



# PDDM<sup>Q&As</sup>

Professional Diploma in Digital Marketing

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### QUESTION 1

One of the primary digital marketing channels is digital display advertising. Which advertising format is part of this? Choose one of the following:

- A. Banner Ads
- B. Facebook Ads
- C. QR Codes
- D. Twitter Sponsored Stories

Correct Answer: A

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### QUESTION 2

Which one of the following is NOT considered to be a strength of display advertising?

- A. Ability to engage face-to-face with the customer
- B. Ability to achieve sales and conversions
- C. Ability to sustain a conversation with the customer
- D. Ability to generate a large volume of clicks

Correct Answer: A

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### QUESTION 3

What does retargeting mean? Choose one of the following: Exhibit:



- A. The ad follows the user



- B. The ad leads the user
- C. The user follows the ad
- D. The user leads the ad

Correct Answer: A

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#### QUESTION 4

What does the formula shown below calculate? Choose one of the following: Exhibit:

$$\frac{\textit{Clicks}}{\textit{Impressions}} \times 100$$

- A. Click Through Rate
- B. Acquisition Quotient
- C. Cost Per Mille
- D. Unique User Rate

Correct Answer: A

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#### QUESTION 5

Which one of the following is considered as the first step in a social media marketing campaign? Choose one of the following: Exhibit:



- A. Listening
- B. Posting
- C. Responding
- D. Interacting

Correct Answer: A

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