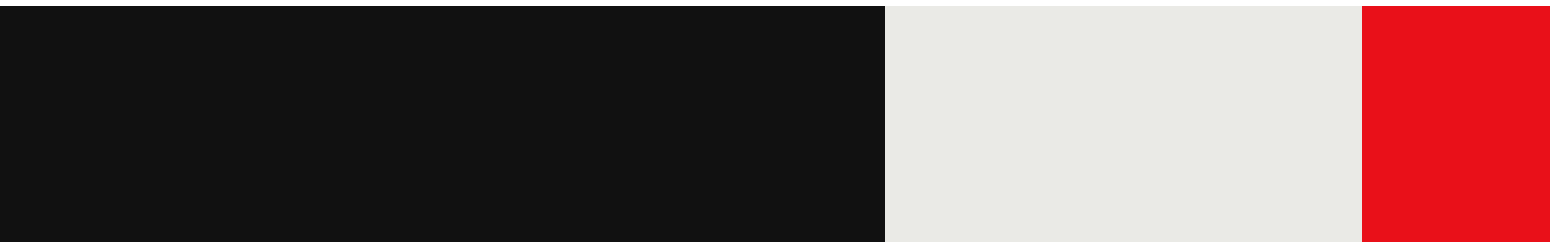



The big answers: EMARKETER Daily quiz

Article



Get the correct answers to our Big Question quiz in the EMARKETER Daily newsletter. From ad dollar spend to influencers and connected TV, we deliver daily insights on media, marketing, and advertising. Not a subscriber? [Sign up here](#) and get our quizzes sent directly to your inbox to see if you can pick a winner.

November 15, 2024

True or false? In the US, men are more likely to be LinkedIn users than women.

True, 35% of US men say they use [LinkedIn](#), compared with 30% of US women. More men than women also use X, YouTube, and Reddit, according to Pew Research.

November 14, 2024

Too good to pass up: Which of the following is the most common password people use?

A) 123456 B) qwerty C) password D) aksjdi!!9839_?dDAErkj E) password1

The [most popular password](#) worldwide is “123456,” according to NordPass. In the US, it’s “secret.” If either of these are your password, maybe consider a change.

November 13, 2024

True or false: X alternative Bluesky has added one million new users since the US elections last week?

True, the [platform](#) has seen increased engagement in the last week.

November 12, 2024

What percentage of US internet users also use generative AI?

A) 10% B) 33% C) 50% D) 66%

In 2024, 32.6% of US internet users will be generative AI users. That figure will increase to 37.7% next year, per our forecast.

November 8, 2024

LinkedIn’s latest jobs report shows which role as the most in-demand job overall?

A) Software engineer B) Customer service representative C) Salesperson D) Project manager

Salesperson was the most in-demand job on LinkedIn in Q3 2024, according to LinkedIn data reported by Search Engine Journal.

November 7, 2024

True or false? More than half of LinkedIn's total US ad revenues come from mobile.

True, mobile ad spend will make up 64.6% of total LinkedIn ad spend in the US this year, per our forecast.

November 6, 2024

What percentage of retail media digital display ads will be programmatic next year?

A) 52% B) 75% C) 94%

We expect 94.0% of US retail media digital display ads will be programmatically transacted in 2025, per our June 2024 forecast.

November 5, 2024

At which of the following social networks are US ad revenues not growing?

A) Reddit B) Snapchat C) LinkedIn D) X (formerly Twitter)

US ad revenues will grow this year on Reddit by 27.9%, on Snapchat by 8.0%, and on LinkedIn by 13.9%, per our forecast. They will shrink on X by 2.5%.

November 4, 2024

The US presidential election is tomorrow. How much more did political campaigns spend this year than in 2020?

A) \$2.58 million B) \$258 million C) \$2.58 billion D) \$25.8 billion

We forecasted US total political ad spend at \$12.15 billion this year, \$2.58 billion more than in 2020.

