



Free Questions for PDDM by dumpssheet

Shared by Petersen on 12-12-2023

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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

Explanation:

Topic 9, Introduction to Digital Marketing

Question 2

Question Type: MultipleChoice

You wish to check how different email marketing campaign versions perform and you understand there is a special exercise to help with this. What is it called? Choose one of the following:

Options:

- A- Split Testing
- B- Division Testing
- C- Market Testing
- D- 50/50 Testing

Answer:

A

Question 3

Question Type: MultipleChoice

You wish to make the most of your email marketing campaign. Which practice can help with ClickThroughRates? Choose one of the following:

Exhibit:



Options:

A- Clear call to action (CTA)

B- Image based email

C- Many links to your website

D- Excellent offer information

Answer:

A

Question 4

Question Type: MultipleChoice

To optimize response rates for your email marketing messages which practice is a good one to adopt? Choose one of the following:

Options:

A- Use a real reply address

B- Use an info address

C- Use a client company email generic address

D- Use a computerized address

Answer:

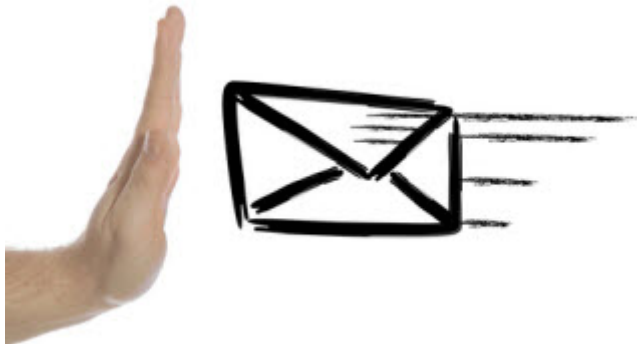
A

Question 5

Question Type: MultipleChoice

An end-user's email inbox is a personal space. With this in mind, what would it be important to consider with your email marketing messages? Choose one of the following:

Exhibit:



Options:

A- Etiquette

B- Preferences

C- Language

D- Grammar

Answer:

A

Question 6

Question Type: MultipleChoice

It has been said that effective digital marketing is concerned with market reality, and not just market research because every user action online is _____. Fill in the blank to complete the sentence by choosing one of the following:

Exhibit:



Options:

- A-** Traceable
- B-** Verifiable
- C-** Explicable
- D-** Auditable

Answer:

A

Question 7

Question Type: MultipleChoice

You have been attempting to build an audience persona and have taken into account factors such as: age, gender, social background. What is the general term used to describe this? Choose one of the following:

Options:

- A- Demographics
- B- Infographics
- C- Pictographics
- D- Profile Graphics

Answer:

A

Question 8

Question Type: MultipleChoice

Digital marketing channels often _____ consumers from schedules and constraints associated with standard broadcasting channels. Fill in the blank to complete the sentence by choosing one of the following:

Exhibit:



Options:

- A- Liberate
- B- Constrain
- C- Separate
- D- Exclude

Answer:

A

Question 9

Question Type: MultipleChoice

Traditional marketing is sometimes characterized as a broadcast approach. What does this mean? Choose one of the following:

Exhibit:



Options:

A- One-to-Many

B- Message driven

C- Interruption model

D- One-to-One

Answer:

A

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