

Score for this attempt: **10** out of 10

Submitted Oct 25 at 4:12am

This attempt took less than 1 minute.

Question 1

1 / 1 pts

According to the lecture, which of the following is not one of the characteristics of objectives when establishing social media goals?

- ☐ Attainable
- ☒ Comprehensive
- ☐ Relevant

Correct!

Question 2

1 / 1 pts

Please choose the correct ranking of the risks of running advertisements for advertisers, from the most riskiest to the least.

- ☐ Cost per view, cost per sale, cost per click
- ☐ Cost per sale, cost per click, cost per view
- ☒ Cost per view, cost per click, cost per sale

Correct!

Question 3

1 / 1 pts

According to the lecture, what model do hybrid advertisements use?

- ☐ Cost per view model.
- ☒ Cost per view + cost per click model

Correct!

- ☐ Cost per view + cost per sale model

For questions 4-7, refer to the Star Digital case study.

Question 4

1 / 1 pts

According to the Star Digital case, which of the following was not a reason for the increase in spending on online advertising when compared to traditional TV advertising?

- ☒ Online advertising spend was much cheaper than traditional TV advertising.
- ☐ Potential customers who didn't currently have a service provider spent significant amount of time online.
- ☐ There were more and more consumers using internet to purchase goods and services.

Correct!

Question 5

1 / 1 pts

According to the Star Digital case, which of the following is correct?

- ☐ Compared to online advertising, offline advertising had an advantage of collecting data tying advertisement impressions to conversions.
- ☐ Attributing conversion entirely to clicks tended to overvalue the return to advertising.

Correct!



A controlled experiment was able to measure the increase in conversions due to online advertising.

Question 6

1 / 1 pts

With respect to the Star Digital's display advertising experiment, which of the following is incorrect?



Instead of measuring the click-through and view-through-based advertising effectiveness metrics, the experiment measured the incremental impact of advertising.



The control and test groups in the experiment were equal in size.



One of the factors that determined the fraction of users in control group was baseline conversion rate.

Correct!

Question 7

1 / 1 pts

According to the Star Digital case, which of the following is not a reason for the higher costs of assigning consumers to test and control groups of equal size?



Charity advertisements cost the advertiser as much as the campaign advertisements.



Compared to test groups, control groups needed to be treated more carefully. Therefore, the training cost of control groups was higher.



There was an opportunity cost when a consumer who could have been influenced by advertisements was shown charity advertisements instead.

Correct!

Question 8

1 / 1 pts

Select the **incorrect** statement from the following:

Correct!



The general structure of a paid search ad consists of 3 primary sections: 1) a Headline, 2) a Display URL & Path, and 3) Ad Group



Landing Page is the first page a user reaches when clicking on a link in an online marketing campaign.



According to Week 10 slides, Keywords, Ad Copy, Landing Page and CTR of the Ad are the factors that affect the quality score in Google AdWords system.



An organization that attains a higher quality score relative to their competitors can realize a lower CPC and still rank higher than the competition

Question 9

1 / 1 pts

Planning and Setting Up a Paid Search Campaign does not involve the following step:

Correct!



Establishing a Budget



Conduct keyword research



Hiring professional digital advertisers to come up with a catchy tagline



Defining business goals being supported by market research

Question 10

1 / 1 pts

Which of the following is not used to measure the profitability of an Ad Campaign?

- ☐ CPC (Cost Per Click)
- ☒ Customer Complaint Rate
- ☐ Conversion Rate
- ☐ Lifetime Value of Customer

Correct!

Quiz Score: **10** out of 1