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Grade received 80%
To pass 80% or higher
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1. In marketing, what is a performance goal?

1 / 1 point

- ☐ A plan that helps people understand what is in a marketing campaign before it is run.
- ☐ A specific media event in a marketing campaign.
- ☒ A target that has a measurable, numeric value.
- ☐ An approach to allocating brand campaign budget on specific types of media.

☒ Correct
Performance goals can apply to marketing goals or specific campaigns in a media plan. They include measurable targets, such as the number of impressions and number of clicks when an ad displays.

2. Imagine that a marketer runs an ad campaign, and they want to determine the return on ad spend (ROAS). Which of the following ratios should they use?

1 / 1 point

- ☐ The ratio of performance goals to marketing goals.
- ☐ The ratio of revenue generated in the previous quarter to the current quarter.
- ☐ The ratio of the amount spent on advertising to the amount spent on owned media.
- ☒ The ratio of revenue generated to the amount spent on advertising.

☒ Correct
The return on ad spend (ROAS) is the most important performance goal for a specific ad campaign. It is the performance goal most often included in media plans.

3. Beyond details on budget and duration, what does a media plan include? Select all that apply.

1 / 1 point

- ☐ Units sold
- ☒ Performance goals

☒ Correct
A media plan contains the details about where, when, and how often an ad will appear across all media channels. This includes: budget; duration; target audience; media mix; key performance indicators; and performance goals.

☒ Key performance indicators



Correct

A media plan contains the details about where, when, and how often an ad will appear across all media channels. This includes: budget; duration; target audience; media mix; key performance indicators; and performance goals.



Media mix



Correct

A media plan contains the details about where, when, and how often an ad will appear across all media channels. This includes: budget; duration; target audience; media mix; key performance indicators; and performance goals.



Target audience



Correct

A media plan contains the details about where, when, and how often an ad will appear across all media channels. This includes: budget; duration; target audience; media mix; key performance indicators; and performance goals.

4. Fill in the blank: Because key performance indicators (KPIs) are not specific enough for individual marketing campaigns, you need to create ____.

0 / 1 point



a digital media plan for each campaign



an additional performance goal for each campaign



a marketing goal for each KPI



a set of specific measures for each KPI



Incorrect

You need to create an additional performance goal for each campaign. These factor into the performance measurement for an overall marketing goal, and they should be included in your digital media plan.

5. Consider the following scenario:

1 / 1 point

Imagine that a marketer is working on a digital ad campaign for a single product. They learn that it costs \$100 USD in advertising to sell 5 units of a \$50 USD product. They apply the formula to calculate return on ad spend (ROAS): (number of units sold x cost per unit) / ad spend.
What is this marketer's ROAS?



$(5 \times 5) / 100 = 0.25$



$(5 \times 50) / 50 = 5$



$(5 \times 50) / 100 = 2.5$



$(50 \times 50) / 5 = 500$



Correct

If the marketer applies the formula, the result is 2.5. This means that for every dollar they spend on advertising, they make \$2.50 USD. This can also be expressed as a ratio (2.5:1) or percentage (250%).