



# Practice Exam Questions

## Certified Hospitality Digital Marketer (CHDM)

*Note: These exam questions are for practice purposes only. None of these questions will appear on the CHDM exam.*



**1. Which of the following media types is deemed “most credible” by consumers?**

- a. Owned Media
- b. Paid Media
- c. Earned Media

**2. The launch of browser software like Netscape and Internet Explorer is considered the start of the internet bubble because:**

- a. It enabled commercial businesses to share files outside of their own networks
- b. It enabled consumers to search the world wide web for the first time
- c. It allowed both text and images to be displayed on consumers' computers from outside their network
- d. A & C
- e. All of the above

**3. The customer journey is also referred to as:**

- a. The marketing funnel
- b. Lifetime customer value
- c. The marketing tunnel
- d. Trip itinerary
- e. All of the above

**4. For a franchised property, which of the following should NOT be a factor when considering investing in an independent/vanity website?**

- a. Projected returns
- b. How well your brand site targets your primary visitor segments
- c. How easy it is for potential customer to locate your property on the brand site
- d. The cost of bookings generated through the brand site

**5. Which of the following is NOT a method to mobile optimize your website?**

- a. Responsive Design
- b. Progressive Web App
- c. Adaptive Design
- d. HTML Wrapper

**6. Collecting, curating, crowdsourcing, and contracting are four ways to acquire:**

- a. Followers
- b. Content
- c. Social Influencers

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- d. Search Rankings
- e. Reviews

**7. Full motion video, 360° virtual tours, and digital photo slideshows are all examples of:**

- a. Mobile Media
- b. Earned Media
- c. Rich Media
- d. Paid Media
- e. Social Media

**8. Which of the following does SEO NOT do?**

- a. Create demand
- b. Drive searchers to your website
- c. Reward credibility by recognizing back links to your site
- d. Improve your site's visibility
- e. All of the above

**9. Local demand generators are a good source for part of your keyword strategy.**

- a. True
- b. False

**10. There is a specific voice schema available.**

- a. True
- b. False

**11. Which of the following metrics should be used in email marketing campaigns?**

- a. Bounce Rate
- b. Delivery Rate
- c. Click Through Rate
- d. Open Rate
- e. All of the above

**12. Which technology development has enabled CRM to become a reality in the hotel space?**

- a. ARI
- b. RMS
- c. API
- d. XYZ

**13. What does LTV stand for?**

- a. Long-Term Viability
- b. Last-to-View
- c. Long-Term Vacationers
- d. Lifetime Value

**14. The time between booking and stay can be utilized to:**

- a. Engage the guest
- b. Excite the guest about their stay
- c. Upgrade or sell ancillary products or services to the guest
- d. All of the above

**15. What is the biggest change that the International Association for Measurement and Evaluation of Communication made with the 2015 Barcelona Principles?**

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- a. Measuring communication outcomes is recommended versus only measuring outputs
- b. Social media cannot be measured the same way as other medias
- c. The value of impressions should be considered above all else
- d. Share of Voice should now be the predominant measurement tool
- e. All of the above

**16. Engagement rate can be calculated by:**

- a. The number of engagements on a post divided by the reach of that post
- b. The number of people who click through to your website
- c. The number of likes on your post
- d. All of the above
- e. None of the above

**17. Micro-influencers generally drive 10x more engagement than macro-influencers.**

- a. True
- b. False

**18. If you spend \$10,000 on an ad and it drives 25,000 visitors, what is the cost per click?**

- a. \$.40
- b. \$2.50
- c. \$.20
- d. 1.25

**19. What is the difference between a cookie and a pixel?**

- a. A cookie is stored in a browser and pixel is stored on a server
- b. A pixel is stored in a browser and a cookie is stored on a server
- c. A cookie cannot be removed
- d. All of the above

**20. Which segment are you least likely to connect with through LinkedIn?**

- a. Meeting Planners
- b. Event Planners
- c. Business Travelers
- d. Leisure Travelers

**21. Cost of acquisition for rooms sold on an OTA can be calculated as margin plus media cost divided by revenue.**

- a. True
- b. False

**22. If the sell rate for a room is \$150 and the margin is 18%, what is the markup?**

- a. 18%
- b. 15%
- c. 22%
- d. 32%
- e. Not enough information to calculate

**23. Turndown Rate, Proposed ADR, Conversion Rate, and Average Response Time are all examples of what?**

- a. Digital marketing opportunities
- b. Key performance indicators
- c. Keywords for group intermediary profiles

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d. None of the above

**24. Which category of analytics answers the question “what should we do about it?”?**

- a. Descriptive
- b. Diagnostic
- c. Predictive
- d. Prescriptive

**25. Which calculation is for website conversion rate?**

- a. Number of booking engine searches/sessions
- b. Number of bookings/ booking engine searches
- c. Number of bookings/website sessions
- d. Number of booking engine searches/cost per click

**26. What is a shorter lookback window?**

- a. a more generous attribution model
- b. a less generous attribution mode
- c. the same as a view through
- d. the same as a click through

**27. Which is a benefit of having a cluster or corporate support team for digital marketing?**

- a. Less disruption if there is turnover
- b. More in touch with specific need periods
- c. SEO expertise
- d. Stronger educational background
- e. None of the above

**Answer Key**

1: C 2: D 3: A 4: D 5: D 6: B 7: C 8: A 9: A  
10: A 11: E 12: C 13: D 14: D 15: A 16: A 17: B 18: B  
19: A 20: D 21: A 22: C 23: B 24: D 25: A 26: A 27: A