



**Free Questions for PDDM by vceexamstest**

**Shared by Spencer on 18-01-2024**

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# Question 1

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**Question Type: Hotspot**

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You wish to share the Audience Overview report internally with your team. Where would you first click in the Google Analytics screen shown to output the current report as a CSV file?

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**Answer:**

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# Question 2

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**Question Type: DragDrop**

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Match the social media platform on the left with the key term on the right:

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Image not found or type unknown



**Answer:**

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Image not found or type unknown

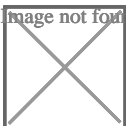


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## Question 3

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**Question Type:** MultipleChoice

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

### Options:

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- 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:

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A

## Question 4

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**Question Type:** MultipleChoice

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

**Options:**

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

**Answer:**

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A

## Question 5

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**Question Type: DragDrop**

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Match the social media platform on the left with the key term on the right:

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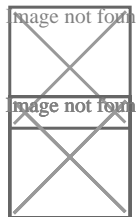


Image not found or type unknown

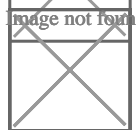


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**Answer:**

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## Question 6

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**Question Type: Hotspot**

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You wish to share the Audience Overview report internally with your team. Where would you first click in the Google Analytics screen shown to output the current report as a CSV file?

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**Answer:**

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