Answer: Google Ads (formerly known as Google AdWords)

What is the process of creating different versions of a website to show to different users to determine the most effective design or content?

Answer: Split Testing (or A/B Testing)

Which email marketing metric measures the percentage of recipients who clicked on a link within an email?

Answer: Click-Through Rate (CTR)

What term refers to the practice of optimizing a website to provide the best possible user experience?

Answer: User Experience (UX) Optimization

Which social media platform allows you to send disappearing photos and videos directly to individual contacts?

Answer: Snapchat

What is the primary goal of lead nurturing in email marketing?

Answer: To build relationships and guide potential customers through the sales funnel with relevant content.

Which metric measures the number of times a particular web page or ad was displayed to users?

Answer: Impressions

What is the purpose of the "alt" attribute in HTML?

Answer: To provide alternative text for images, which is useful for accessibility and SEO.

Which internet marketing strategy involves optimizing product listings on e-commerce platforms to improve visibility and sales?

Answer: E-commerce SEO

What type of marketing aims to create a sense of urgency and encourage immediate action from customers?

Answer: Urgency Marketing or Scarcity Marketing