

Adobe

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- **Product Version**

Latest Version: 6.0

Question: 1

Which type of data visualization is most effective for presenting complex interaction data in a campaign?

Response:

- A. Pie charts
- B. Bar graphs
- C. Line charts
- D. Heat maps

Answer: D

Question: 2

_____ is essential to link specific actions directly to campaign outcomes.

Response:

- A. Guesswork
- B. Attribution
- C. Assumption
- D. Avoidance

Answer: B

Question: 3

What are the key considerations when applying procedural concepts to optimize a campaign?
(Choose Three)

Response:

- A. Adjusting targeting based on performance analytics
- B. Maintaining a consistent bid strategy regardless of results
- C. Testing different ad formats
- D. Revisiting the campaign objectives for alignment with business goals
- E. Ignoring external market trends

Answer: A,B,C

Question: 4

After a client's campaign has been adjusted for better targeting and is now performing well, how should future communications be planned?

Response:

- A. Continue regular detailed updates
- B. Reduce the frequency of updates
- C. Stop updates and only report at campaign end
- D. Provide updates only if there is a decline in performance

Answer: A

Question: 5

Given a scenario where a campaign's performance is faltering midway, what are effective procedural concepts to troubleshoot and revive the campaign?

(Choose Two)

Response:

- A. Doubling the existing budget without further analysis
- B. Analyzing performance data to identify underperforming areas
- C. Revising ad creatives and testing new messaging
- D. Sticking to the original plan to maintain consistency

Answer: B,C

Question: 6

Which factors should be considered to optimize a campaign effectively?

(Select two)

Response:

- A. Audience engagement metrics
- B. Time of the day
- C. Personal preferences
- D. Competitor campaign themes

Answer: A,B

Question: 7

In evaluating the performance of a campaign, what metric indicates the cost effectiveness of the campaign targeting?

Response:

- A. Click-through rate
- B. Cost per click
- C. Cost per acquisition
- D. Impressions

Answer: C

Question: 8

What is the first step in determining the strategy for a new marketing campaign based on the needs of the campaign?

Response:

- A. Set the budget
- B. Identify the target audience
- C. Choose the advertising platform
- D. Define campaign objectives

Answer: D

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