



Expert Session Quiz

Expert: Tim Foley

Title: Commspoint Expert Session

1. What broad strategy does Tim recommend for using the commspoint tool?
 - a. Consult with your client, get a recommended spending plan from the tool and then do what it recommends.
 - b. Think about the client's objectives, run the tool, and then do what the tool recommends.
 - c. Consult with the client, run the tool, consider the client's objectives and situation, and execute a plan accordingly.
 - d. Consider the target demographic, get a spending plan from the tool, and execute accordingly.
2. Which of the following is an advantage of the commspoint tool.
 - a. It allows you to execute precise targeting down to the individual consumer.
 - b. It helps you understand what is important to consumers of your product.
 - c. It uses artificial intelligence to produce a perfectly optimized marketing plan.
 - d. It's algorithm predicts your ideal audience size.
3. What should you consider when planning your audience.
 - a. The trade-off between targeting everyone and targeting a select few individuals
 - b. The trade-off between incentivizing purchase decisions and building brand awareness
 - c. The balance between behavior targeting and demographic targeting
 - d. The balance between insightful planning and practical buying
4. How frequently would you deliver the message of a new store being opened, according to Tim?
 - a. Once
 - b. continuously
 - c. pulsing
 - d. Mostly on
5. True or False? "It is important to cover all your bases in a campaign by focusing on fulfilling a wide range of objectives simultaneously."
 - a. True
 - b. False
6. Which of the following is the most effective influencer of quality perception for consumers of automobiles?
 - a. Television Ads
 - b. Consumer Opinion Websites/Blogs
 - c. Experiential Brand Events

- d. Personal Recommendations
7. What is the disadvantage of many owned and earned channels?
 - a. Events in these channels just happen on their own so you can't affect them.
 - b. They have high or unclear costs
 - c. They have limited reach
 - d. Both b and c
 8. Which of the following statements about Radio Ads and TV ads is correct?
 - a. Radio ads are more effective at building awareness over time but the effect is slower.
 - b. TV ads are more effective at building awareness over time but the effect is slower.
 - c. TV ads are more effective at building awareness over time and the effect is faster.
 - d. Radio ads are more effective at building awareness over time and the effect is faster.
 9. What happens to the media recommendations when you start targeting a specific niche?
 - a. The recommended budget for social media ads goes up.
 - b. The recommended budget for Television ads goes up.
 - c. The recommended budget for desktop search goes down.
 - d. The recommended budget for billboard advertising goes up.
 10. In which category does email have an advantage over television ads?
 - a. Awareness
 - b. Reviews and Opinions
 - c. High Quality
 - d. Inspire with ideas