November 1, 2024

Klaviyo's first Black Friday campaign features which famous YouTube chef?

A) Claire Saffitz B) Alison Roman C) Sohla El-Waylly D) Oliver Babish

Alison Roman will incorporate Klaviyo ads into her [Thanksgiving prep video](#). We're already hungry for more.

October 31, 2024

This December, a real-time animated Monday Night Football team featuring what cartoon cast will stream on Disney+ and ESPN+?

A) Bob's Burgers B) Phineas and Ferb C) The Simpsons D) King of the Hill

Bart Simpson will side with the Bengals while Homer roots for the Cowboys during [The Simpsons Funday Football](#). No word yet on which team Ned Flanders will be cheating for.

October 30, 2024

Which presidential ticket will advertise on the Las Vegas Sphere, becoming the first political campaign to do so?

A) Harris/Walz B) Trump/Vance

The [Harris campaign](#) will advertise on Nevada's big screen this Thursday, the same day the candidate plans to make a visit to the swing state.

October 29, 2024

Which industry will have the highest US digital ad spend growth this year?

A) Telecom B) CPG C) Healthcare and pharma D) Travel

Telecom digital ad spend will grow by 20.9% in the US this year, per our forecast. Learn more in our US Ad Spending By Industry report, [available here](#).

October 28, 2024

True or false? Writing from journalists is easier to understand than writing from AI models.

[True](#), according to a study from Ludwig Maximilian University of Munich.

October 25, 2024

Urban Outfitters is launching a new social media holiday campaign. What is the tagline?

- A) Happy LOLidays
- B) BTWinter wonderland
- C) FOMO-free holidays
- D) Sleigh the season

The [holiday campaign](#) will feature a musical video and LOLiday gift guides, according to Marketing Dive.

October 24, 2024

After Google, Meta, and Amazon, which company has the next highest digital ad revenues in the US?

- A) TikTok B) Microsoft C) Apple D) Walmart

Microsoft will see US ad revenues of \$10.77 billion this year, per our March 2024 forecast.

October 23, 2024

Mucinex's mascot, Mr. Mucus, is making a marketing appearance with a profile on what platform?

- A) Tinder B) Facebook C) Roblox D) Minecraft

Mr. Mucus has a [Tinder account](#), and he's hoping you don't swipe left.

October 22, 2024

US digital ad spend will cross what major milestone this year?

- A) \$200 billion B) \$300 billion C) \$400 billion.

US digital ad spend will hit \$302.77 billion this year, per our March 2024 forecast.

October 21, 2024

True or false? Bluesky added 500,000 new users in one day last week in the wake of X changing its block functionality.

True, [Bluesky](#) gained a number of users, which could be related to X changing its block functionality (posts will now be visible to blocked users).

October 18, 2024

Kraft-Heinz's Delimex frozen taquitos is leaning into "sound-driven" marketing with what somewhat off-putting sound?

A) Screeching brakes B) Buzzing insects C) Loud chewing D) Fork scraping a plate

The [loud chewing sounds](#) will certainly elicit some sort of reaction in the ads.

October 17, 2024

Which of the following brands had the highest ad engagement among WNBA advertisers this year?

A) Claritin B) Skims C) Gatorade D) Snickers

Claritin's ad engagement was up 160% over the average WNBA advertiser this year, according to EDO. All of the other brands listed were among the top five for engagement.

October 16, 2024

Here's today's quiz. True or false? Seven in 10 US adults support banning cell phones for middle and high school students for the entire school day.

False, 36% of US adults support an all-day [cell phone ban in schools](#), according to Pew Research. But 68% support banning cell phones during class times.

October 14, 2024

True or false: More than half of US adults say they're less likely to buy a product if they see an ad too often.

True. Some [61% of US adults](#) say too many ads turn them off to products, according to an AD-ID study cited by MediaPost.

October 9, 2024

True or false? Less than 1% of the TikTok accounts US adults follow are journalists and media outlets.

