

Exam Name - Certified Digital Marketing Professional (CDMP)[™]

Sample Exam

1. What is the primary goal of Search Engine Optimization (SEO)?

- A. Increase paid ad visibility
- B. Improve a website's organic search ranking
- C. Generate social media buzz
- D. Reduce website bounce rate

Answer **B**

2. In PPC advertising, what does "CPC" stand for?

- A. Cost per Conversion
- B. Clicks per Campaign
- C. Cost per Click
- D. Customer Pre-Click

Answer **C**

3. What metric best measures email marketing engagement?

- A. Open rate
- B. Click-through rate (CTR)
- C. Bounce rate
- D. Unsubscribe rate

Answer **B**

4. Which analytics tool is commonly used to track website performance and user behavior?

- A. Google Analytics
- B. Salesforce
- C. Xero
- D. QuickBooks

Answer **A**

5. What is a SMART goal in digital marketing?

- A. Specific, Measurable, Achievable, Relevant, Time-bound
- B. Sales-based, Marketable, Realistic, Trendy
- C. Strategic, Measurable, Actionable, Responsive, Timely
- D. Systematic, Market-driven, Attainable, Resourceful, Timely

Answer **A**

6. Which content format is best for building thought leadership and trust?

- A. Short social posts
- B. Long-form blog articles or whitepapers
- C. Banner ads
- D. Price comparison sheets

Answer **B**