

**100%** Money Back  
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**Vendor:**DMI

**Exam Code:**PDDM

**Exam Name:**Professional Diploma in Digital Marketing

**Version:**Demo

**QUESTION 1**

What communications symbol is shown below? Exhibit:



A. Bluetooth

B. Wi-Fi

C. QR

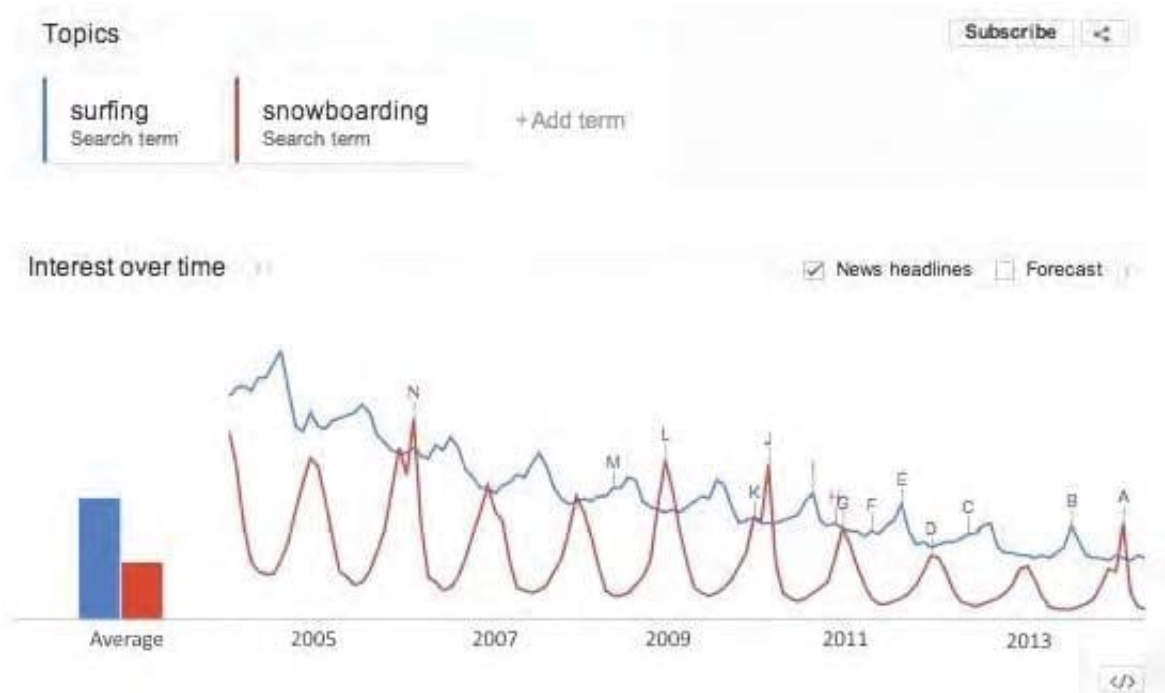
D. LAN

Correct Answer: A

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**QUESTION 2**

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

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### QUESTION 3

What is the pricing approach with Twitter Promoted Tweets called? Choose one of the following:

- A. CPE
- B. CPM
- C. CTA
- D. CPC

Correct Answer: A

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### QUESTION 4

HOTSPOT

Where would you click in the screen shown to begin switching between a business page you manage and your personal

account on Facebook?

Hot Area:



Correct Answer:



QUESTION 5

Unsolicited email is also known as .Choose one of the following to complete the sentence: Exhibit:



- A. Spam
- B. Junk
- C. Bulk
- D. Trash

Correct Answer: A

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#### QUESTION 6

Which one of the below does NOT provide a mobile App platform? Choose one of the following: Exhibit:



- A. Napster
- B. Apple
- C. Android
- D. Nokia

Correct Answer: A

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### QUESTION 7

What does the term CPA refer to? Choose one of the following: Exhibit:



- A. Cost-Per-Acquisition
- B. Cost-Per-Account
- C. Cost-Per-Ad
- D. Cost-Per-Analysis

Correct Answer: A

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### QUESTION 8

You wish to measure the effectiveness of your Digital Marketing Plan. Which tool will help? Choose one of the following:

- A. Google Analytics

- B. Google Alerts
- C. Google AdWords Keyword Planner
- D. Google Webmaster Tools

Correct Answer: A

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### QUESTION 9

You are keen to understand more about how social sharing is developing for your Page on Facebook. Which Facebook reporting feature provides developers and Page owners with valuable sharing metrics about their content once 30 Page likes have been achieved? Choose one of the following:

- A. Facebook Insights
- B. Facebook Analytics
- C. Facebook Platform
- D. FacebookSettings