True, according to data from [Pew Research](#).

October 3, 2024

In what year will Google's US search ad spend share dip below 50%?

A) 2024 B) 2025 C) 2026 D) 2027

Google will account for 48.3% of US search ad spend share in 2025, per our forecast.

October 2, 2024

Would you meet your partner through Amazon? True or false? Some 48% of global consumers say they would be happy to use a dating app provided through a marketplace.

True, according to VML's The Future Shopper report.

October 1, 2024

Levi's latest collaboration involves an artist with a song about jeans. Who is it?

A) T-Pain B) Lana Del Ray C) Neil Diamond D) Zac Brown Band E) Beyoncé

The campaign follows the release of "LEVII's JEANS," one of the best songs off of [Beyoncé's COWBOY CARTER](#).

September 30, 2024

True or false? Walmart's worldwide ad revenues are growing faster than Amazon's.

True. Walmart's digital ad revenues grew by 26% in Q2, while Amazon's grew by 20%, per earnings reports.

September 27, 2024

Which social media platform do US influencers think will be the next major player in short-form video if TikTok is banned or sold?

A) Facebook Reels B) Instagram Reels C) YouTube Shorts D) Snapchat

One-third (33%) of US influencers believe Facebook Reels would be the next major player, and 32% said Instagram Reels. That bodes well for Meta—if TikTok can't avert a ban.

September 25, 2024

Candy brand Hi-Chew is introducing a new mascot. What's the anthropomorphic character's name?

A) Hi-Five B) Chew-talka C) Hugh-Chew D) Chewbie

It's unclear what kind of creature Chewbie, who sort of resembles an egg, is meant to be. But he'll be on "Jimmy Kimmel Live" next month, presumably speaking his native language, Chewlish.

September 24, 2024

Which of the following iconic celebrity voices will not be featured on Meta's AI chatbot?

A) Judi Dench B) John Cena C) Keegan-Michael Key D) Awkwafina

All of these celebrities will offer their voices to Meta's AI chatbot, according to a report from Reuters.

September 20, 2024

Which company captured the biggest share of time spent with TV in the US this July?

A) The Walt Disney Co. B) Netflix C) NBCUniversal D) YouTube

YouTube had a 10.4% share of time spent with TV in the US this past July, according to Nielsen data. All other companies listed rounded out the top four.

September 19, 2024

Reese's Puffs has a new star on its box. Who is it?

A) Reese Witherspoon B) Angel Reese C) A puffer fish D) Mr. Peanut

WNBA star **Angel Reese** is on the Reese's Puffs box.

September 16, 2024

A new app entered the worldwide top 10 most downloaded apps in August. Which platform jumped into the top 10?

A) CapCut B) ChatGPT C) Temu D) Threads

ChatGPT joined the **top 10 most-downloaded apps** in August 2024, according to appfigures. CapCut, Temu, and Threads were all also in the top 10, but have been there before.

September 13, 2024

Let's ride: True or false? More than half of US adults would be willing to buy a car via social media.

False, but 45% did express a **willingness to do so**, according to Adtaxi.

September 11, 2024

PayPal's new ad campaign features Will Ferrell changing the lyrics to what famous '80s song?

A) "Jump" by Van Halen B) "Call Me" by Blondie C) "Everywhere" by Fleetwood Mac

The new spot emphasizes that PayPal allows users to pay **everywhere**.

September 9, 2024

What brand associated with autumn created a themed suite at Great Wolf Lodge resorts?

A) Starbucks B) L.L. Bean C) Brach's Candy Corn D) Yankee Candle

Candy corn fans can stay in the orange, yellow, and white room and enjoy a [year's supply of candy](#).

September 6, 2024

A Starbucks deal with Geri Horner—also known as Ginger Spice—fell through after a dispute between the Spice Girl and Starbucks over what to name her signature drink. What did Horner want to name the coffee?

