



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 Answers

DJ Losen



Expert Session 3 Answers:

Decoding **Expert Session 3 Answers**: Revealing the Captivating Potential of Verbal Expression

In an era characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its capability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Expert Session 3 Answers**," a mesmerizing literary creation penned by way of a celebrated wordsmith, readers embark on an enlightening odyssey, unraveling the intricate significance of language and its enduring effect on our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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