



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

Exam Code - CDMP-001

Sample Exam

(Question): Which type of marketing is a part of online marketing, which means it is connected and related to all of the segments of online marketing?

- (A): Supportive marketing
 - (B): Affiliate marketing
 - (C): Decisive marketing
 - (D): Global marketing
- (Correct): B

(Question): Which type of marketing offers an amazing opportunity to increase sales (and revenue) for merchants?

- (A): Affiliate marketing
 - (B): Facebook marketing
 - (C): Chain marketing
 - (D): Social marketing
- (Correct): A

(Question): Which two roles are involved in affiliate marketing? (Choose two)

- (A): Affiliates
 - (B): Stakeholders
 - (C): Merchants
 - (D): Customers
- (Correct): A,C



(Question): Which type of buyers are more prone to explore products before they buy?

(A): Conventional

(B): Digital

(Correct): B

(Question): Which type of marketing drives performance, which includes brand discovery and awareness, as well customer engagement and purchase?

(A): Social

(B): Economical

(C): Perception-based

(D): Affiliate

(Correct): D

(Question): Affiliate links can be shared on a number of different types of websites.

(A): True

(B): False

(Correct): A

(Question): Which of the following are the benefits of affiliate marketing? (Choose two)

(A): Pay for performance

(B): Pay for business

(C): Easy tracking

(D): Scalable

(Correct): A,C