**Digital Marketing**

**Performance Opportunity #3 Review**

*This is a list of many of the core concepts that will be covered on the first PO. While I’m not guaranteeing it is 100-percent inclusive, strong knowledge and understanding of these items will put you in pretty good shape. In general, topics stemming from information presented in class using PowerPoints, guest speakers and videos, and resources shared (ie. articles linked from PowerPoints) are fair game.*

Meaning and Purposes of CRM

Role of CRM Software

Customer Pyramid vs. 80-20 Rule

4-Phase CRM Cyle

Add-On Selling vs. Cross-Selling

Flagship vs. Segmented E-mails

E-mail Marketing Basics

Onboarding

E-mail Marketing Data Tracking

Retargeting

CAN-SPAM Act

Major Benefits of Mobile Marketing

SMS

Pew Stats on Mobile Dependence and Usage Behavior

Programmatic vs. Direct Buy w/ Online Advertising

Benefits and Drawbacks of Programmatic

Online Advertising Benefits

Affiliate Marketing

Contextual Advertising

In-Text Advertising

Interstitial Advertising

Analytics

Analytics and Mobile Game Testing

Pop-Up vs. Pop-Under Ads

*The Performance Opportunity itself has 46 total questions (33 multiple-choice and 13 T/F). You will be required to answer 40 questions, meaning you can eliminate any 6 questions from consideration.*