**Digital Marketing helps to improve \_\_\_\_\_\_\_\_\_\_**

All the options mentioned

#### Paid Search Marketing is about Bidding and Buying relevant keywords.

True

#### Retargeting platforms enable advertisers to \_\_\_\_\_

All the options mentioned

#### Which of the following aims at influencing users who have already begun their research on sites like Google, but not necessary that they have visited a brand site.

Search Retargeting

#### Customizing ads to people who had earlier visited the site is \_\_\_

Remarketing

#### Real time Biding is a form of Programmatic Buying.

True

#### Facebook Adverts is an advertising platform that can deliver ads on \_\_\_

Both Facebook and Instagram

#### Google Ad Auction rewards advertisers with \_

High Ad Rank

#### Which of the following design approaches help in building sites that are optimized for varied screen sizes?

Responsive Web Design

#### Which of the following capabilities are offered by Web Content Management Tools?

All the options mentioned

#### Which of the following Strategies have higher control on sites/pages getting listed in Google SERPs?

Both of the options mentioned

#### Social Media Analytics can help in \_\_\_\_\_\_\_\_\_.

All the options mentioned

#### When done right, In-game advertising can establish deeper connect with the player.

True

#### Which of the following social platforms offer a higher reach to the millennials.

Facebook

#### The objective of In-game advertising is to drive sales.

True

#### Which of the following is most important for the success of Digital Marketing?

Customer Experience

#### Which of the following techniques can be used to target customers who bypass search engines and directly navigate to sites related to your product?

Remarketing

#### By reading through the customer reviews of a product on Amazon, a customer forms a \_\_\_

Perception about the product

#### Which of the following platforms can be used by advertisers to bid and purchase ad impressions across ad exchanges?

Demand Side Platform

#### Paid Search Marketing is completely driven by Google.

False

#### Which of the following involves, the use of technology platforms to automate buying and selling of media?

#### Programmatic Advertising

#### Ads that play in the beginning, end or in mid of youtube videos are \_

In Stream Ads

#### Main objective of Digital Marketing is to \_\_\_\_\_\_\_

None of the options mentioned

#### In Google AdWords, which of the following factors is an important factor for winning the auction

Bid Value and Quality Score

#### Which of the following is not a Social Media Management Tool?

Drupal

#### Which of the following is not an open source WCM

Sitecore

#### Designing a site for Mobile is very similar to Web

False

#### Facebook Adverts allows advertisers to \_

#### All the options mentioned