### 1.1

Please mark the correct statements with a cross:

* *In addition to e-mail marketing and search engine marketing, affiliate marketing is a classic discipline of online marketing*. (T)
* *Success-based remuneration is a core characteristic of affiliate marketing*. (T)
* Affiliate marketing is integrated into the sales funnel last, as the last click is always decisive for the transaction. (F)
* *The customer journey is a user-centered approach where the company goes through the customer’s purchasing process from start to finish*. (T)

1.2

Please mark the correct statements with a cross:

* Affiliates create advertising media for merchants and publish this on their website. (F)
* *Public affiliate networks are structured like a marketplace, in which numerous merchants interact with numerous affiliates, and private affiliate networks are run by merchants themselves*. (T)
* *Affiliates are also known as publishers and operate a website such as a blog or a price comparison portal, for example. (T)*
* *Affiliate networks are used for mediation between affiliates and merchants and assume other organizational tasks.* (T)

### 1.3

Please mark the correct statements with a cross:

* *Providers should offer affiliates transparency and financial incentives such as sliding-scale commissions for cooperations.* (T)
* Affiliate programs are not used in the B2B area. (F)
* *Merchants can implement affiliate marketing independently or involve an affiliate network.* (T)
* Definition of the target groups and planning of the sales network takes place at the start of the affiliate marketing planning process. (F)

### 1.4

Self-Check Questions

Please mark the correct statements with a cross:

* In affiliate marketing, the click is just as relevant a key performance indicator as in e-mail, video, or search engine marketing. (F)
* *With the cost-per-lead billing model, merchants pay affiliates a commission when a user registers for a newsletter or leaves personal contact data. (T)*
* *Hybrid billing models are mixtures of cost-per-sale and cost-per-click models, or cost-per-install and cost-per-lead models, for example*. (T)

### 1.5

Please mark the correct statements with a cross:

* *Tracking is used to collect and save data from users and information on their surfing and purchasing behavior, which is then used to determine what remuneration an affiliate is entitled to. (*T)
* Session tracking only works if cookies are activated in the user’s browser. (F)
* *Pixel tracking is a popular measurement method used by affiliate networks. (T)*
* *The cookie tracking method predominantly uses the first cookie wins principle*. (F)

2.1

Name the four market participants in e-mail marketing.

*Advertisers, agencies, address dealers, recipients*

2.2

What are the advantages of a transactional newsletter?

*Transactional e-mails serve to build trust and aim to prevent, or minimize the risk of, a business relationship being terminated.*

### 2.3

Name the four main ways of acquiring e-mail addresses.

* *Acquisition resulting from a customer visiting a dedicated website*
* *From orders and surveys*
* *Acquisition from bricks and mortar business*
* *Acquisition from telephone contact*

### 2.4

What is meant by Bounce Management? Please complete the following sentence:

Not all e-mails and e-newsletters are deliverable. If a message is undeliverable, a *bounce message* is generated by the relevant e-mail server.

### 3.1

What type of content is involved in content marketing?

*Content marketing is informational, advisory, and entertaining content.*

### 3.2

1. Why is it important for companies to position themselves as experts in a specific field?

*It enables the goal of customer retention to be pursued, which includes building an emotional bond and trust. Companies should therefore establish beforehand how they wish to engage with consumers – as an expert, a friend, or a good partner, by demonstrating professional expertise, wit, or reliability, for example. This can be used to stimulate dialog and interaction.*

3.3

What effect does the motivation for dialog have?

* Conversion (F)
* Contribution (F)
* Interaction (T)
* Relationship (F)

### 3.4

What does the term link juice mean?

*Link juice describes the “power” of a link, i.e. the better known and more important the company behind the link, and the closer the link is to the subject matter, the more potent a link will be.*

### 4.1

To which type of advertising can native advertising be assigned?

*As the advertisement is paid for, native advertising is part of paid media.*

### 4.2

Name five advantages of advertorials.

*High degree of customization.*

*Advertisers benefit from the users’ trust in the booked medium.*

*The flow of reading and user behavior is not interrupted.*

*Can be shared on social networks.*

*Not blocked by ad blockers.*

### 4.3

1. What is the difference between open and closed platforms?

*Open platforms in native advertising enable a broader distribution of advertisements across various channels and offer greater flexibility in the design of advertisements. Closed platforms, on the other hand, offer more precise alignment with target groups and better control over ad placement, but have a limiting effect on reach*.

### 4.4

Calculate the following click-through rate (CTR): An advertisement is displayed 900 times and clicked on 78 times. What is the CPA value?

*8.66%*

### 5.1

What is the reason for the current successful spread of display advertising?

*The decisive further development of display advertising over previous methods is primarily due to the fact that advertisers can reach their respective target groups better as a result of the better data situation*.

### 5.2

Give three examples of how banner types are classified by media format

*Static/Text/Video/Animation/Rich Media*

### 5.3

What is a typical problem associated with pop-up banners?

*Pop-up banners interrupt the surfing experience and draw the user’s attention directly to the banner, as this has to be closed first before the activity can be continued.*

### 5.4

Name four of the most important key performance indicators in display advertising.

*Impressions, Clicks, Leads, Sales*

### 5.5

Explain the term programmatic advertising.

*This is the data-supported trade of online advertising spaces, which is largely automated.*