

# DUMPS ARENA

## Professional Diploma in Digital Marketing

DMI PDDM

Version Demo

Total Demo Questions: 10

Total Premium Questions: 205

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**QUESTION NO: 1**

Select TWO business goals for social media from the list below:

- A. Lead Generation
- B. Revenue
- C. Company Orientation
- D. Response Times
- E. Product Training

**ANSWER: A B****QUESTION NO: 2**

Emergent digital technologies have been characterized as disruptive. What does this mean? Choose the correct explanation of the following: Exhibit:



- A. Shift in power to the consumer
- B. Strengthening of power for the business
- C. Share of power between consumer and business
- D. Share of power between consumers only

**ANSWER: A**





- A. Audience definition
- B. Personnel Development
- C. Profile Specification
- D. Segmentation Analysis

**ANSWER: A**

#### QUESTION NO: 6

Setting a specific and measurable \_\_\_\_\_ is a vital step before defining a Key Performance Indicator (KPI) for your organization. Complete the sentence by choosing one from the following:

- A. Goal
- B. Transaction
- C. Funnel
- D. Aim

**ANSWER: A**

#### QUESTION NO: 7 - (HOTSPOT)





- A. It allows you to personalize your message based on specific target audience characteristics.
- B. It allows you to communicate directly with only those subscribers you are interested in.
- C. It allows you to cross-sell to a range of different target groups.
- D. It allows you to integrate your online marketing campaign with your email marketing campaign.

**ANSWER: A**

#### **QUESTION NO: 9 - (HOTSPOT)**

##### **HOTSPOT**

Your Manager has asked you to prepare a localization plan for the business. To begin, you wish to understand which are the most common languages for visitors to your website. Where would you first click in the Google Analytics screen shown in order to find this information?

**Hot Area:**





ANSWER:



QUESTION NO: 10 - (DRAG DROP)

DRAG DROP

Match the Key Performance Indicator (KPI) for the latest email marketing campaign on the left with the insight it provides on the right as below:

Select and Place:

KPI

Conversion
Traffic
Click-through Rate
Open Rate

Insight

Insights on response rates relative to the objectives set
Insights on effectiveness of new visit generation
Insight about the quality of audience segmentation
Insight about the quality of the email subscriber list

ANSWER:

KPI


Insight

Insights on response rates relative to the objectives set
Insights on effectiveness of new visit generation
Insight about the quality of audience segmentation
Insight about the quality of the email subscriber list

Click-through Rate

Traffic

Open Rate

Conversion