Correct Answer: A

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### QUESTION 10

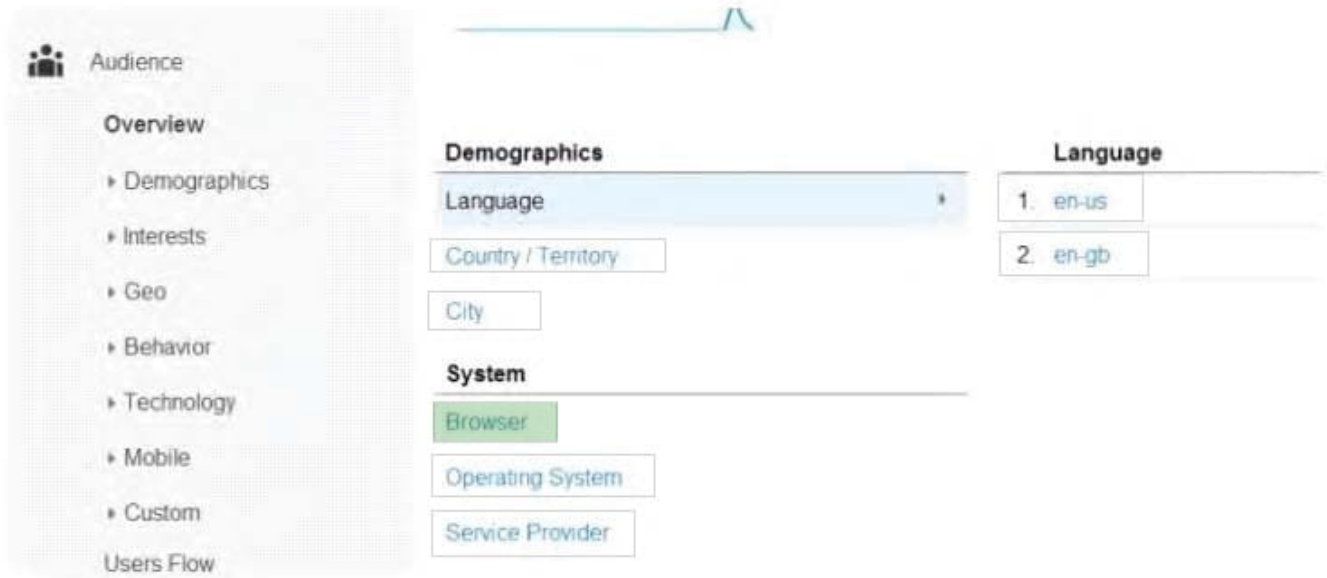
HOTSPOT The Head of Marketing has asked you to consider a plan to develop a mobile optimized website. You now wish to conduct some initial research. Where will you next click in the Google Analytics screen shown below in order to see how many of your target audience access your website using the Safari web browser?

Hot Area:

The screenshot shows the Google Analytics interface. On the left is a navigation menu with 'Audience' selected, and 'Overview' expanded to show 'Demographics', 'Interests', 'Geo', 'Behavior', 'Technology', 'Mobile', 'Custom', and 'Users Flow'. The main content area is titled 'Demographics' and contains several filterable sections: 'Language' (highlighted in blue), 'Country / Territory', 'City', 'System' (with sub-sections 'Browser', 'Operating System', and 'Service Provider'), and 'Language' (with a table of selected languages).

| Language |       |
|----------|-------|
| 1.       | en-us |
| 2.       | en-gb |

Correct Answer:



The screenshot displays the Facebook Audience Insights interface. On the left is a navigation menu under the 'Audience' header, including 'Overview', 'Demographics', 'Interests', 'Geo', 'Behavior', 'Technology', 'Mobile', 'Custom', and 'Users Flow'. The main content area is divided into two sections: 'Demographics' and 'System'. The 'Demographics' section includes a dropdown menu for 'Language' (currently showing 'en-us'), a text input for 'Country / Territory', and another text input for 'City'. The 'System' section includes a dropdown for 'Browser' (highlighted in green), a text input for 'Operating System', and a text input for 'Service Provider'. To the right of the 'Demographics' section is a table titled 'Language' with two rows: '1. en-us' and '2. en-gb'.

| Language |       |
|----------|-------|
| 1.       | en-us |
| 2.       | en-gb |

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**QUESTION 11**

What is the main value of Page Like stories? Choose one of the following: Exhibit:



- A. Promoting your Facebook Page
- B. Promoting your website
- C. Promoting your landing page



D. Promoting your homepage

Correct Answer: A

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**QUESTION 12**

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:



- A. Etiquette
- B. Preferences
- C. Language
- D. Grammar

Correct Answer: A