



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

ANSWERS

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: A
19: A 20: D 21: A 22: C 23: B 24: D 25: C 26: B 27: A