**TRUE/FALSE (5 questions)**

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

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_\_\_\_\_ | Business and brands measure the effectiveness and reach of social media marketing through ratings. |
| 2. | \_\_\_\_\_\_\_ | Brand perception describes what consumers think of the brand. |
| 3. | \_\_\_\_\_\_\_ | ROI is a way of measuring the effectiveness of a business or brand’s marketing efforts. |
| 4. | \_\_\_\_\_\_\_ | Ratings are no longer an effective means of measurement. |
| 5. | \_\_\_\_\_\_\_ | 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.**

\_\_\_\_\_\_\_1. KPI, key performance indicators could include all of the following except \_\_\_\_\_\_\_\_\_.

a. Total sales generated b. Number of impressions

c. Engagements d. All could be included as KPIs

\_\_\_\_\_\_\_ 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

\_\_\_\_\_\_\_ 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

\_\_\_\_\_\_\_ 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 fans d. None of the above

\_\_\_\_\_\_\_ 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 (4 questions)

1. Distinguish between ROI and ROAS.

2. Explain the importance of KPIs.

3. Explain how traditional broadcast media measures audience size.

4. List three examples of KPIs.