Chapter 1: Understanding the Synergetic Digital Ecosystem

1. Companies have access to an enormous amount of data today. At the 2018 Consumer Electronics Show in Las Vegas, Intel shared projections for data growth trends. Intel projects that by 2020, the average consumer will generate 1.5 Gigabytes of data per day from their associated internet activities. Please select whether this statement is true or false below.
   a. True
   b. False

Correct Answer: The correct answer is A. Intel outlined several key data points at the Consumer Electronics Show, including the amount of data created by consumers on a daily basis.

2. There are four ways that companies are using data to fuel strategic initiatives across the enterprise. Please select the answer below that most closely reflects these four initiatives.
   a. Business strategy, data strategy, communications strategy and media strategy
   b. Selling more products, improving customer service, improving sentiment and generating more marketing qualified leads
   c. Improving employee engagement, generating shareholder value, breaking down organizational siloes, and generating more sales qualified leads
   d. Improving social media engagement, generating more traffic to the website, distributing media to the proper channels and improving search engine rankings

Correct Answer: The correct answer is A. While letters B through D could be tactical outcomes of using data, the important thing to keep in mind is that a proper data strategy advances the business, the communications and the media at a macro level.

3. Organizations are collecting a vast amount of data about their customers from a number of different tools. According to data from Chiefmartec.com, how many different marketing technology vendors are there for companies to engage?
   a. 10,000
   b. 7,000
   c. 5,000
   d. 2,000

Correct Answer: The correct answer is C. The latest study by Scott Brinker indicates that there are over 5,000 different vendors in 50 unique categories.

4. There are two dominant forms of media that we discuss throughout the course of this chapter. Please select the answer below that most accurately reflects those two media types.
   a. Earned and shared media
   b. Paid and owned media
   c. Converged and shared media
   d. Social and digital media

Correct Answer: The correct answer is B. While earned and shared media are important, an increasing amount of emphasis is being placed in owned digital properties and the paid media used to send customers to those owned properties.

5. Keeping an eye on competitors using digital data is a growing use case for many organizations. Free tools from Google, Alexa and SimilarWeb can provide competitor website and audience profile data. What sorts of questions can these data sources answer? Select the response that is most accurate below.
    a. Which audience segments are competitors reaching that you are not?
    b. What are people saying in social media about your competitors?
    c. What is the sentiment toward your competitors in social media?
    d. What types of content are people engaging with on your competitors owned properties?

Correct Answer: The correct answer is A. In this section of the book we also talk about the top referring sources to your competitor's website, the top keywords that are most successful for your competitors and the sources driving traffic.

6. Unfortunately, there are not very many tools available to companies who want to track the performance of their competitors in social media. Please select whether this statement is true or false.
    a. True
    b. False

Correct Answer: The correct answer is B. Facebook, Instagram, Twitter and YouTube all provide some level of competitive insight. There are also a number of paid tools available to companies.

7. Mobile data has become an increasingly important data source to for companies. In late 2016, mobile internet traffic surpassed desktop traffic for the first time ever. Please select whether this statement is true or false.
    a. True
    b. False

Correct Answer: The correct answer is A. According to data from Google, the amount of mobile traffic surpassed desktop traffic in 2016.

8. There are a number of key questions that mobile data can answer for companies. Please select the question below that mobile data can answer for companies.
    a. How does mobile visitor engagement with my site compare to traditional and/or desktop visitor engagement?
    b. What are consumers saying in social media from their mobile devices?
    c. What is the sentiment toward my brand from those using mobile devices?
    d. What keywords do people use most often on mobile devices?

Correct Answer: The correct answer is A. In the chapter we talk about letter A, what content are mobile users most interested in, how is my mobile app being used, which

mobile platforms are being used most often and where does my mobile traffic come from.

9. Social Analytics tools integrate with other analytics tools better than ever. Those integrations allow brands to answer many different sorts of questions. Choose the two questions below that are the most common for most companies.
   a. Learn which brand content social visitors engaged with most and what visitors are sharing most
   b. Segment and measure the performance of individual social media campaigns
   c. Identify the sentiment that consumers have toward your brand
   d. Learn which search words consumers are using most often
   e. Learn who the individuals are that are coming to your site most often

Correct Answer: The correct two responses are A and B. In the chapter we outline six key questions that companies can use when integrating social with other digital data sources.

10. According to the most recent user data from Facebook, the company has only about 1.5 billion users who access the platform. Please select whether this statement is true or false.
   a. True
   b. False

Correct Answer: The correct answer is B. Facebook has over 2 billion users as of the writing of this book.