameters] at the time of your site visit with an ad effectiveness measurement tool installed in your owned media.

- Advertiser-Owned Media
  Using an [access analysis tool], count on the parameters of your site visit.

Ads can vary in value even for the same Google service. For example, if a visitor clicked on a Google Display Network (GDN) banner and then converted via natural search, this will be counted as a [GDN] result on the GDN, but it will be counted as a [natural search] result on Google Analytics and other traffic analysis tools.

Question **2**

Correct

Mark 1.00 out of 1.00

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

The number of times a search term appears in the search engines is measured by Google using Search Console ✔ .

This is not an accurate solution for measuring traffic to your website, so the numbers measured are approximate ✔ .

We also do not know all search terms (search queries).

The first measure of email exposure effectiveness is the number of emails delivered ✔ by your email delivery server, which tells you how many emails you've delivered. In addition, there is a metric called email open rates. This is done by pasting JavaScript that looks like a measurement image ✔ into an HTML email, so that when the email is opened, the image ✔ is loaded and tells the server that it has been opened.

However, it is not available in text format, and your email receiving software will not know if you have opened the email unless it reads the image ✔ .

Your answer is correct.

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

The number of times a search term appears in the search engines is measured by Google using [Search Console]. This is not an accurate solution for measuring traffic to your website, so the numbers measured are [approximate]. We also do not know all search terms (search queries).

The first measure of email exposure effectiveness is [the number of emails delivered] by your email delivery server, which tells you how many emails you've delivered. In addition, there is a metric called email open rates. This is done by pasting JavaScript that looks like a measurement [image] into an HTML email, so that when the email is opened, the [image] is loaded and tells the server that it has been opened.

However, it is not available in text format, and your email receiving software will not know if you have opened the email unless it reads the [image].

Question **3**

Correct

Mark 1.00 out of 1.00

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

The Difference Between Social Media and Website Definitions

For social media, your clicks may include clicks on external links as well as clicks on [Like! and Share] ✔ .

In addition, many visits to social media come from smartphone apps, and in this case, since there are no [referrers] ✔ ,

it is necessary to devise a way to obtain access from social media via apps by adding [parameters] ✔ and other

means with access analysis tools.

Add [parameters] ✔ to the [request] ✔ rather than the [referrers] ✔ , so that the information can be

passed on regardless of the referrer's state. By utilizing the [parameters] ✔ , you can conduct an objective and detailed

analysis of each policy when you implement a policy that leads people to your site from external media.

Your answer is correct.

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

The Difference Between Social Media and Website Definitions

For social media, your clicks may include clicks on external links as well as clicks on [Like! and Share].

In addition, many visits to social media come from smartphone apps, and in this case, since there are no [referrers], it is necessary to devise a way to obtain access from social media via apps by adding [parameters] and other means with access analysis tools.

Add [parameters] to the [request] rather than the [referrers] , so that the information can be passed on regardless of the referrer's state. By utilizing the [parameters], you can conduct an objective and detailed analysis of each policy when you implement a policy that leads people to your site from external media.

◄ -Chapter 4 Review Test 2

Jump to...

+4-2 Purpose and Types of Advertising ►