



ANSWERS

Mobile marketing	Distributing advertisements on mobile devices.
Opt-in	Giving a company permission to use data collected from or about an individual, usually for marketing purposes.
Opt-out	When a company uses data collected from or about an individual unless they specifically requests not to be included.
Page view	When a web page is actually seen by the user.
Pay-per-Click	An advertising pricing model where the advertiser pays a fixed rate based on how many users click on a specific link.
Pixel	A single illuminated dot on a computer monitor, also used as a unit of measurement for graphic elements.
Post	A piece of content uploaded to the Internet for others to read.