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Question: 755

You're developing a digital strategy for a healthcare provider aiming to increase patient appointments by 15%. Which KPI should you prioritize to measure campaign effectiveness?

- A. Click-through rate on email campaigns
- B. Organic search traffic growth
- C. Conversion rate from landing page to appointment bookings
- D. Social media follower count

Answer: C

Explanation: Conversion rate from landing page to appointment bookings directly measures the campaign's success in driving appointments. CTR measures engagement, organic traffic focuses on visibility, and follower count tracks reach, none of which directly correlate with bookings.

Question: 756

A marketing analyst is evaluating a social media campaign's ROI. Which formula should be used to calculate ROI for a paid campaign?

- A. $(\text{Total Impressions} / \text{Total Clicks}) \times 100$
- B. $(\text{Total Revenue} - \text{Total Cost}) / \text{Total Cost}$
- C. $(\text{Total Clicks} - \text{Total Conversions}) / \text{Total Conversions}$
- D. $(\text{Total Cost} / \text{Total Revenue}) \times 100$

Answer: B

Explanation: ROI for a paid campaign is calculated as $(\text{Total Revenue} - \text{Total Cost}) / \text{Total Cost}$, providing a clear measure of profitability.

Question: 757

You are configuring a new Google Analytics 4 property. Which step is required to enable automatic tracking of scrolls, outbound clicks, and site search without additional code?

- A. Set up custom event parameters in the Admin panel
- B. Add custom JavaScript event listeners
- C. Activate Google Tag Manager triggers
- D. Enable Enhanced Measurement in the web data stream settings

Answer: D

Explanation: Enhanced Measurement in GA4 automatically tracks interactions like scrolls, outbound clicks, and site search when enabled in the web data stream settings.

Question: 758

You are tasked with optimizing a site for the keyword "AI marketing tools." Which content structure best supports both user intent and semantic SEO?

- A. Create a pillar page with subheadings for each tool, use schema markup, and link to detailed reviews
- B. List all tools in a single paragraph
- C. Repeat the keyword "AI marketing tools" 20 times on the page
- D. Use only images and infographics without text

Answer: A

Explanation: A pillar page with structured subheadings, schema markup, and internal links to detailed reviews aligns with semantic SEO and user intent, improving rankings and user experience.

Question: 759

A travel agency's website is struggling to rank for competitive keywords like "luxury travel packages." You find that the site's page load speed is 5 seconds, exceeding Google's recommended Core Web Vitals threshold. Which technical SEO action should you prioritize to improve rankings?

- A. Remove all external links to reduce server requests
- B. Increase the frequency of content updates to signal freshness to search engines
- C. Compress all images to reduce file size by 50% and implement lazy loading
- D. Switch to a new hosting provider with unlimited bandwidth

Answer: C

Explanation: Compressing images to reduce file size by 50% and implementing lazy loading directly improves page load speed, aligning with Google's Core Web Vitals metrics like Largest Contentful Paint (LCP). This is a critical technical SEO factor for user experience and rankings. Increasing content updates doesn't address load speed. Removing external links may reduce some server requests but could harm user experience and site authority. Switching hosting providers may help but is less targeted than optimizing images and loading behavior.

Question: 760

A company wants to use retargeting for disengaged subscribers. Which automation is required?

- A. Remove from list immediately
- B. Send more frequent emails

- C. Trigger retargeting ads for subscribers who have not engaged in 60 days
- D. No action

Answer: C

Explanation: Automated retargeting for disengaged subscribers can re-engage users across channels.

Question: 761

You're analyzing a content campaign for a fitness brand using GA4. A blog post on "strength training routines" has a 3% conversion rate for newsletter sign-ups, below the 5% goal. You notice a 60% bounce rate and an average session duration of 2 minutes. Which metric should you investigate to optimize performance?

- A. Event tracking for CTA button clicks to assess user interaction
- B. Bounce rate to determine if users find the content relevant
- C. Page load time to check for technical barriers to engagement
- D. Referral traffic sources to identify high-performing channels

Answer: B

Explanation: A 60% bounce rate suggests users are leaving the page quickly, indicating the content may not align with their expectations or intent. Investigating bounce rate helps identify whether the content is relevant or if issues like misleading titles or poor user experience are driving users away. Event tracking for CTA clicks is useful but secondary if users don't stay on the page. Page load time is a technical factor but less likely the primary issue given the session duration. Referral traffic sources inform acquisition but not content engagement.

