Capitalization – The first word of a sentence is capitalized & punctuated as usual. Each bullet point answer begins with capitalization and ends with a period. Bullet point answers that complete a sentence with the question above are not capitalized, but end with a period (…).

**DLMOMPMSS01\_E SCQ**

**Unit 1**

**1.1**

1. Mark the correct statements with an X.
* *Performance marketing measures the success of online advertising measures with the help of various key performance indicators.* (C)
* *As part of the marketing mix, performance marketing pursues corporate, campaign, marketing, and customer-related goals.* (C)
* *Performance marketing is used to acquire and retain customers*. (C)
* *The term “leads” represents measurable performance in the context of performance marketing*. (C)
1. What is the function and goal of performance marketing?

*Performance marketing has the function of evaluating the effectiveness of online marketing measures and putting the costs of online advertising measures in relation to their success. Performance marketing measures the success of measures, e.g., in terms of sales, interested parties (leads), or even clicks and can therefore be applied to continually adjust campaigns. The goal is to optimize advertising campaigns, i.e., to achieve the greatest possible impact while reducing unnecessary costs.*

**1.2**

1. Complete the sentences:

Performance marketing is characterized by four features: a *modular* structure, whereby the different components (online and offline) can be effectively *crosslinked.*

The *measurability* is another important feature and not only allows the analysis of recipients’ reactions to the advertising, but also helps to continually *optimize* ongoing advertising campaigns.

**1.3**

1. Mark the correct statements with an X.
* *The last-cookie-wins model is used in web analytics for tracking to attribute the conversion to the last ad viewed*. (C)
* Search engine optimization, unlike search engine advertising, is free of charge. (I)
* Affiliates receive a commission from advertisers when they insert an advertiser’s offers in the form of links or through images or similar within their website. (I)
1. What is the difference between search engine advertising (SEA) and search engine optimization (SEO)?

*While search engine advertising involves increasing the visibility of the company in the paid area of the search results list, search engine optimization aims at increasing the visibility of the company in the organic area of the search results list.*

**Unit 2**

**2.1**

1. Mark the correct statements with an X.
* In the “First Cookie Wins” model, only the last communication tool in the customer journey is attributed to conversion. (I)
* *The conversion funnel includes awareness, consideration, purchase, and bonding*. (C)
* Hard conversions target leads and exits. (I)
* *Micro-conversions refer to small individual/intermediate steps along the conversion funnel*. (C)
1. Complete the sentences:

The conversion rate is a *relative* value and cannot be quantified in absolute terms. In addition, it depends on the *industry of* the respective company and the *website* designed for it, which makes it difficult to concretely determine a good or not very good CR.

**2.2**

1. Complete the sentences:

*Retargeting* can be used to address shopping cart abandoners.

On the shopping cart page, *product and service bundles* are particularly suitable for increasing the conversion rate through supplementary offers.

**2.3**

1. Complete the sentences:

If the call-to-action button is too far to the right of a website, it could be missed due to *banner blindness.*

*Usability writing* means optimizing the user experience of websites with words.

**2.4**

1. Mark the correct statements with an X.
* *Continually publishing new content has a positive impact on search engine rankings*. (C)
* The conversion rate cannot be increased by content changes. (I)
* *Content strategy should be developed along the customer journey and conversion funnel to increase conversion rate*. (C)

**2.5**

1. Mark the correct statements with an X.
* The design of a web page does not affect conversion. (I)
* *Technical aspects such as quick load times have a positive effect on the conversion rate.* (C)
* *Landing pages, subpages, and product pages are just as relevant to high conversion as the main page*. (C)

**Unit 3**

**3.1**

1. Mark the correct statements with an X.
* *The abbreviation SEO means search engine optimization*. (C)
* *The abbreviation SEA means search engine advertising*. (C)
* A better placement of a company’s own website is connected with high costs. (I)
* SEO is assigned to the non-organic area. (I)
* Search engine optimization is a subarea of distribution policy. (I)
1. Complete the sentences:

A fundamental concept behind the internet is the *procurement of information*. This is free of charge for users. Due to *mobile communication,* users can search online anytime and anywhere.

