

Overview

Multi-choice test that measures the candidate's knowledge about the use of AdWords and tools to analyze ad performance on digital media.

Relevant Job Roles	Advertising and Promotions Manager, Advertising Sales Agent, Promotions Manager, Search Marketing Strategist
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Details	Language	English (US)
	Average Testing Time (minutes)	07 minutes
	Allowed Time (minutes)	10 minutes
	Maximum Number of Questions	15 questions
	Number of Sitzings	One
	Test Type	Multiple Choice - CTT
	Sector	Business
	Scores Reported	• Overall Score

O*NET Competency	Sales and Marketing
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Knowledge, Skills, Abilities And Competencies Measured

The following areas are covered:

- Social media advertising
- Content strategy
- Display advertising
- Search engine optimization
- Search engine marketing with AdWords (SEM)
- Google analytics
- Ad targeting