



## 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
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.
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.
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
  - d. semi-annually