**3.2**

1. Mark the correct statements with an X.
* *With the insight from Google Trends, search terms that are frequently used and therefore suitable for a company’s own website can be evaluated*. (C)
* When selecting keywords, the search engine is in the forefront. The words selected must only be relevant to the internet offer. (I)
* Sales automatically increase when more users visit a web page. (I)

**3.3**

1. Mark the correct statements with an X.
* *Dividing a website into structured subjects makes sense, particularly for keyword mapping*. (C)
* A quick load time promotes the user experience and increases the transaction rate. (C)
* The keyword density of the previously identified keywords should be at least 50% to be considered sufficiently high. (I)
* The programming code cannot be influenced. It is created in the background and is fixed. (I)
1. Complete the sentences:

Search engine optimization is a *continual* undertaking, because the web page position can change constantly. To achieve a positive change, SEO offers measures that are classified into two categories: *on-page optimization* is carried out within a company’s own web pages. In contrast, *off-page optimization* is implemented through third party websites.

1. What are the functions and goals of on-page optimization?

*In search engine optimization, the individual components of a website, such as the text and the link, are adapted in order to increase the visibility of a company’s own website. The user should be directly presented with the web page when using the appropriate search words. The goal is finding the web page quicker in the search engine and increasing the visitor numbers. Ideally, this will increase sales.*

**3.4**

1. Complete the sentences:

The *backlink* is commonly used when there is strong competition within a market. The *link popularity* is increased by inserting the backlink to a company’s own website into other external directories by agreement.

**3.5**

1. Mark the correct statements with an X.
* *In order for a continual improvement process to be identified, it is necessary to establish quantifiable targets in advance.* (C)
* *A statistics program uses log file analysis to evaluate the specific search terms that led the respective visitor to the corresponding website*. (C)
* *There are no limits to the achievement of success*. (C)
* A manual check is suitable for checking the search results position. To do this, arbitrary search terms and search term pairs are entered in the search field. (I)

**Unit 4**

**4.1**

1. Mark the correct statements with an X.
* *Search engine advertising complements search engine optimization. One does not impede the other.* (C)
* Online marketing is a subarea of product policy because the products are much sought-after. (I)
* *If there is strong competition, the ad for which the highest amount was paid will be listed at the top*. (C)
1. Complete the sentence:

The advertising information that is displayed on a user’s search results pages is called *sponsored links*. If the search engine has several ads with the same keywords, the *auction mechanism then decides*.

1. What is the function of SEA?

*Search engine advertising involves paid advertisements. Advertising information from companies is presented in the paid area of the search results pages. However, an ad is only displayed to internet users whose search terms indicate an interest in the corresponding ad.*

**4.2**

1. Mark the correct statements with an X: According to which aspects can a customer base be differentiated?
* *Gender (C)*
* *Age (C)*
* Strengths (I)
* Telephone number (I)
* *Hobbies (C)*
* *Income (C)*
* *Purchase behavior (C)*
* *Residence* (C)
* QR code (I)
1. Complete the sentences:

*The Sinus Milieus* model is used to segment a market. It is an aid for determining the *market volume*. It is used to address demand in a targeted manner. In the course of this, *scatter loss* due to overly broad advertising is reduced.

1. What is Google Ads?

*This is a paid advertising program from Google in which short text ads that link to the advertiser’s web pages are placed on the search results pages of this internet platform.*

**4.3**

1. Mark the correct statements with an X.
* *A keyword advertising campaign is responsible for monitoring keywords*. (C)
* Internet users may be given false hopes in order to get their attention. (I)
* Misspellings of search words must be avoided at all costs, since they are a deterrent. (I)
* *Conversion rate refers to the relationship between ad impressions and conversions*. (C)
* *The conversion rate (CR) is a performance indicator.* (C)
* *Conversion optimization is a cycle. Analysis is started again after implementation.* (C)
* *Implementation is the final step of conversion optimization.* (C)

**4.4**

1. Complete the sentences:

Ad extensions are extensions to an advertisement. They can be added *manually* and automatically. The former involves extensions that are consciously visualized by the *advertiser.* The goals of an extension is staggered in three stages: It starts with *customer acquisition*, is then followed by *customer loyalty,* and the highest goal is to acquire *regular customers*.

