Adobe
AD0-E502
Adobe Advertising DSP Business Practitioner Professional

Questions&AnswersPDF

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Question: 1

Which type of data visualization is most effective for presenting complex interaction data in a campaign?
Response:

A. Pie charts
B. Bar graphs
C. Line charts
D. Heat maps

Answer: D

Question: 2

_____ is essential to link specific actions directly to campaign outcomes.
Response:

A. Guesswork
B. Attribution
C. Assumption
D. Avoidance

Answer: B

Question: 3

What are the key considerations when applying procedural concepts to optimize a campaign?
(Choose Three)
Response:

A. Adjusting targeting based on performance analytics
B. Maintaining a consistent bid strategy regardless of results
C. Testing different ad formats
D. Revisiting the campaign objectives for alignment with business goals
E. Ignoring external market trends

Answer: A,B,C

Question: 4

After a client's campaign has been adjusted for better targeting and is now performing well, how should future communications be planned?
Response:

A. Continue regular detailed updates
B. Reduce the frequency of updates
C. Stop updates and only report at campaign end
D. Provide updates only if there is a decline in performance

Answer: A

Question: 5

Given a scenario where a campaign's performance is faltering midway, what are effective procedural concepts to troubleshoot and revive the campaign?
(Choose Two)
Response:

A. Doubling the existing budget without further analysis
B. Analyzing performance data to identify underperforming areas
C. Revising ad creatives and testing new messaging
D. Sticking to the original plan to maintain consistency

Answer: B,C

Question: 6

Which factors should be considered to optimize a campaign effectively?
(Select two)
Response:

A. Audience engagement metrics
B. Time of the day
C. Personal preferences
D. Competitor campaign themes

Answer: A,B

Question: 7

In evaluating the performance of a campaign, what metric indicates the cost effectiveness of the campaign targeting?
Response:

A. Click-through rate
B. Cost per click
C. Cost per acquisition
D. Impressions

Answer: C

Question: 8

What is the first step in determining the strategy for a new marketing campaign based on the needs of the campaign?
Response:

A. Set the budget
B. Identify the target audience
C. Choose the advertising platform
D. Define campaign objectives

Answer: D

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