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QUESTION 1

With traditional marketing, the communication with customers is sometimes characterized as \\'broadcast\\'; with social media and digital marketing, the communication with the customer is often described as . Complete the sentence by filling in the blank:

- A. Interactive
- B. One-way
- C. Superficial
- D. Subtle

Correct Answer: A

QUESTION 2

You are carrying out offsite optimization on your website. Which one of the following would be part of the exercise? Choose one of the following:

- A. Inbound links
- B. Directory registration
- C. Domain name registration
- D. Canonicalization

Correct Answer: A

QUESTION 3

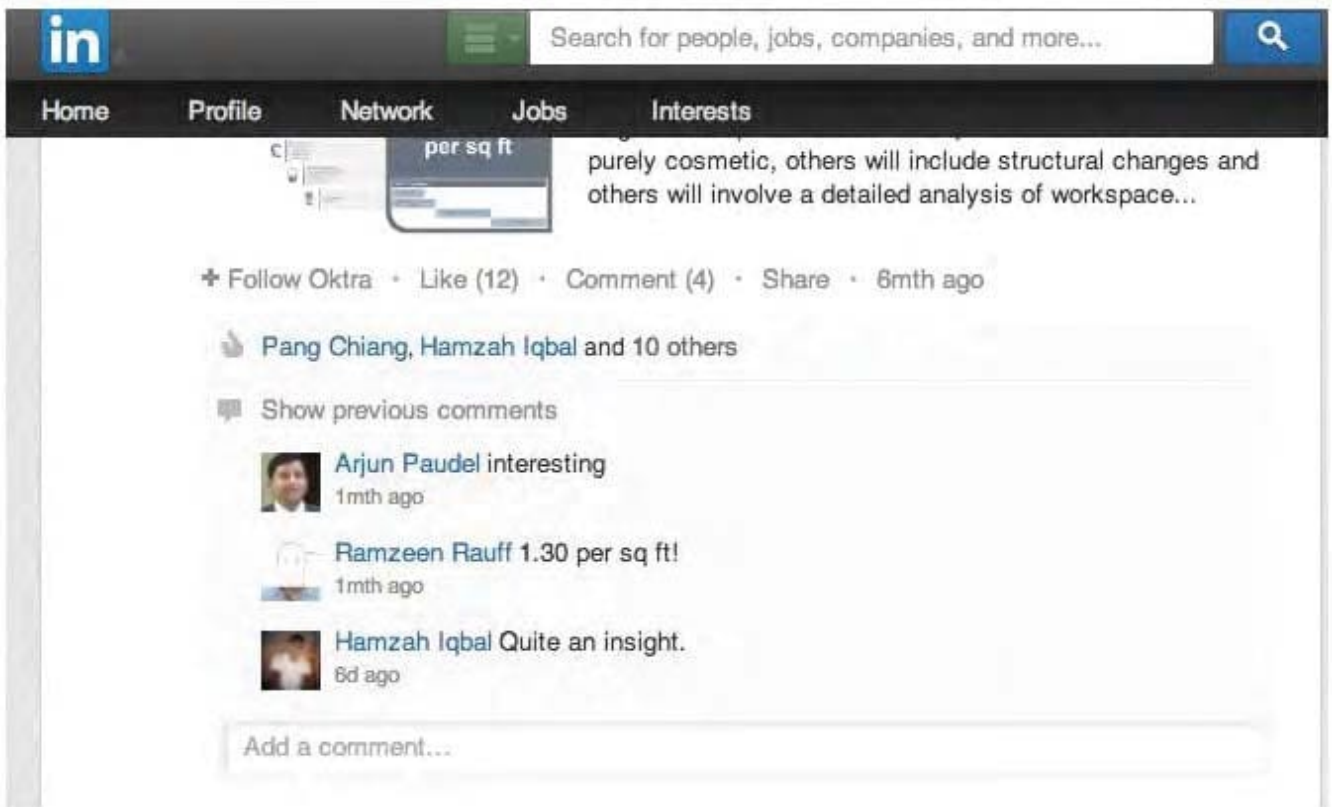
HOTSPOT

You are about to search for a specific group on LinkedIn - which tab would you click on the screen below to enable you to search for a Group?

Hot Area:



Correct Answer:



QUESTION 4

What do Keyword Research Tools provide information about? Choose one of the following:

- A. Search queries
- B. Social sharing
- C. Website traffic
- D. Conversions

Correct Answer: A

QUESTION 5

Paying for advertising only after the user clicks on the ad is known as ---. Choose one of the following to complete the sentence:

- A. Pay-Per-Click
- B. Pay-Per-Acquisition
- C. Pay-Per-Lead
- D. Pay-Per-View

Correct Answer: A

QUESTION 6

What do Google Webmaster Tools allow website owners to see? Choose one of the following: Exhibit:



- A. How a search engine interacts with the website.

