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Question 1

Question Type: MultipleChoice

Which of the following criteria would you apply when choosing an Ad Publisher? Choose TWO of the following:

Options:

- A- Relevance to your business sector
- B- Relevance to your target audience
- C- Accept Dynamic Ad Formats only
- D- Offer tenancy arrangements with some sectors
- E- Relevance to your competitors

Answer:

A, B

Question 2

Question Type: MultipleChoice

There are tools available to help you research ad publishers. Choose the Google ad publishing tool from the list below. Choose one of the following:

Options:

- A- Google Display Planner
- B- Double Click Campaign Planner
- C- Google AdWords Keyword Planner
- D- Google Analytics

Answer:

A

Question 3

Question Type: MultipleChoice

You are viewing a highly successful video based ad campaign with high conversion metrics. Which factor below gives strength to the ad? Choose one of the following:

Options:

- A- Clear call to action
- B- Elaborate language
- C- Subtlety of the brand
- D- Aimed at wide range of target groups

Answer:

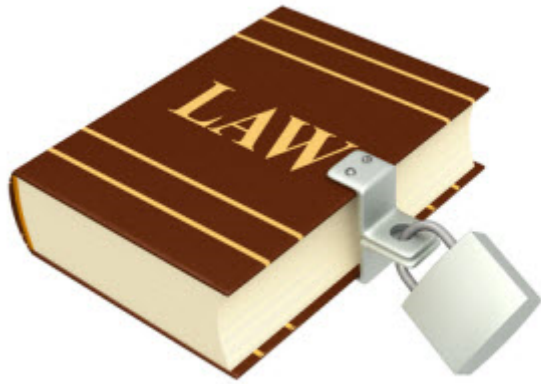
A

Question 4

Question Type: MultipleChoice

Consumers have rights in terms of any information collected about them through your digital marketing campaigns. What legislation are these rights protected under? Choose one of the following:

Exhibit:



Options:

- A- Data Protection Act
- B- Privacy Act
- C- Disability Act
- D- Accessibility Act

Answer:

A

Question 5

Question Type: MultipleChoice

You are aware that privacy conventions apply to any digital marketing campaign. What is the implication of this for your digital display campaign, and what may you not do? Choose one of the following:

Options:

- A- Track for retargeting
- B- Track for analysis
- C- Track for device information
- D- Track for previous activities

Answer:

A

Question 6

Question Type: MultipleChoice

In digital display you have heard about split testing. What does this mean? Choose one of the following:

Exhibit:



Options:

- A-** Testing ads with different content.
- B-** Testing ads through uncontrolled experiments.
- C-** Testing ads in print advertising.
- D-** Testing ads generally for response rates.

Answer:

A

Question 7

Question Type: MultipleChoice

You have been preparing the latest Digital Marketing Strategy document for the Senior Management Team. In particular you have taken into account factors such as age and gender, as well as the social background of your target audience. What is the general term used to describe this? Choose one of the following:

Exhibit:



Options:

- A- Audience definition
- B- Personnel Development
- C- Profile Specification
- D- Segmentation Analysis

Answer:

A

Question 8

Question Type: MultipleChoice

What does retargeting mean? Choose one of the following:

Exhibit:



Options:

- A-** The ad follows the user
- B-** The ad leads the user
- C-** The user follows the ad
- D-** The user leads the ad

Answer:

A

Question 9

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 10

Question Type: MultipleChoice

What does the term CPA refer to? Choose one of the following:

Exhibit:



Options:

A- Cost-Per-Acquisition

B- Cost-Per-Account

C- Cost-Per-Ad

D- Cost-Per-Analysis

Answer:

A

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