

## EXPERT SESSION QUIZ

Title: **Instagram Master Class Part 6: Ad Campaigns**

Name: **Anna Semyanova**

1. Which of the following is NOT a reason Anna gives for using Instagram ads?
  - a. Instagram's audience is huge
  - b. High engagement on the platform
  - c. It's easy to start if you already have Twitter
  - d. Instagram is already a big "shopping" destination
  
2. Why are Instagram story ads ideal for sharing limited offers and promotions?
  - a. Because they expire after 24 hours
  - b. They take up the full screen
  - c. They can be targeted to your audience
  - d. They can look and feel like a normal post
  
3. What is a carousel ad?
  - a. An ad that keeps showing up in your stories
  - b. Allows users to swipe through a series of images and videos
  - c. A video that plays on repeat so your audience is sure to see it
  - d. An ad that uses a gif type image
  
4. How is reach different from brand awareness?
  - a. Reach allows you to reach more people while brand awareness is more targeted to potential users
  - b. Brand awareness allows you to reach more people while reach is more targeted to potential users
  - c. Reach allows you to target your current audience while brand awareness allows you to go outside your current audience
  - d. Brand awareness allows you to target your current audience while reach allows you to go outside your current audience
  
5. Which method of Instagram Ad Campaign objectives would be best for gathering information from followers?
  - a. Reach
  - b. Traffic
  - c. Conversions
  - d. Lead generation
  
6. True or False: You do not need to link a Facebook page to your Instagram account in order to start running ads.

- a. True
- b. False

7. True or False: All the same targeting options available for Instagram ads are also available for Facebook ads

- a. True
- b. False

8. When figuring out how much you want to spend when advertising on Instagram, Anna suggests you \_\_\_\_\_.

- a. Start high
- b. Only spend \$1 a day
- c. Start low
- d. A/B test your budget amount

9. When choosing an Instagram ad format, which of the following options is NOT available?

- a. Carousel
- b. Slideshow
- c. Collection
- d. Canvas

10. After trying several different types of Instagram ads, which did Ashley HomeStore settle on to drive more traffic to its e-commerce website and promote in-store retail purchases?

- a. Collection
- b. Canvas
- c. Slideshow
- d. Video