Review Test Submission: Lecture 04 Quiz

User	Rahul Kotian
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
Due Date	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

Answers:
The offer

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: ✅ 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 points

Native ads can best be described as _____

Selected Answer: ✅ those ads which match the editorial content they appear next to

Answers: Ads referring to a certain type of content native to that country

✅ those ads which match the editorial content they appear next to

those a company places on their own website

another word for Google display ads

Question 4

1 out of 1 points

Programmatic can best 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 points

Which is NOT a key localization driver?

Selected Answer: ✅ PPC ads

Answers: directories

Local reviews

✅ PPC ads

behavorial factors

Question 6

1 out of 1 points

The Quality Score is determined by all of the following except for the _____.

Selected Answer: ✅ Bid amount

Answers: Keyword CTR

                        Ad text relevancy

                        Landing page relevancy

                    ✅ Bid amount

Question 7

0 out of 1 points

The main goal in ad copywriting is to focus and list your product features

Selected Answer: ❌ True
Answers: True
                    ✅ False

Question 8

1 out of 1 points

in Google Adwords, your campaign structure is to a great extent driven by which of the following?

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 impressions

---

Question 9

1 out of 1 points

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

← **OK**