**TRUE/FALSE (5 questions)**

**Indicate whether the following sentences or statements are true or false.**

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_F\_\_\_\_ | Business and brands measure the effectiveness and reach of social media marketing through ratings. |
| 2. | \_\_\_\_T\_\_\_ | Brand perception describes what consumers think of the brand. |
| 3. | \_\_\_T\_\_\_\_ | ROI is a way of measuring the effectiveness of a business or brand’s marketing efforts. |
| 4. | \_\_\_\_F\_\_\_ | Ratings are no longer an effective means of measurement. |
| 5. | \_\_\_\_T\_\_\_ | ROAS is an advertising term used to refer to the amount of revenue that is earned for every dollar spent on an advertising campaign. |

## MULTIPLE CHOICE (5 questions)

**Identify the letter of the choice that best completes the statement or answers the question.**

\_\_\_d\_\_\_\_1. A KPI could include all of the following except \_\_\_\_\_\_\_\_\_.

a. Total sales generated b. Number of impressions

c. Engagements d. All could be included as KPIs

\_\_\_b\_\_\_\_ 2. \_\_\_\_\_\_\_ describes whether a consumer would consider purchasing any product or brand from a group of choices.

a. Brand perception b. Consideration

c. Choice d. None of the above

\_\_\_\_b\_\_\_ 3. Revenue generated divided by campaign cost is a calculation used to determine which of the following?

a. ROI b. ROAS

c. KPI d. None of the above

\_\_\_\_a\_\_\_ 4. A consumer might not even consider trying or purchasing a product or service from competing brands if they are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. brand loyal b. brand fanboy or fangirl

c. brand stans d. None of the above

\_\_\_d\_\_\_\_ 5. Which of the following is *not* an example of a digital marketing measurement metric:

a. Cost per click b. Cost per million impressions

c. Click-through rate d. All of the above are examples

## SHORT ANSWER (3 questions)

1. Distinguish between ROI and ROAS.

ROI is a way of measuring the effectiveness of a business or brand’s marketing efforts. A business will use ROI to evaluate a campaign’s impact on total revenue or gross profit. ROI can also help marketers to:

● Justify the investment in marketing activities

● Make future determinations about budgets and sales forecasts

● Develop benchmarks for which future marketing activities are measured

ROAS refers to the amount of revenue that is earned for every dollar spent on an advertising campaign. Marketers hope to achieve high-margin results with their ad spend; look to generate a minimum of a 4:1 or 5:1 ratio on ROAS, or a return of $4-5 for each dollar spent.

2. Explain the importance of KPIs.

A KPI, or key performance indicator, is a measure of campaign performance against a predetermined set of goals or objectives.

Agencies will agree on KPIs with a business or brand in the brief, allowing them to evaluate and track progress toward these goals. These could include:

● Total sales or revenue generated

● Number of impressions

● Engagements

● Lead generation

● Conversion rates

● Improved brand health metrics

3. Explain how traditional broadcast media measures audience size.

Traditional broadcast companies measure their effectiveness and reach through ratings, which are expressed as a percentage of the potential TV or radio audience viewing or listening at any given time. A rating refers to the number of households or people tuned into a particular radio or television program at a specific time which provides an indication of audience size.

4. List three examples of KPIs.

* Total sales or revenue generated
* Number of impressions
* Engagements
* Lead generation
* Conversion rates
* Improved brand health metrics