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1. Fill in the blank: _____ is a form of marketing which uses the internet to deliver promotional marketing messages to consumers. 1 / 1 point

- ☐ Word-of-mouth advertising
- ☐ Billboard advertising
- ☐ Direct mail advertising
- ☒ Online advertising

☒ Correct
Whether a brick-and-mortar store or online retailer, online advertising is now a popular method for most businesses' advertising purposes.

2. Define CPM. 1 / 1 point

- ☐ The revenue of an advertisement per 1,000 impressions
- ☐ The revenue of an advertisement per 10,000 impressions
- ☒ The cost of an advertisement per 1,000 impressions
- ☐ The cost of an advertisement per 10,000 impressions

☒ Correct
In general, the average CPM for online advertising ranges from approximately \$3 to \$10 USD. By comparison, it costs approximately \$15 to \$30 USD to reach that same amount of people through newspapers or television advertisements.

3. Which of the following are benefits of online advertising? Select three. 0.75 / 1 point

☒ It gathers data for effective brand strategizing.

☒ Correct
With online advertising, companies can track the ad's analytics. They can better understand where the ads were served, how many people clicked on those ads, and how many clicks led to a purchase. Other benefits of online advertising include being cost effective and having global reach capabilities.

☒ It is challenging and time intensive.

☒ This should not be selected
While some online ads can be challenging and take significant time to create, typically, they are quicker and easier to create than traditional media forms. Benefits of online advertising are that it is cost effective, has global reach capabilities, and gathers data for effective brand strategizing.

☒ It is cost effective.



Correct

Modern online ads take significantly smaller budgets than traditional advertising. Online ads tend to have streamlined processes and are more efficient than traditional ads. Other benefits of online advertising include having global reach capabilities and the ability to gather data for effective brand strategizing.



It has global reach capabilities.



Correct

Online advertising has the ability to target specific sections of the world using digital marketing technologies. Other benefits of online advertising include being cost effective and the ability to gather data for effective brand strategizing.

4. Google Discovery campaigns are ____.

1 / 1 point



used mainly for shopping



created by using Facebook Ads



campaigns that show a business' relevant ads to people who are most likely to be interested in them



effective at sharing educational or informational content such as product demonstrations, product reviews, or explainer videos



Correct

Google Discovery campaigns are designed to reach users who are most likely to be interested in a product or service, as determined by Google's algorithms.