



## Management Summary

**Assessment:** Performance Marketing

**Candidate:** jack.shephard@lost.com

The assessee answered 17 questions correctly, 4 questions wrongly and skipped 2 questions. There are no signs of cheating. **This results in a score of 64/92.** Take note that we score + 4 for a correct answer and -1 for a wrong answer.

When evaluating this candidate for a performance marketing role, it is clear they possess a solid understanding of foundational marketing concepts and digital campaign objectives. They accurately identified key metrics for awareness, engagement, and return on ad spend, and are familiar with campaigns for ecommerce and social media growth. Their ability to distinguish between pricing models (such as CPC, CPM, CPV, and CPA) and to select calls-to-action for specific campaign goals **suggests a good grasp of digital marketing basics and strategic thinking.**

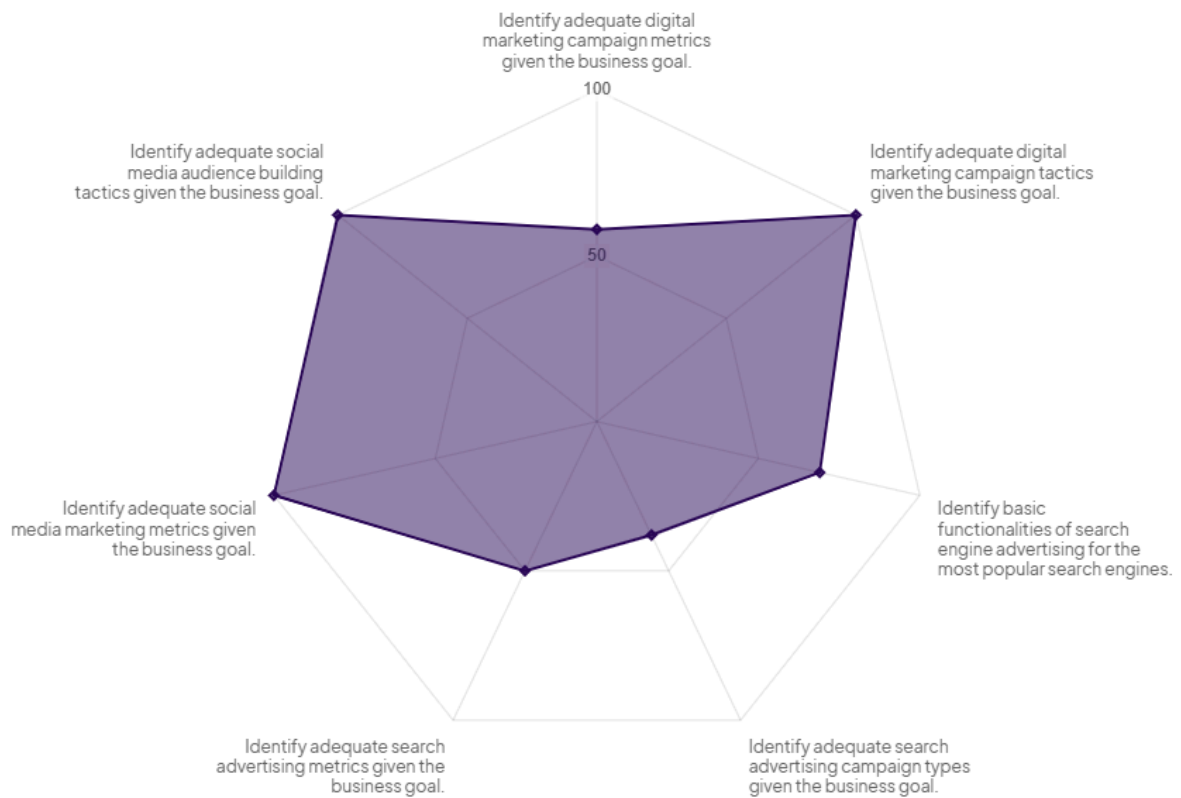
However, the assessment also reveals **notable gaps in their applied knowledge of core performance marketing tools and best practices.** The candidate struggled with several technical aspects that are essential for effective campaign management—such as recognizing the relevance of Click-Through Rate (CTR) for short-term campaign comparison, identifying correct search ad extensions, and understanding the mechanics of advanced bidding strategies like CPA bidding.

These weaknesses indicate that **while the candidate is comfortable with general marketing theory and some digital tactics, they may lack hands-on experience or up-to-date expertise in managing data-driven performance campaigns**—particularly in fields like campaign optimization, and leveraging automation features.