- B. The most expensive keywords for the website.
- C. The keyword density on the website.
- D. The number of visitors to the website.

Correct Answer: A

QUESTION 7

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 8

Split testing allows you to test user response rates to different versions of your email marketing messages. Which factors can you test on? Choose TWO of the following:

- A. Subject line
- B. Message content
- C. Text only version
- D. Open rate
- E. Click-Through-Rate

Correct Answer: AB

QUESTION 9

You have been attempting to build an audience persona and have taken into account factors such as: age, gender social background. What is the general term used to describe this? Choose one of the following:

- A. Demographics
- B. Infographics
- C. Pictographic

D. Profile Graphics

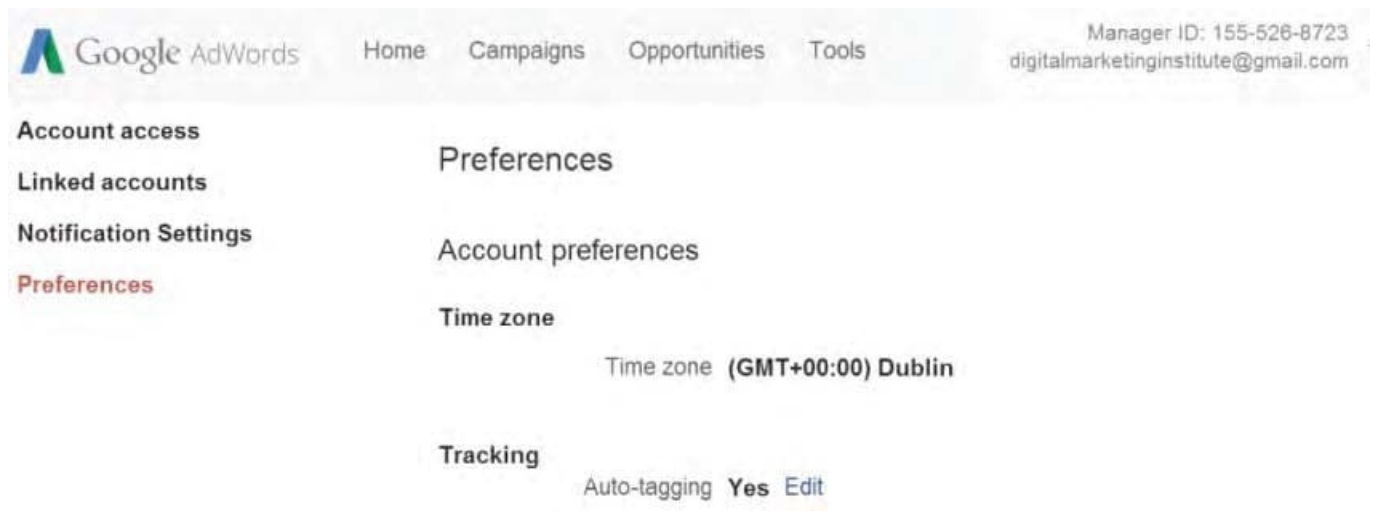
Correct Answer: A

QUESTION 10

You wish to see how your current ads and organic search listings are performing and correlating by importing your organic search results into AdWords. Which Google service will you link with in order to achieve this? Choose one of the

following:

Exhibit:



- A. Google Analytics
- B. Google Alerts
- C. Google Trends
- D. Google Webmaster tools

Correct Answer: A

QUESTION 11

HOTSPOT

Below is shown a range of web analytics products. Click in the screen to indicate which one is always free?

Hot Area:



Correct Answer:

