**Chapter 6: Display Advertising and Other Customer Acquisition Techniques**

**MULTIPLE CHOICE**

1. Which of the following is a true statement about acquisition of online customers?

a. Acquisition of online customers can be accomplished only online.

b. Acquisition of online customers can make use of both offline and online techniques.

c. Is more costly than acquiring offline customers.

ANS: B REF: p. 149

2. Internet customer acquisition tools include:

a. affiliate programs.

b. online display ads.

c. both of the above.

ANS: C REF: p. 149

3. Online advertising includes:

a. listings on directory sites.

b. search ads.

c. ads in print newspapers.

ANS: B REF: p. 149

4. Which statement is true?

a. The amounts spent for search ads and online display ads is roughly the same.

b. The amount spent for search ads is much greater than for online display ads.

c. The amount spent for online display ads is much great than for search ads.

ANS: A REF: p. 151

5. Internet advertising formats:

a. are established by individual websites.

b. are enforced by the Federal Communications Commission.

c. neither of the above.

ANS: C REF: p. 152

6. Best practices for developing rich media ads include:

a. put as much interactivity into the ad as possible.

b. understand who your target audience is and how its members use the web.

c. do not include a call to action in a rich media ad.

ANS: B REF: p. 153

7. The new “Rising Stars” ad formats were designed because:

a. old formats were no longer usable.

b. the job of the IAB is to make as many formats available as they can.

c. the new formats respond to the need for better brand development ads.

ANS: C REF: p. 154

8. Ad serving:

a. makes it difficult for marketers to understand whether their advertising is effective.

b. is the distribution of ads to sites that will include them in the content of their pages.

c. is the placement of ads on websites by specialized marketing services agencies.

ANS: C REF: p. 155

9. Ad serving is necessary for most sites because:

a. matching availability of ad space on sites to advertiser needs is complicated.

b. the software required is complex and expensive.

c. both of the above.

ANS: C REF: p. 155

10. Ways of targeting Internet ads include:

a. contextual.

b. marketing research.

c. lifestyle.

ANS: A REF: p. 157

11. The technique that serves ads to Internet users based on tracking of their Internet activities is:

a. behavioral advertising.

b. personalized advertising.

c. re-targeting.

ANS: A REF: p. 157

12. \_\_\_\_\_\_\_\_ includes the kind of ad targeting that relies on anonymous data profiles based on user activities.

a. Behavioral advertising

b. Lifestyle advertising

c. Contextual advertising

ANS: A REF: p. 158

13. Predictive models can be used to:

a. identify keywords for contextual advertising.

b. target unidentified users based on behaviors.

c. avoid the expense of using an ad network.

ANS: B REF: p. 160

14. A vertical advertising network:

a. is the property of an advertising agency.

b. refers to a type of B2B advertising.

c. aggregates a number of similar sites to be offered to advertisers.

ANS: C REF: p. 161

15. Ads on \_\_\_\_\_\_\_\_ are similar to other types of Pay Per Click ads.

a. Facebook

b. a portal like Yahoo!

c. a newspaper website

ANS: A REF: p. 163

16. Marketing events include:

a. trade shows.

b. online product launches.

c. both of the above.

ANS: C REF: p. 164

17. Event-driven marketing is part of a trend that includes:

a. more experiential marketing activities.

b. more use of offline marketing activities.

c. use of B2B marketing techniques in B2C markets.

ANS: A REF: p. 165

18. An optimized press release:

a. is designed to encourage writers to contact the company for more information.

b. contains rich media and links to the website.

c. is available only to a select set of journalists from leading publications.

ANS: B REF: p. 167

19. \_\_\_\_\_\_\_\_ are designed to sign up other websites to sell products.

a. Portal deals

b. Ad networks

c. Affiliate programs

ANS: C REF: p. 168

20. Which is a true statement about viral marketing?

a. It can bring a great deal of attention when it works.

b. It is a type of marketing that can be practiced by sites, large and small.

c. It is a questionable practice under existing communications laws.

ANS: A REF: p. 168

**TRUE/FALSE**

1. All Internet marketing tools work equally well for acquiring new customers.

ANS: F REF: p. 149

1. Online advertising maintains a relatively small but growing percentage of total advertising spending around the world.

ANS: T REF: p. 150

1. Online advertising can be used in all phases of the branding cycle with equally positive effects.

ANS: F REF: p. 151

1. Display advertising formats explain the type of content that can be used in an ad.

ANS: F REF: p. 152

1. Rich media ads tend to be larger in size and contain more interactive elements.

ANS: T REF: p. 152

1. Ad serving refers to the process of creating ads to be shown on the Internet.

ANS: F REF: p. 155

1. Ad networks represent groups of related publishers and allow marketers to target a specific audience on many sites.

ANS: T REF: p. 155

1. Online ads can be targeted using either contextual or demographic advertising.

ANS: T REF: p. 157

1. Contextual advertising makes use of keywords to target.

ANS: T REF: p. 157

1. Behavioral advertising is costly and questionable in effectiveness.

ANS: F REF: p. 158

1. Placing cookies is part of the process of targeting unidentified users.

ANS: T REF: p. 159

1. Blogs represent an opportunity for marketers to target specific audiences with their display advertising.

ANS: T REF: p. 161

1. Advertising on Facebook and LinkedIn is self-service for the advertiser.

ANS: T REF: p. 163

1. The use of marketing events has declines substantially as a result of the Internet.

ANS: F REF: p. 164

1. A social media press release is released through a social network.

ANS: F REF: p. 167

1. There are clear guidelines for creating marketing programs that will go viral.

ANS: T REF: p. 169