Review Test Submission: Lecture 04 Quiz

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Course	MKT 6321.0W1 - Interactive and Digital Marketing - S24
Test	Lecture 04 Quiz
Started	2/8/24 11:42 PM
Submitted	2/8/24 11:48 PM
	2/12/24 11:59 PM
Status	Completed
Attempt Score	7 out of 9 points
Time Elapsed	5 minutes
Results Displayed	All Answers, Submitted Answers, Correct Answers, Feedback, Incorrectly Answered Questions

Question 1 0 out of 1 points



Under the 40/40/20 rule, which element is the least important?

Selected Answer: 👩 The offer

The offer Answers:

All are equally important

Creative

Target audience or list

Question 2 1 out of 1 points

Brand advertising can best be characterized as _____

Selected Answer: $_{\bigcirc}$ focused on increasing awareness and interest

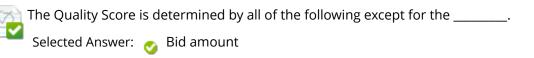
Answers: focused on increasing CTR

focused on increasing conversions

focused on increasing awareness and interest

focused on mobile

Question 3	1 out of 1 poi
Native ads can best b	e described as
Selected 🗸	
Answer: the	ose ads which match the editorial content they appear next
Answers:	Ads referring to a certain type of content native to that cou
♡ the	ose ads which match the editorial content they appear next
	those a company places on their own website
	another word for Google display ads
Question 4	1 out of 1 poi
Programmatic can be	st be described as
Selected Answer: 🔇	Real time ad auctions
Answers:	Real time ad auctions
	personalized ads
	Weather driven ads
	Computer programmed ads
Question 5	1 out of 1 po
Which is NOT a key lo	ocalization driver?
Selected Answer: 👩	PPC ads
Answers:	directories
	Local reviews
•	PPC ads
_	behavorial factors



	Answers:	Keyword CTR	
		Ad text relevancy	
		Landing page relevancy	
	•	Bid amount	
	•	'	
Questior	ı 7		0 out of 1 points
(7)	The main goal in ad co	opywriting is to focus and list your product fe	·
×	_		
	Selected Answer: (2) This is a selected Answers:	rrue True	
		False	
Questior	າ 8		1 out of 1 points
			·
	the following?	our campaign structure is to a great extent dr	iven by which of
	Selected Answer: 🔮	Your website's categories structure	
	Answers:	Your website's categories structure	
		Amount being bid for each click	
		Number of products you have	
		If paying based on per click vs for impression	ons
Question	າ 9		1 out of 1 points
(X)	AdSense can best be	described as	
≥ ✓	Selected Answer: 👩	advertising in the Google display network	<
	Answers:	SEO	
		behavioral display ads	
		advertising in the Google display network	
	•	,	
		YouTube advertising	

Thursday, February 8, 2024 11:48:16 PM CST