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Question 1

Question Type: MultipleChoice

What does the term 'frequency' refer to in email marketing? Choose one of the following:

Options:

- A) Regularity of email communications
- B) Number of email communications
- C) Popularity of email communications
- D) Volume of email communications

Answer:

A

Question 2

Question Type: MultipleChoice

You have heard about the term 'tenancy' in online advertising. What does it mean? Choose one of the following:

Options:

- A) Your ad will have a fixed position for a certain price and time.
- B) Your ad will have a fixed position for a certain number of clicks.
- C) Your ad will have a fixed position for a certain number of impressions.
- D) Your ad will have a fixed position for a certain budget.

Answer:

A

Question 3

Question Type: MultipleChoice

What does the term 'frequency' refer to in email marketing? Choose one of the following:

Options:

- A) Regularity of email communications
- B) Number of email communications
- C) Popularity of email communications
- D) Volume of email communications

Answer:

A

Question 4

Question Type: MultipleChoice

You have heard about the term 'tenancy' in online advertising. What does it mean? Choose one of the following:

Options:

- A) Your ad will have a fixed position for a certain price and time.

- B) Your ad will have a fixed position for a certain number of clicks.
- C) Your ad will have a fixed position for a certain number of impressions.
- D) Your ad will have a fixed position for a certain budget.

Answer:

A

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