* **Question 1**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Which of the following is *not* one of the current trends in Internet advertising? |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  Spending on search engine advertising is overtaken by video ads. | | Answers: | Correct  Spending on search engine advertising is overtaken by video ads. | |  | Online ad spending grows as a share of the total advertising budget. | |  | Mobile and local advertising expands. | |  | Display ad marketing continues strong growth. | |  |  |  |

* **Question 2**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Which of the following is *not* one of the advantages of online advertising? |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  Online costs versus benefits are well established and understood. | | Answers: | The Internet is where the audience is moving. | |  | Online ads provide for greater interactivity with the customer. | |  | Correct  Online costs versus benefits are well established and understood. | |  | Online advertising can target ads to narrow market segments. | |  |  |  |

* **Question 3**

0 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Incorrect | Which of the following forms of online advertising is growing the fastest? |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Incorrect  rich media | | Answers: | paid search | |  | sponsorships | |  | Correct  video | |  | rich media | |  |  |  |

* **Question 4**

0 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Incorrect | Which of the following is *not* true about search engine advertising? |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Incorrect  Spending on search engine advertising constitutes around 46 percent of all online advertising spending. | | Answers: | Spending on search engine advertising constitutes around 46 percent of all online advertising spending. | |  | The top three search engine providers supply over 95 percent of all online searches. | |  | The click-through rate for search engine marketing has been fairly steady over the years. | |  | Correct  Search engine advertising is the fastest growing type of online advertising. | |  |  |  |

* **Question 5**

0 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Incorrect | A typical response rate for an e-mail campaign would be \_\_\_\_\_\_\_\_ percent. |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Incorrect  2 | | Answers: | 2 | |  | Correct  5 | |  | 25 | |  | 50 | |  |  |  |

* **Question 6**

0 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Incorrect | Direct e-mail marketing refers to marketing e-mails sent to: |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Incorrect  any recipient from a verifiable company e-mail address. | | Answers: | Correct  recipients who have expressed an interest in receiving messages from that advertiser. | |  | any recipient from a verifiable company e-mail address. | |  | recipients who have signed on to a company's e-mail list. | |  | recipients with known names and addresses. | |  |  |  |

* **Question 7**

0 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Incorrect | Impressions are a measure of the: |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Incorrect  number of times an ad is clicked. | | Answers: | number of times an ad is clicked. | |  | Correct  number of times an ad is served. | |  | number of http requests. | |  | number of pages viewed. | |  |  |  |

* **Question 8**

0 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Incorrect | In \_\_\_\_\_\_\_\_ advertising, companies pay for ads to be placed dynamically on any participating Web site that the search engine determines is appropriate. |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Incorrect  social | | Answers: | paid inclusion | |  | Correct  network keyword | |  | keyword | |  | social | |  |  |  |

* **Question 9**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Which of the following forms of online advertising typically has the highest click-through rate? |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  search engine keyword purchase | | Answers: | e-mail marketing in-house list | |  | interstitials | |  | Correct  search engine keyword purchase | |  | sponsorships | |  |  |  |

* **Question 10**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Which of the following is *not* a major Web design feature that impacts online purchasing? |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  redundant navigation | | Answers: | Correct  redundant navigation | |  | fast download times | |  | easy product list navigation | |  | responsiveness | |  |  |  |