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1. Imagine that a marketer is developing a specific campaign in a media plan and they set a target with a measurable, numeric value. What does this describe? 1 / 1 point
- ☐ A brand goal
 - ☒ A performance goal
 - ☐ A marketing goal
 - ☐ A media mix
- ☒ Correct
2. Which of the following describes the relationship between a key performance indicator (KPI), a marketing goal, and a business goal? 1 / 1 point
- ☐ A KPI is a specific objective in a marketing plan that informs marketing and business goals.
 - ☐ A KPI is a process used to establish business goals and marketing goals.
 - ☒ A KPI is a measurement used to gauge how successful a business is in its effort to reach a business or marketing goal.
 - ☐ A KPI is an aim, achievement, or outcome for a business that informs marketing and business goals.
- ☒ Correct
3. A marketer uses return on ad spend (ROAS) as the performance goal for an ad campaign. What does ROAS indicate? 1 / 1 point
- ☐ How many campaign-level goals were reached based on the revenue
 - ☐ How much revenue generated to the number of new customers engaged
 - ☐ How many total sales came from the total number of clicks
 - ☒ How much revenue was generated from the amount spent on advertising
- ☒ Correct
4. Imagine that a marketer is developing a digital media plan, and they ask: "Which channels will get the most out of my budget?" What part of a marketing plan does this describe? 1 / 1 point
- ☒ Media mix
 - ☐ Target audience

- ☐ Campaign duration
- ☐ Key performance indicators

☒ Correct

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 \$150 USD in advertising to sell 5 units of a \$75 USD product. They apply the formula to calculate return on ad spend (ROAS). What is this marketer's ROAS?

- ☐ $(5 \times 5) / 150 = 0.17$
- ☒ $(5 \times 75) / 150 = 2.5$
- ☐ $(75 \times 75) / 5 = 1,125$
- ☐ $(5 \times 150) / 75 = 10$

☒ Correct

6. After completing an online test, a marketer deploys the better performing of two direct response ads. What type of testing strategy did the marketer use?

1 / 1 point

- ☒ A/B test
- ☐ Outcome test
- ☐ Click volume test
- ☐ Drop rate test

☒ Correct

7. A marketer uses attribution to assign credit to micro conversions in the customer journey. What are micro conversions?

1 / 1 point

- ☐ A real-time display of current user activity on a website and social media
- ☐ A completed purchase transaction within the first month of entering the marketing funnel
- ☐ A completed response that indicates a potential customer is not going to make a purchase
- ☒ A completed response that indicates a potential customer is moving toward a macro conversion

☒ Correct

8. Big data plays a role in _____, which uses historical data to predict what might happen. 1 / 1 point

- ☐ multichannel marketing analytics
- ☐ real-time analytics
- ☒ predictive analytics
- ☐ intuitive analytics

☒ Correct

9. Fill in the blank: One way to control cost is to manage CPC on a per-campaign basis. You can allocate more budget to the PPC campaigns that _____. 0 / 1 point

- ☐ are the most popular
- ☐ cost the most
- ☐ are the highest priority
- ☒ have an average performance

☒ Incorrect
Please review [the reading on performance goals](#).

10. When creating a media plan, why should you clearly identify your target audience? 0 / 1 point

- ☐ It documents how you will measure campaign success for each media channel.
- ☐ It enables the right content decisions based on an allocated budget for any media channel.
- ☐ To spend the limited campaign budget on the people most likely to make a purchase
- ☒ To help prevent over- or under-spending for a particular channel during a campaign

☒ Incorrect
Please review [the reading on the steps for media planning](#).