EXPERT SESSION QUIZ ANSWERS

Title: **Why Digital Marketing Analytics?**
Name: **Nathan David**

1. Which of the following is not one of the 4 main components to the Digital Marketing Analytics framework?
   a. Digital Marketing Analytics Inputs
   b. Digital Marketing Media
   c. Data Transformation
   d. Your Company

2. What is one big difference between owned and paid media?
   a. You own owned media but now paid media
   b. You can curate the message with owned media and you cannot do this with paid
   c. Paid media uses promotion to get recognized while owned media gets recognition without paying platforms
   d. Paid media requires you pay someone to create it while owned media does not.

3. True or False: Earned media is out of your control.
   a. True
   b. False

4. True or False: You, the analyst, might have to tell a persuasive story in order to convince your manager of changes needed to be made based on analysis of the data.
   a. True
   b. False

5. What was the backbone for why Nathan's team at Linkmedia 360 was successful?
   a. Research & Analytics
   b. Analytics & Reporting
   c. Analytics & Artificial Intelligence
   d. Artificial Intelligence & Research

6. What is growth marketing?
   a. Focusing on driving people to your website
   b. Focusing on increasing followers and comments on social media
   c. Focusing on driving sales and revenue
   d. Focusing on increasing number of clicks