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Question 1

Question Type: MultipleChoice

An analyst calculates data averages (norms) of more than 2,500 brand lift tests in the industry, then compares it to recent campaign results:

- * Campaign delivered Ad recall lift +8.3pt (the norm Ad Recall is 9.0pt with a standard deviation of 0.6pt)
- * Campaign delivered Message Association +7.1pt (the norm for Message Association is 7.8pt with a standard deviation of 0.8pt)
- * Campaign delivered Favorability +6.3pt (the norm for Favorability is 4.0pt with a standard deviation of 1.1pt)
- * Campaign delivered Purchase Intent +5.9pt (the norm for Purchase Intent is 5.3pt with a standard deviation of 0.5pt)

Which conclusion should the analyst make based on this data?

Options:

- A-** Campaign ad recall is significantly worse than the norm above 95% confidence
- B-** Campaign purchase intent is significantly better than the norm above 95% confidence
- C-** Campaign favorability is significantly better than the norm above 95% confidence
- D-** Campaign message association is significantly worse than the norm above 95% confidence

Answer:

B

Question 2

Question Type: MultipleChoice

A longitudinal data set is missing values.

Which approach should be used to minimize bias in a forecast considering it is a small sample?

Options:

A- Linear interpolation

B- Pairwise deletion

C- Winsorization

D- Dropping variables with missing values

Answer:

A

Question 3

Question Type: MultipleChoice

A beverage brand plans to launch a World Cup campaign to generate awareness across digital, TV and print. It recently ran a marketing mix model to determine the performance of this campaign. The analysis proved that the campaign resulted in a lift in sales. Due to the high cost of World Cup ads, the ROI was \$0.15, which is below their historical norms for campaigns.

How should the analysis help contextualize the results?

Options:

- A- Advertised across too many channels
- B- Based on viewership of the World Cup, CPMs are particularly high
- C- Awareness campaigns are not designed to drive conversions
- D- The campaign was contaminated by TV advertising

Answer:

A

Question 4

Question Type: MultipleChoice

An analyst working for a financial services company is reviewing Facebook campaign results to assess how many new credit card signups can be attributed to its Facebook campaign. The analyst is comparing attributed results in Facebook Ads Manager with those in Google Analytics and needs to explain why these are different.

What are two key differences between the platforms that can provide a reasonable explanation for this outcome? (Choose 2)

Options:

- A- Google data includes impressions, conversions and clicks
- B- Facebook data includes visits, conversions and clicks
- C- Different platforms tend to attribute more conversions to its own platforms
- D- Different platforms may be using different attribution models
- E- Different platforms have access to different data

Answer:

C, D

Question 5

Question Type: MultipleChoice

A retail brand needs to increase purchases. The brand has video content that was designed for a cross-screen experience on TV and Facebook. The brand launches its campaign in 30-second and 60-second TV spots and then launches 6- and 15-second mobile-friendly videos with captions. The brand runs a Facebook multi-cell Conversion Lift test to compare the effectiveness of the two mobile videos:

- * Cell A: 50% of campaign budget, optimized for purchase event, 6-second video
- * Cell B: 50% of campaign budget, optimized for purchase event, 15-second video

At the end of the campaign, Cell A yields a 4-point lift with a p-value = 0.4. Cell B yields a 2.6-point lift with a p-value = 0.05

Which recommendation should be made to increase future purchases?

Options:

- A-** Change the campaign objective to Catalog Sales
- B-** Change the campaign objective to Video Views
- C-** Allocate more campaign budget toward the 6-second video
- D-** Allocate more campaign budget toward the 15-second video

Answer:

B

Question 6

Question Type: MultipleChoice

A beauty brand notices an increase in consumer demand for organic beauty products and wants to increase sales with its current budget. Its media spend is across four media channels with equal budget allocation. The company buys two target audiences. One audience is a demographic target audience, ages 25-35. The other audience is a behavioral target audience of people who have expressed interest in organic beauty products. This beauty brand gives credit for a conversion when one of these high-intent consumers is served an ad and clicks the ad.

The analyst recommends shifting the total budget to the demographic target audience. What is a possible reason for this recommendation?

	Demographic target audience (25-35 age group)	Behavioral target audience
Click-Through Rate	5%	10%
Reach	10,000,000	1,000,000
Spend	\$10,000	\$10,000
CPM	\$2.00	\$10.00
Lift (%)	1%	2%
Cost per Additional Conversion	\$1.00	\$2.00

Options:

- A- Lower cost per additional conversion
- B- Higher overall reach
- C- Lower cost per click
- D- Lower proportion of this audience clicks on the ads

Answer:

A

Question 7

Question Type: MultipleChoice

An ecommerce brand decides to run a Facebook campaign, targeting men, to sell its recently released product. The company plans to run a single-cell Conversion Lift test to understand whether that campaign can achieve significant sales lift.

The Facebook pixel is correctly integrated on its website. It also recently released a mobile app with exclusive offers only available when a customer orders through the app. In the past, it has had a narrower target of men, ages 18-44, and it plans to use the same media weight that it has used in previous campaigns.

What is a potential issue that may affect the measurement of this campaign?

Options:

- A-** Using a single-cell Conversion Lift test will not accurately capture sales lift
- B-** Using the same media weight on narrower targets will decrease the conversion rates
- C-** Using the Facebook pixel will not track orders on the mobile app
- D-** Using exclusive offers will introduce bias

Answer:

A

Question 8

Question Type: MultipleChoice

An analyst wants to measure a campaign that is delivering across Facebook and Paid Search. The client wants to understand the causal sales impact of each channel. Which methodology should the analyst use?

Options:

A- A/B test

B- Randomized control trial

C- Attribution

D- Marketing mix model

Answer:

B

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