Question: 762

A digital agency is setting up a YouTube campaign for a client who wants to use non-skippable in-stream ads. What is the maximum video length allowed and the recommended aspect ratio for these ads?

- A. 6 seconds; 1:1
- B. 15 seconds; 4:3
- C. 30 seconds; 16:9
- D. 20 seconds; 9:16

Answer: C

Explanation: Non-skippable in-stream ads on YouTube can be up to 30 seconds long and the recommended aspect ratio is 16:9 for optimal display across devices.

Question: 763

A web analyst is asked to create a custom dimension to track the author of each blog post. What scope should be set for this custom dimension?

- A. Item scope
- B. Session scope
- C. User scope
- D. Event scope

Answer: A

Explanation: For tracking attributes like author on each blog post, the custom dimension should be set to item scope.

Question: 764

A marketer wants to segment users who have clicked a specific link in the last 30 days. Which SQL query is correct for a database with columns: user_id, click_date, link_url?

- A. `SELECT user_id FROM clicks WHERE click_date = 'promo' AND link_url >= CURDATE() - INTERVAL 30 DAY;`
- B. `SELECT user_id FROM clicks WHERE link_url = 'promo' AND click_date >= CURDATE() - INTERVAL 30 DAY;`
- C. `SELECT user_id FROM clicks WHERE link_url = 'promo' AND click_date <= CURDATE() - INTERVAL 30 DAY;`
- D. `SELECT user_id FROM clicks WHERE link_url = 'promo' AND click_date = CURDATE();`

Answer: B

Explanation: The correct SQL query selects users who clicked the 'promo' link within the last 30 days.

Question: 765

A business wants to ensure data retention for user-level and event-level data in GA4 is set to the maximum allowed. What is the correct setting?

- A. 24 months
- B. 14 months
- C. 36 months
- D. 6 months

Answer: B

Explanation: The maximum data retention period for user-level and event-level data in GA4 is 14 months.

Question: 766

A company is using Google Ads' Responsive Search Ads. Which setting allows the system to automatically test different combinations of headlines and descriptions?

- A. Ad rotation
- B. Automated rules
- C. Responsive ad format
- D. Sitelink extensions

Answer: C

Explanation: The responsive ad format allows Google Ads to automatically test and optimize combinations of headlines and descriptions.

Question: 767

A SaaS company wants to optimize its onboarding email campaign. They plan to segment users based on their engagement score (calculated as: $\text{Engagement Score} = (\text{Opens} \times 2) + (\text{Clicks} \times 5) - (\text{Unsubscribes} \times 10)$). If a user has 3 opens, 2 clicks, and 1 unsubscribe, what is their engagement score?

- A. 1
- B. 11
- C. 6
- D. 16

Answer: C

Explanation: The engagement score is calculated as $(3 \times 2) + (2 \times 5) - (1 \times 10) = 6 + 10 - 10 = 6$. However, the correct calculation is $(3 \times 2) + (2 \times 5) - (1 \times 10) = 6 + 10 - 10 = 6$.

Question: 768

A campaign manager wants to analyze assisted conversions across multiple channels. Which GA4 report should be used?

- A. Reports > Engagement > Events
- B. Advertising > Conversion paths
- C. Explore > Cohort analysis
- D. Configure > Conversions

Answer: B

Explanation: The Conversion paths report in the Advertising section provides insights into assisted conversions across channels.

Question: 769

A digital marketer is tasked with increasing YouTube channel subscribers by 30% in 60 days. Which formula calculates the required daily subscriber growth rate?

- A. $(\text{Target Subscribers} - \text{Current Subscribers}) / 60$
- B. $(\text{Current Subscribers} + 30) / 60$
- C. $(\text{Current Subscribers} * 1.3 - \text{Current Subscribers}) / 60$
- D. $(\text{Target Subscribers} / \text{Current Subscribers}) * 60$

Answer: C

Explanation: The correct formula finds the difference between the target (30% increase) and current subscribers, then divides by the number of days to get the daily growth rate.

