

Started on Wednesday, 30 December 2020, 5:19 PM

State Finished

Completed on Wednesday, 30 December 2020, 5:19 PM

Time taken 38 secs

Marks 1.00/2.00

Grade 5.00 out of 10.00 (50%)

Question 1

Correct

Mark 1.00 out of 1.00

Select the wrong statement about Impression Analysis.

	Impressions	Clicks	CVs	Sales	Ad Cost
Campaign A	1,000,000	50,000	1,000	3,000,000 yen	750,000 yen

Select one:

- a. More word recognition is required when search keywords are not displayed often by Keyword Planner.
- b. The ad's CPM and CPA are 750 yen.
- c. You can say users aren't interested in Ad A when impressions are 50,000 and the page has 100,000 PVs. ✓ You can say Ad A is put up as rotation when impressions are 50,000 and the page has 100,000 PVs.
- d. You need an ad cost of 937,500 yen and impressions of 1,250,000 for ad sales of 3,750,000 yen.

Your answer is correct.

The correct answer is: You can say users aren't interested in Ad A when impressions are 50,000 and the page has 100,000 PVs.

Question 2

Incorrect

Mark 0.00 out of 1.00

Select the correct statement about Impression Analysis.

Select one:

- a. For $CPA = CPC \div CVR$, you need CV of 20 or CPC of 22.5 yen to achieve CPA of 4,500 yen with the ad below.

Campaign	Click	CV	AdCost	CVR	CPC	CPA
Campaign A	3,000	15	90,000 yen	0.50%	30 yen	6,000 yen

- b. You can see your account's impressions and what it reaches when you use Instagram Insights on a PC.
- c. YouTube Overlay Ads are video ads that you can't skip for at least 6 seconds. YouTube Bumper Ads are video ads you can't skip for at least 6 seconds.
- d. You can use Search Console for rival analysis and Keyword Planner for your company analysis in organic searches.

Your answer is not correct.

Understand the characteristics of each ad, how to measure and evaluate it.

The correct answer is: For $CPA = CPC \div CVR$, you need CV of 20 or CPC of 22.5 yen to achieve CPA of 4,500 yen with the ad below.

Campaign	Click	CV	AdCost	CVR	CPC	CPA
Campaign A	3,000	15	90,000 yen	0.50%	30 yen	6,000 yen

◀ - Chapter 4 textbook

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