



Expert Session Quiz

Expert: Matt Umbro

Title: Introduction to Remarketing

1. What gives consumers another chance to be exposed to products?
 - a. social selling
 - b. remarketing**
 - c. branding
 - d. advertising
2. Give two reasons why to remarket.
Another chance to be exposed to products, win back lost visitors
3. How many ad impressions should happen in a day?
 - a. 7 per day**
 - b. 5 per day
 - c. 15 per day
 - d. 3 per day
4. What percentage of users abandon their shopping cart?
 - a. 30%
 - b. 55%
 - c. 70%**
 - d. 82%
5. T/F You should always be running at least 2 sets of ads against each other.
True
6. The term in advertising that means restricting the number of times a specific visitor of a website is shown a particular advertisement.
 - a. reach
 - b. frequency capping**
 - c. PPC
 - d. impression capping
7. T/F Remarketing is primarily done on websites.
True
8. Which of the following is a common banner size?
 - a. 468 x 60**
 - b. 728 x 90
 - c. 300 x 250
 - d. all the above
9. How often does Matt suggest you should change your creative when dealing with ads?
 - a. once a quarter**
 - b. once a week
 - c. once a month

Expert Session 3 Post Assessment Answers

J Spring



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