Question: 770

A client wants to use Google Ads' Performance Planner to forecast campaign results. Which input is required for accurate forecasting?

- A. Historical campaign data
- B. Competitor ad copy
- C. Manual bid adjustments
- D. Ad schedule only

Answer: A

Explanation: Performance Planner uses historical campaign data to model and forecast future performance, enabling data-driven planning.

Question: 771

A client wants to track how far users scroll on a page. Which Google Tag Manager trigger should be used?

- A. Timer
- B. Page View
- C. Click
- D. Scroll Depth

Answer: D

Explanation: The Scroll Depth trigger in Google Tag Manager tracks how far users scroll, providing insight into content engagement.

Question: 772

A travel agency is launching a YouTube campaign with a \$10,000 budget to promote vacation packages. They choose TrueView for Action ads to drive bookings. Which bidding strategy should they select to optimize for conversions within their budget?

- A. Target Cost-per-Action (CPA)
- B. Maximize Clicks
- C. Target Impression Share
- D. Target Return on Ad Spend (ROAS)

Answer: A

Explanation: TrueView for Action ads are designed to drive conversions, such as bookings. Target CPA bidding optimizes for conversions by adjusting bids to achieve the desired cost-per-action within the budget. Maximize Clicks focuses on driving traffic, not conversions. Target Impression Share prioritizes visibility, and Target ROAS focuses on revenue, which may not align with the goal of maximizing bookings.

Question: 773

A company wants to analyze the steps users take to reach a key task or conversion. Which GA4 exploration technique should be used?

- A. Cohort analysis
- B. Path exploration
- C. Segment overlap
- D. Funnel exploration

Answer: D

Explanation: Funnel exploration visualizes the steps users take toward a conversion and highlights drop-off points.

Question: 774

A digital marketing analyst is segmenting customers based on RFM (Recency, Frequency, Monetary) analysis. Which SQL clause is best for grouping customers by purchase frequency?

- A. GROUP BY purchase_date
- B. GROUP BY purchase_count
- C. GROUP BY customer_id
- D. GROUP BY product_id

Answer: B

Explanation: Grouping by purchase_count allows segmentation based on how often customers make

purchases, which is essential for RFM analysis.

Question: 775

A YouTube channel manager wants to analyze which videos have the highest average view duration. Which YouTube Studio report should be used?

- A. Overview report
- B. Revenue report
- C. Reach report
- D. Engagement report

Answer: D

Explanation: The Engagement report in YouTube Studio provides data on average view duration, helping managers identify videos that retain viewers the longest.

Question: 776

You are the digital marketing manager for an e-commerce company launching a new product line. You've set up a Google Analytics 4 (GA4) property to track user interactions. To analyze how users navigate from the homepage to the product purchase page, you create a custom funnel exploration in GA4. After reviewing the report, you notice a significant drop-off at the checkout page. Which GA4 exploration technique should you use to identify the specific user actions causing the drop-off?

- A. Path Exploration starting with the checkout page
- B. Cohort Analysis with user retention metrics
- C. Segment Overlap with purchase completion segments
- D. User Explorer with session-scoped custom dimensions

Answer: A

Explanation: Path Exploration starting with the checkout page allows you to visualize the user journey and identify specific actions or pages users visit before abandoning the checkout process. This exploration type traces navigation paths, highlighting where users drop off and what actions they take, providing actionable insights into potential issues like confusing checkout forms or technical errors. Cohort Analysis focuses on retention over time, Segment Overlap compares audience segments, and User Explorer provides individual user-level data, none of which directly address the navigation flow causing the drop-off.

Question: 777

A digital marketing manager is analyzing a multi-channel funnel report. Which channel is typically credited in a last non-direct click attribution model?

- A. The first channel in the conversion path
- B. The last direct channel
- C. The channel with the highest spend
- D. The last non-direct channel before conversion

Answer: D

Explanation: The last non-direct click attribution model credits the last channel before conversion that is not direct traffic.



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