**4.5**

1. Mark the correct statements with an X.
* *Page impressions indicates how many views were achieved through the search engine*. (C)
* The conversion rate shows how often each user came into contact with an advertisement. (I)
* *The average position of an internet ad is defined as the ranking*. (C)
* Conversion tracking accounts for the behavior of customers who have left. (I)

**Unit 5**

**5.1**

1. Mark the correct statements with an X.
* *Social media is multi-directional.* (C)
* *Traditional media content is presented in a linear fashion*. (C)
* When social media is successfully used by a company, its employees feel jointly responsible for the company’s representation via social media. (I)
* When a company enters the market, i.e., posts for the first time, its social media activities are complete and the market is fully exploited. (I)
* *The goals that are achieved through the use of social media should be prioritized with a ranking*. (C)
1. Complete the sentences:

Social media are *online media and technologies* that enable collaboration and *information exchange* among internet users.

**5.2**

1. Mark the correct statements with an X.
* *Like-minded people can be found in social networks*. (C)
* Traditionally, the blog is only used by young people. (I)
* A limited length must be adhered to when writing a blog. (I)
* *The goal of wikis is collaborative knowledge sharing*. (C)
* *Online forums differ from online communities in that the relationship between users is less intensive.* (C)
* *For a profile to be successful on social networks, posts that invite users to respond* *should be created*. (C)

**5.3**

1. Mark the correct statements with an X.
* *Opinion leaders have a strong influence on the communication process.* (C)
* *Influencer marketing focuses on opinion leaders.* (C)
* *Viral marketing utilizes people’s networks*. (C)
* Ideally, influencers only serve a company in the short term to achieve communication goals. (I)
1. List the four key success factors of viral marketing:
2. *Source of viral message.*
3. *Type of seeding as well as integrated channels.*
4. *Incentives for forwarding.*
5. *Characteristics of the senders and receivers.*

**5.4**

1. Complete the sentences:

Display advertising and collaborations between companies and influencers rely on the *networking* of users.

*Media sharing platforms* are internet platforms that focus on the *distribution* of media content.

**5.5**

1. Mark the correct statements with an X.
* *The social buzz indicator reflects the number of mentions.* (C)
* *Individuals can be reached directly or indirectly through referrals*. (C)
* Corporate website traffic measurement includes the number of completed the newsletter subscriptions. (I)
* *The session duration of use is determined to measure corporate website traffic.* (C)

**Unit 6**

**6.1**

1. Mark the correct statements with an X.
* *The development of mobile and internet-enabled devices offers users and companies new possibilities for use and application.* (C)
* Wearables are a thing of the past. (I)
* *The smartphone is becoming a central, holistic, personal control, and navigation tool.* (C)
* *Digitalization across value chains is a dematerialization process.* (C)
* *The pull approach is one of the two campaign types of mobile marketing*. (C)

**6.2**

1. Mark the correct statements with an X.
* *SMS is used exclusively for sending text messages*. (C)
* Messenger services only connect people nationally. (I)
* *Chatbots are intelligent programs that ensure instant responses*. (C)
* The personal assistant is an artificial intelligence that can manage one’s entire everyday life. (I)
1. Complete the sentence:

An *adaptive* website is a standalone website that displays a different website depending on a user’s mobile device. This is often accessed through what is referred to as the *subdomain*. With a *responsive website,* the websites are displayed in the same way on all devices.

1. What is the primary goal of online marketing?

*The acquisition of information about the users is in the forefront of online marketing.*

**6.3**

1. Mark the correct statements with an X.
* When advertising is placed in an app store, it is referred to as app advertising. (I)
* *In app store advertising, only one keyword can be set per ad.* (C)
* *Targeting is divided into language, technical* parameters, socio-demographics and *behavior.* (C)

**6.4**

1. Mark the correct statements with an X.
* Proximity marketing also refers to the user’s place of residence. (I)
* *The abbreviation GPS means “global positioning system*” (C)
* *Beacons enable location with meter accuracy, even inside buildings*. (C)
* Quick response codes are three-dimensional graphics. (I)
* *The term NFC means “near-field communication*.” (C)

**6.5**

1. Complete the sentences:

The *analysis* of users and the monitoring of *actual* usage is always at the core of app marketing. *Technical* measurement and *market research* are necessary to obtain a meaningful picture.