

Congratulations! You passed!
Grade received 90%
To pass 80% or higher
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1. Fill in the blank: _____ is a tool that creates and initiates a plan for how to promote products or services on Google's vast network of search results, media, and tools.

1 / 1 point

- ☒ A campaign
- ☐ E-commerce
- ☐ A web page
- ☐ Pay-per-click

✓ Correct
A campaign is a tool that creates and initiates a plan for how to promote products or services on Google's vast network of search results, media, and tools.

2. Which types of ad campaigns are commonly used for e-commerce? Select all that apply.

0.75 / 1 point

✓ Promotion

✗ This should not be selected
Shopping, search, display, and video are the types of ad campaigns that are commonly used for e-commerce. Promotion is not an ad campaign type used for e-commerce.

✓ Shopping

✓ Correct
Shopping, search, display, and video are the types of ad campaigns that are commonly used for e-commerce.

✓ Display

✓ Correct
Shopping, search, display, and video are the types of ad campaigns that are commonly used for e-commerce.

✓ Search

✓ Correct
Shopping, search, display, and video are the types of ad campaigns that are commonly used for e-commerce.

3. Which type of ad campaign is ideal for an e-commerce retailer looking to sell their product inventory? 1 / 1 point

- ☒ Shopping campaign
- ☐ Display campaign
- ☐ Video campaign
- ☐ Search campaign



Correct

A shopping campaign is ideal for an e-commerce retailer looking to sell their product inventory. Shopping campaigns are an essential part of the online buying and selling process. They promote an e-commerce retailer's online inventory and boost traffic to their website store.

4. Consider the following scenario: 1 / 1 point

Adrian forgot to order cupcakes for a birthday celebration. He needs to be able to pick up two dozen cupcakes before the local bakeries close. He goes to Google Search and types in "cupcakes." But there is a problem. He is met with nearly seven billion search results. Adrian is overwhelmed and has to spend a significant amount of time filtering through the results. What type of campaign would have made it easier to find a bakery in his area that offers cupcakes?

- ☐ A Shopping campaign
- ☒ A Search campaign
- ☐ A Display campaign
- ☐ A Video campaign



Correct

If a bakery in Adrian's area used a Search campaign, he would have been able to quickly identify a bakery that sells cupcakes at the top of the web page. This would have made it easy for him to place an order before the end of the day.

5. What does a digital marketer have control over when they use a Search, Shopping, Display, or Video campaign? Select all that apply. 0.75 / 1 point



Keywords



Correct

When a digital marketer uses a Search campaign, a Shopping campaign, a Display campaign, or a Video campaign, they have complete control over four factors. They can control the campaign's goals, keywords, conversion metrics, and budget strategy.



Customer feedback



This should not be selected

When a digital marketer uses a Search campaign, a Shopping campaign, a Display campaign, or a Video campaign, they have complete control over four factors. They can control the campaign's goals, keywords, conversion metrics,

and budget strategy. Regardless of the campaign type, a digital marketer cannot control the feedback customers provide.

☒ Conversion metrics

☒ Correct
When a digital marketer uses a Search campaign, a Shopping campaign, a Display campaign, or a Video campaign, they have complete control over four factors. They can control the campaign's goals, keywords, conversion metrics, and budget strategy.

☒ Specific goals

☒ Correct
When a digital marketer uses a Search campaign, a Shopping campaign, a Display campaign, or a Video campaign, they have complete control over four factors. They can control the campaign's goals, keywords, conversion metrics, and budget strategy.