

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

Professional Diploma in Digital Marketing

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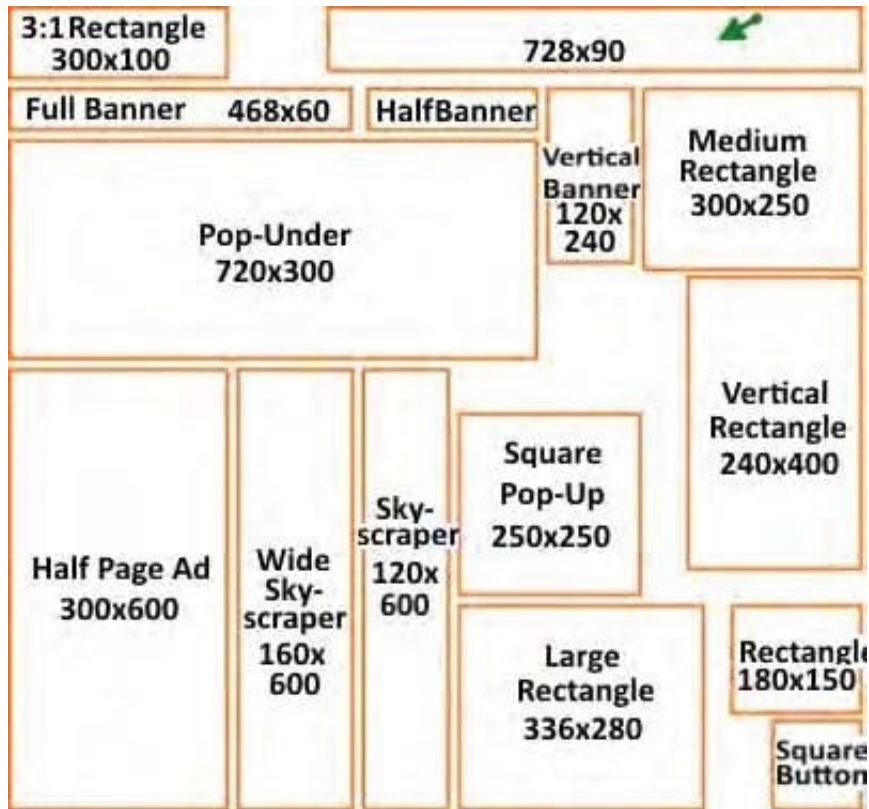
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**QUESTION 1**

View the illustration shown and identify the ad format indicated with the green arrow. Choose one of the following:  
Exhibit:



- A. Leaderboard
- B. Infographic
- C. Skyscraper
- D. Button Ad

Correct Answer: A

**QUESTION 2**

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

- A. Regularity of email communications
- B. Number of email communications
- C. Popularity of email communications

D. Volume of email communications

Correct Answer: A

**QUESTION 3**

**HOTSPOT**

Click in the Google Analytics screen shown in order to access information about what users are currently doing on your website.

Hot Area:



Correct Answer:



**QUESTION 4**

Which digital marketing tactic commonly makes use of the 'takeover' ad format in order to develop customer reach and awareness, and provide for enhanced branding and influence? Choose the appropriate digital marketing tactic

from the Digital Marketing Institute Framework using the numbered options given: Exhibit:



- A. 2
- B. 4
- C. 3
- D. 1

Correct Answer: A

**QUESTION 5**

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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