

- 1-The budgeting method evaluates necessary tasks, calculates estimated promotion budget costs and determines specific promotion outcomes. **Objective and task**
- 2-Jon Peabody, marketing manager for Jake's Automotive, reviews how successful their recent digital marketing campaign has been by studying **data Analytics**
- 3-In order to evaluate how long a visitor remains on a website, IT manager John Akerman evaluates the visitor's **Time on site**
- 4-Tasty Pizza implements In order to optimize local search engine queries. **Local seo**
- 5-In order to determine which ad is more effective, a web designer implements **a/b testing**
- 6-When an advertisement effectively conveys a company's intended brand message through words and illustrations, it is considered to be the part of the communication process. **Encoding**
- 7-When auto manufacturing company designed a 6-month email campaign it included several customers offers that increased in value over time. This is an example of **A drip campaigns**
- 8-An advertising strategy can be ineffective when Salespersons are not involved, and ad copy is **generic**
- 9-Web designers evaluate the page speed in order to determine **How fast a webpage loads**
- 10- The communications mix can be best described as **The promotion mixes** Effective marketers excel at messages and focusing on how a target demographic them **Encoding decodes**
- 11- The percentage of users that visit only one webpage and leave the site is called the **Bounce rate**
- 12- Companies apply the to determine their advertising budgets based on the industry average **Competitive party method**
- 13- Business to business companies usually incorporate a promotion strategy while business to consumer companies typically employ a promotion strategy **Push pull**
- 14- The method of developing an advertising budget considers sales as the source of a promotion rather than the result **Percentage of sales**
- 15- when radio is used as an advertising medium which of the following statement is usually true **A local customers embrace radio advertising**
- 16- During a particular period of time is the percentage of people within a target market that were targeted for a specific ad campaign **Reach**
- 17- Companies often offer when customers send their proof of purchase to them **Rebates**
- 18- When a company includes free shipping for 25 minimum purchases this deal is an example of **sales promotion**