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QUESTION 1

Which one of the following is a factor that does NOT impact the Quality Score within Google AdWords? Choose one from the following:

- A. Bid
- B. Relevance of ad
- C. Quality of landing page
- D. Geographic performance

Correct Answer: A

QUESTION 2

You have heard that Google operates the to allow advertisers publish rich media ads on a variety of news sites, blogs and other relevant sites across the Internet. Choose one of the following to complete the sentence:

- A. Display Network
- B. Partner Network
- C. Publisher Network
- D. Ad Network

Correct Answer: A

QUESTION 3

You are considering the tone and style to adopt for the upcoming email marketing campaign. Choose the term below associated with segmentation, which refers to the social background and age profile of the target audience:

- A. Demographic
- B. Geographic
- C. Relationship
- D. Psychographic

Correct Answer: A

QUESTION 4



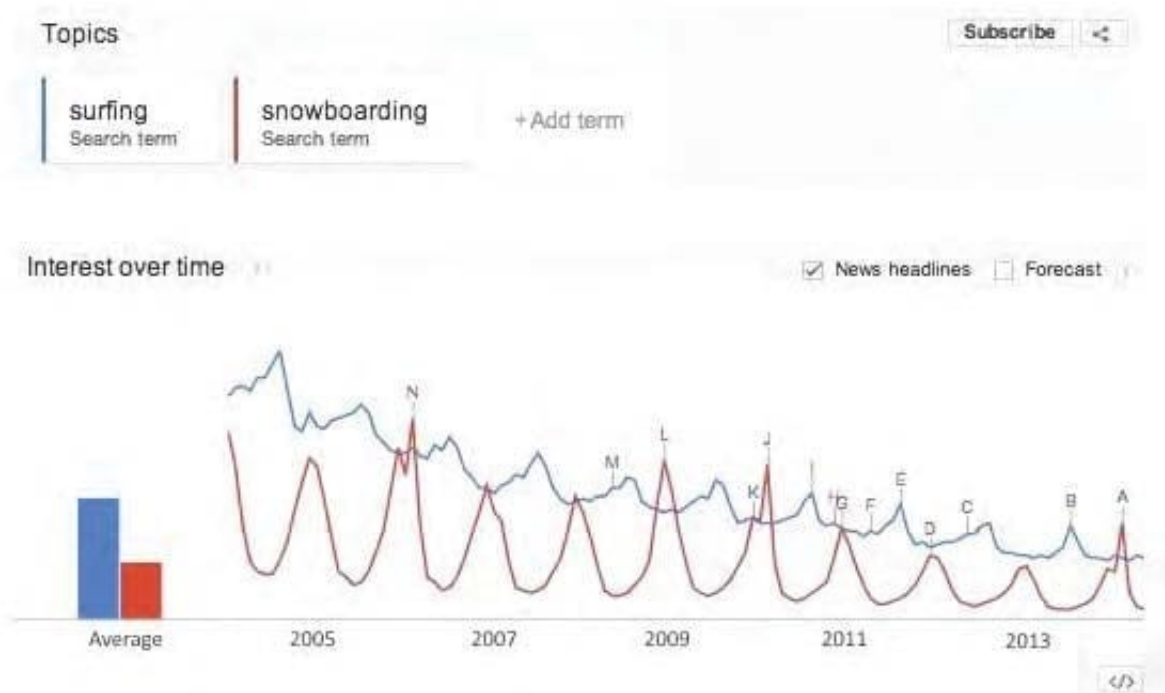
Google has a formal measure to indicate the relevance and correlation of your ad with the landing page used. What is this called? Choose one of the following:

- A. Quality Score
- B. Quality Measure
- C. Quality Index
- D. Quality Rate

Correct Answer: A

QUESTION 5

What activity is illustrated in the Google screen shown below? Choose one of the following: Exhibit:



- A. Trends analysis
- B. Traffic estimation
- C. Keywordtagging
- D. Bid setting

Correct Answer: A