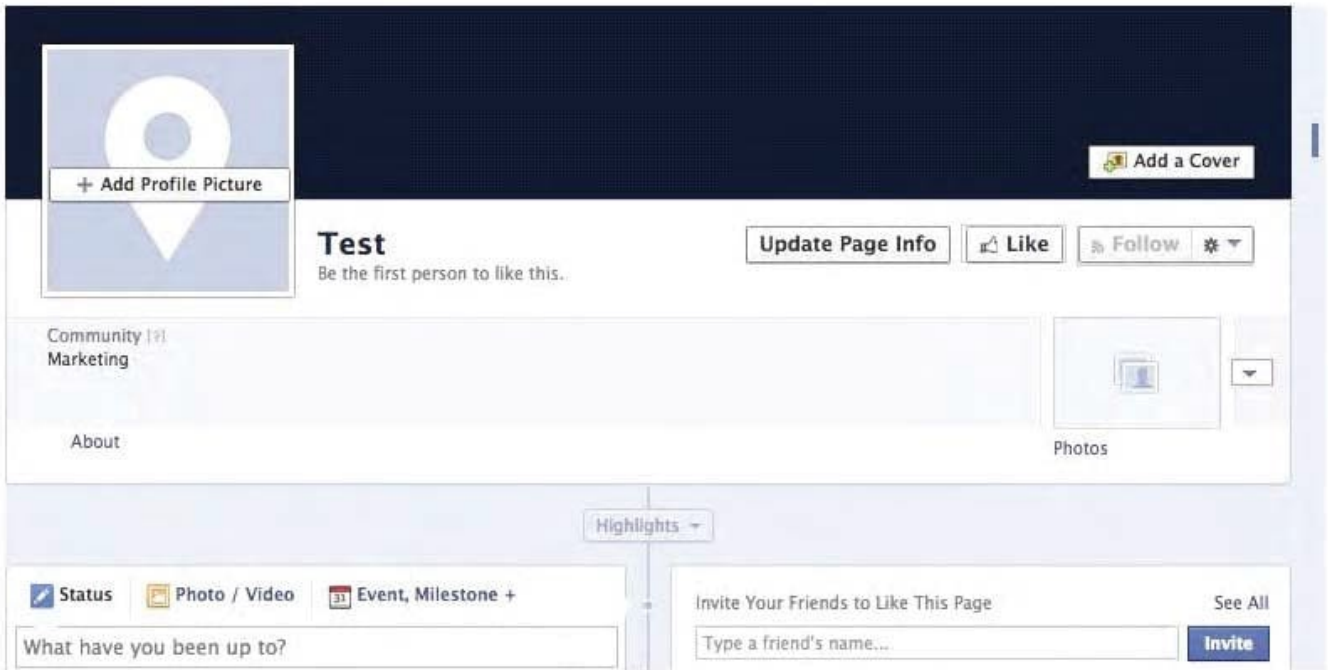


QUESTION 12

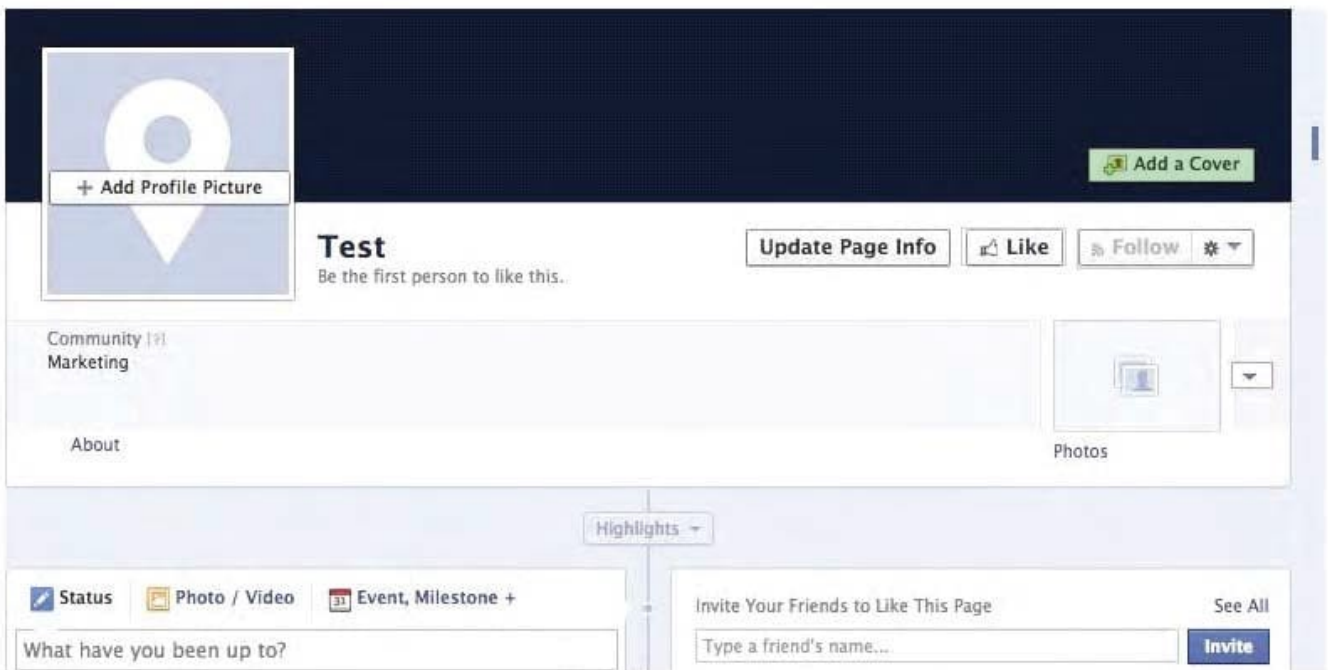
HOTSPOT

Click in the Facebook screen shown to begin adding a cover photo that will capture and communicate what your page is all about:

Hot Area:



Correct Answer:



QUESTION 13

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 14

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

QUESTION 15

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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