This candidate may be **a good fit for entry-level or support roles in performance marketing**, where they can build on their foundational knowledge and gain practical experience under guidance. If you are seeking someone to independently manage or optimize sophisticated paid campaigns, you may want to consider candidates with a stronger track record in technical platform use and advanced campaign optimization. Investing in additional training could help this candidate grow into a more senior performance marketing position over time.



## Competence Chart





## Assessment Results

COMPETENCE	SCORE <sup>②</sup>	TOPIC
Identify adequate digital marketing campaign metrics given the business goal.	7/12	<ul style="list-style-type: none"> <li>✓ Measuring awareness</li> <li>✓ Inbound channels</li> <li>✗ Measuring interest</li> </ul>
Identify adequate digital marketing campaign tactics given the business goal.	12/12	<ul style="list-style-type: none"> <li>✓ Creating advocates</li> <li>✓ Selling higher volumes</li> <li>✓ Generating leads for a new service</li> </ul>
Identify basic functionalities of search engine advertising for the most popular search engines.	11/16	<ul style="list-style-type: none"> <li>✓ Ad quality score</li> <li>✗ Search ad extensions</li> <li>✓ Microsoft ads</li> <li>✓ Keyword match options</li> </ul>
Identify adequate search advertising campaign types given the business goal.	6/16	<ul style="list-style-type: none"> <li>✓ Demand generation campaigns</li> <li>✗ Cpc bidding</li> <li>✗ Performance Max for store visits</li> <li>✓ Shopping campaigns</li> </ul>
Identify adequate search advertising metrics given the business goal.	8/16	<ul style="list-style-type: none"> <li>✓ Calculating ROAS</li> <li>❓ Store visit campaigns</li> <li>✓ Cost per acquisition</li> <li>❓ Search impression share</li> </ul>
Identify adequate social media marketing metrics given the business goal.	12/12	<ul style="list-style-type: none"> <li>✓ CPC</li> <li>✓ Reach</li> <li>✓ Engagement metrics</li> </ul>
Identify adequate social media audience building tactics given the business goal.	8/8	<ul style="list-style-type: none"> <li>✓ High-intent audience</li> <li>✓ Demographics</li> </ul>
<b>Total score: 64/92</b> Total score is calculated by adding 4 for each correct answer, 0 for each skipped question and -1 for each wrong answer		



## Assessment Details

In this section, you can learn from how the assessee answered the questions of the assessment.

### Identify adequate digital marketing campaign metrics given the business goal

#### Wrong answer: Measuring Interest

The assessee did not identify that Click-Through-Rate is relevant for comparing campaigns in the short term. Instead they didn't identify that Customer Lifetime Value (CLV) is not relevant for measuring interest in a product or service in the short term. CLV estimates the total revenue or profit a business can expect from a single customer account throughout the entire duration of their relationship with the company. It takes into account not just a single purchase, but all purchases a customer is projected to make over their "lifetime" as a customer.

### Identify basic functionalities of search engine advertising for the most popular search engines

#### Wrong answer: Search Ad Extensions

Search ad extensions are additional pieces of information that can be added to standard search ads—such as those on Google Ads or Bing Ads—to make them more informative, engaging, and actionable for users. These extensions go beyond the basic ad copy. When presented a list with search ad extensions, the assessee could not identify which ad extension does not exist.

### Identify adequate search advertising campaign types given the business goal.

#### Wrong answer: CPA bidding

In this case question, we're looking for a bidding strategy that helps you get as many conversions as possible at your target cost per action, rather than just maximizing clicks. The assessee did not identify CPA bidding, and does not know the thresholds for switching from CPC to CPA bidding.



### Wrong answer: Performance Max for store visits

When asked about essential elements of a Performance Max campaign, they chose to prioritize broad match keywords, which is an irrelevant answer to the question.

Performance Max campaigns do not rely on manual keyword targeting like traditional Search campaigns. Instead, they use AI and audience signals to reach potential customers across multiple channels. Broad match keywords are not a required or even primary optimization method for Performance Max

### Identify adequate search advertising metrics given the business goal.

#### Unanswered: Store visit campaigns

The assessee did not identify the proper configuration for running a search ad account in which its campaigns are structured across price points: conversion rules per campaign or using store visit conversions with a range of conversion values are both legit optimization methods.

#### Unanswered: Search impression share

The assessee did not know the formula for calculating search impression share.