**LMS Questions on the Performance Marketing Course: Affiliates & Mail**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Unit/****Question no.** | **Section** | **Question** | **Correct answer** | **Incorrect answer** | **Incorrect answer** | **Incorrect answer** |
| 1/1 | 1.1 | What is affiliate marketing also referred to as? | Digital partner program | Analog partner program | Search engine marketing | Online marketing |
| 1/2 | 1.1 | What types of affiliate marketing are there? | Link-based and integrative | SEO- and SEA-based | Link-based and investigative | Native and link-based |
| 1/3 | 1.2 | Which participants are conceivable in affiliate marketing? | Publishers, advertisers, customers, affiliate networks | Merchants, advertisers, customers, affiliate networks | Publishers, affiliates, customers, affiliate networks | Publishers, advertisers, customers, affiliate ecosystems |
| 1/4 | 1.4 | Remuneration in affiliate marketing is usually based on... | Sales | Reach | Visits | User behavior |
| 1/5 | 1.5 | What are attribution models? | Attribution modelsare used to determine whichtouchpoints are assigneda certain value in conversions. | Attribution models rule out which touchpoints are assigned a certain value in conversions. | Attribution models are used to determine which touchpoints cause disadvantages for a conversion rate. | Attribution models are used to determine the target groups. |
| **Unit/****Question no.** |  | **Question** | **Correct answer** | **Incorrect answer** | **Incorrect answer** | **Incorrect answer** |
| 2/1 | 2.1 | Which KPI is **not** relevant for e-mail marketing? | Cost-per-click | Delivery rate | Bounce rate | Opening rate |
| 2/2 | 2.1 | Which participants are conceivable in e-mail marketing? | Advertisers, agencies, recipients, address dealers | Advertisers, merchants, recipients, address dealers | Advertisers, agencies, recipients, ad exchange platform | Advertisers, supply-side platform, recipients, address dealers |
| 2/3 | 2.1 | Which laws regulate e-mail marketing? | Civil Code, Unfair Competition Act, Teleservices Act, EU General Data Protection Regulation | Civil Code, Unfair Competition Act, Teleservices Act, Basic Law | Criminal Code, Unfair Competition Act, Teleservices Act, EU General Data Protection Act | Civil Code, Telecommunications Act, Teleservices Act, EU General Data Protection Regulation |
| 2/4 | 2.2 | What are trigger e-mails? | These are rule-controlled orevent-related mailings or cross-selling campaigns, which receive greater attention from recipients due to their relevance. | These are rule-controlled orevent-related mailings or cross-sellingcampaigns, which receive greater attention from address dealers due to their relevance. | These are rule-controlled orevent-related SEA or cross-sellingcampaigns, which receive greater attention from recipients due to their relevance. | These are mailings or cross-selling campaignsgenerated at random, which receive greater attention from recipients due to their relevance. |
| 2/5 | 2.3 | What six “Cs” are involved in permission? | Consent, Choice, Clarity, Confirmation, Control, Confidence | Consent, Choice, Clarity, Coexistence, Control, Confidence | Consent, Cooperation, Clarity, Confirmation, Control, Confidence | Consent, Choice, Clarity, Confirmation, Control, Collaboration |
| **Unit/****Question no.** |  | **Question** | **Correct answer** | **Incorrect answer** | **Incorrect answer** | **Incorrect answer** |
| 3/1 | 3.1 | The content marketing process begins with the... | Analysis phase | Evaluation phase | Documentation phase | Production phase |
| 3/2 | 3.1 | The distribution of content in content marketing takes place using the media types... | Paid, Owned, Earned | Savvy, Owned, Earned | Paid, Former, Earned | Paid, Owned, Liked |
| 3/3 | 3.2 | Which media formats are relevant in content marketing, for example? | Text, Audio, Video | Text, Audio, Coupons | Deals, Audio, Video | Text, Paid, Video |
| 3/4 | 3.3 | What is a resource-saving strategy in content production | Lean content strategy | Big content strategy | Low-cost content strategy | Kanban content strategy |
| 3/5 | 3.4 | What is meant by link juice? | Link juice refers tothe power orvalue of a link. | Link juice refers to the conversion rate of a link. | Link juice refers tothe quantity of traffic associated with a link. | Link juice refers tothe SEO ranking of a website. |
| **Unit/****Question no.** |  | **Question** | **Correct answer** | **Incorrect answer** | **Incorrect answer** | **Incorrect answer** |
| 4/1 | 4.1 | What are ad blockers? | Software programs that are contained in many browser extensionsand block annoying advertisements. | IT architectures that are contained in many browser extensionsand block annoying advertisements. | Software programs that are contained in many smartphones and block annoying advertisements. | Software programs that are contained in many browser extensionsand track usage figures. |
| 4/2 | 4.1 | What does the term native advertising refer to? | This term refers to the advertising effect in the digital environment and states that the content and appearance of the advertising adapts to the environment. | This term refers to the advertising effect in the analog environment and states that the content and appearance of the advertising adapts to the environment. | This term refers to the advertising effect in the digital environment and states that neither the content nor the appearance of the advertising adapts to the environment. | This term refers to the advertising effect on TV and states that the content and the appearance of the advertising adapts to the respective broadcaster. |
| 4/3 | 4.1 | What is **not** a key requirement for native advertising? | The content should be tailored to the design of the respective search engine. | The content must be consistent with the concept of content marketing. | The placements are made in the editorial environment. | The formats must neither disrupt nor interrupt the flow of reading. |
| 4/4 | 4.2 | What is an advantage of a text/image advertisement? | Different text/image advertisements can be exchanged within a campaign due torapid interchangeability. | Advertising media can only be delivered within a native environment up to the point of clicking. | Ad blockers can block text/image advertisements | Often offers big promises, which the content of the landing page does not then fulfil. |
| 4/5 | 4.4 | What is **not** a relevant KPI for native advertising? | SEA costs | Ad impression | CTR | Retention time |
| **Unit/****Question no.** |  | **Question** | **Correct answer** | **Incorrect answer** | **Incorrect answer** | **Incorrect answer** |
| 5/1 | 5.1 | Who are market participants in display advertising? | Advertisers, publishers, advertising networks | Advertisers, publishers, merchants | Advertisers, marketers, advertising networks | Affiliates, publishers, advertising networks |
| 5/2 | 5.1 | What is audience targeting? | Isolation of target groups based on socio-demographic criteria such as age, gender, and income, but also based on interests and any search queries performed. | Isolation of target groups based on editorial environment. | Isolation of target groups based on social media profiles. | Isolation of target groups based on personal identification features such as e-mail addresses or device IDs. |
| 5/3 | 5.3 | What is banner blindness? | Obliviousness tobanners, which results in users not reacting to advertisements at all or only rarely. | Obliviousness to advertising emails, which results in users not reacting to advertisements at all or only rarely. | Non-recognition as banners, which results in users not reacting to advertisements all or only rarely. | Increasing recognition of banners, which results in users reacting to advertisements more and more frequently. |
| 5/4 | 5.5 | What names are given to the supply and demand platforms used in programmatic advertising? | Demand-side platform and sell-side platform | Data management platform and sell-side platform | Demand-side platform and data management platform | Data management platform and content management system |
| 5/5 | 5.5 | What is third-party data? | External data that is either collected or purchased by service providers known as data brokers. | Internal data that is eithercollected or purchased by service providers known as data brokers. | Internal and external data that is either collected or purchased by service providers known as data brokers. | All internal and external data used by companies. |