



Expert Session Quiz

Expert: AJ Wilcox

Title: Getting Started with LinkedIn B2B Advertising Essentials

1. What does B2B stand for and what does it mean?
2. LinkedIn is best used for what kind of advertising?
 - A. B2C
 - B. B2B
 - C. C2B
 - D. Any kind of advertising is good
3. What is a good ctr for a sponsored update ad?
 - A. .04%
 - B. .05%
 - C. .4%
 - D. .5%
4. Name 3 different areas you can target with a LinkedIn ad.
5. Fill in the blank. The 4 pillars of targeting are Titles, Job Function, Skills, and _____.
6. Which of these is not a challenge with LinkedIn advertising?
 - A. Relevancy score is ruthless
 - B. Profile completeness
 - C. Conversion tracking
 - D. Specified targeting
7. Which of these can't be tested in an A/B test?
 - A. Images
 - B. The headline
 - C. The description

D. The placement of the ad

8. Describe why you would use cost per impression bidding instead of cost per click bidding?
9. What is the best way to compete with someone targeting your same audience?
10. What question would you ask AJ?