

# Welcome to your **digital marketing overview** retake exam

1. This retake exam is recorded, the examiner shares his screen, your microphone and webcam are on.
2. Please show to the examiner that:
  - You are alone in the room (360° webcam check), disconnect your second screen if you have one and put your phone away.
  - Zoom is the only application open on your laptop. Do not use your keyboard during the exam.
3. Exam (15 min).
  - You manage your time as you want. Ask the examiner to go to the next slide when you are done with one part.
  - When you are done with the exam, if there is still time, you can complete your previous answer(s).
    - Part 1: Questions on core concepts and strategies related to the course. (40%)
    - Part 2: Application-based questions involving a case study. (40%)
    - Part 3: Quick-fire True/False segment to test your rapid recall and understanding of key facts. (20%)

# Part 1: Questions on core concepts and strategies

1. Define what is a "persona". What are the benefits of using a persona compared to a segment / target market? [15%]
2. What is the RACE Model in digital marketing? What does each letter mean? How can it be helpful for a marketing manager? [15%]
3. Why conceptually retail media advertising is considered to be a more powerful tool than display advertising? Don't forget to provide a definition for each type of advertising. [15%]

# Part 2: Application-based questions

A company that receives close to 3 million users per year on its website has provided the following table for analysis.

## Distribution of visits and visits with transactions per channel as of April 2025

	Visits	Visits with transactions
Google Organic	40%	40%
Google CPC*	24%	25%
Direct	18%	18%
Email	3%	4%
Instagram Organic	3%	1%
Instagram CPC*	1%	0%
Others	12%	12%

1. Assign just one channel to each type of media in the POEM classification. Explain why you made this choice and provide an example of a potential marketing strategy for each channel type. (15%)
2. What is the most efficient channel to generate transactions? Justify your answer with calculations based on the data provided. and explain why it is logical or not from a marketing standpoint (20%)
3. What channel in the list could help you to assess if the company has a good online reputation? Justify your answer. (10%)

## Part 3: Quick-fire True/False

1. **True or False:** A high bounce rate generally indicates high quality webpage content. [2%]
2. **True or False:** The goal of a click-through landing page is to offer free download. [2%]
3. **True or False:** The purpose of a power/interest grid is to calculate project costs . [2%]
4. **True or False:** A well-designed UX can negate the need for SEO. [2%]
5. **True or False:** Spotify is an example of a freemium business model [2%]