A) Ginger spice latte B) Hornerchatta C) Geri latte

Horner wanted the coffee to be named the [Geri latte](#), which was apparently a no-go for Starbucks.

September 4, 2024

X, the platform formerly known as Twitter, has been banned in Brazil. How many users does the platform have in Brazil?

A) 10 million B) 20 million C) 30 million D) 40 million

The platform has 40.5 million users in Brazil, according to our May 2024 forecast.

September 3, 2024

Listen up. Which podcast ranks as the most popular tech podcast?

A) RadioLab B) 99% Invisible C) Decoder D) Vergecast

RadioLab is the [most popular tech podcast](#), according to research by Linkee.ai as reported by MediaPost.

August 30, 2024

What was the most streamed show in America this July?

A) Dexter B) The Boys C) Young Sheldon D) Suits

Young Sheldon was the [most streamed show in July 2024](#), with 165.5 million views and 4.7 million viewers, per YouGov. Dexter came in second (150.5 million views, 7.6 million viewers), followed by The Boys (138.5 million views, 24.8 million viewers), and Suits (129 million views, 8.3 million viewers).

August 29, 2024

Feeling salty? Which snack brand has launched out-of-home ads wrapping Uber and Lyft cars?

A) Wonderful Pistachios B) Chex Mix C) Goldfish D) Pop Tarts

Running through September [Wonderful Pistachios' out-of-home campaign](#) includes billboards, car wraps, and digital placements at airports, transit stations, vehicle charging stations, and national parks, as reported by MediaPost.

August 28, 2024

It's US Open season, and while Serena Williams isn't competing this year, she's still making headlines. The GOAT is hosting a box for influencers to watch the tournament in partnership with which big brand?

A) Nike B) On Running C) Gatorade D) Ulta Beauty

The influencer box celebrates Williams' beauty brand, [Wyn Beauty](#), which was launched in April.

August 26, 2024

Aside from the US, which country has the most TikTok users?

A) Brazil B) Mexico C) Japan D) Germany

Brazil has the most TikTok users of any country except the US, per our forecast data.

August 23, 2024

It's not even Labor Day, but we're thinking ahead to the holiday season. True or false? More than half of US adults find the holiday season stressful?

False, 49% of US adults find the holiday season somewhat or very stressful, according to YouGov.

August 22, 2024

Would you like fries with that? Which of the following fast-food restaurants is launching a streaming service?

A) Burger King B) McDonalds C) Taco Bell D) Chick-fil-A

Chick-fil-A has plans to launch original content on its own streaming platform, according to Deadline.

August 20, 2024

Last week, the White House held its first Creator Economy Conference. True or false? More than 80% of US marketers will use influencer marketing this year.

True, 82.7% of US marketers will use influencer marketing this year, per our March 2024 forecast.

August 16, 2024

What's in a click? How has Facebook's average click-through rate for lead campaigns changed between 2023 and 2024?

A) Increased B) Decreased C) Stayed the same

The average click-through rate for lead campaigns on Facebook has increased from 2.50% in 2023 to 2.53% this year, according to a Wordstream report cited by Search Engine Land.

August 15, 2024

Feeling nostalgic? McDonald's released a line of cups that nod to previous popular collectables. Which one of these collectables is not on one of the cups?

A) Beanie Babies B) Barbie C) Hello Kitty D) Furby

The new cups are available with McDonald's Collector's Meal.

August 11, 2024

An increasing number of states are banning smartphones in schools. What percentage of high school teachers list cell phones as a major problem in the classroom?

A) 22% B) 53% C) 72% D) 98%

Some 72% of high school teachers say smartphones are a major problem, according to Pew Research.

August 9, 2024

In the FAST lane: Which of the following companies have not recently announced they will launch a FAST channel?

A) CNN B) Fubo C) Roku

Trick question: All three have recently announced new FAST channels. CNN is the latest, with its [CNN Originals](#), which will include “Anthony Bourdain: Parts Unknown” and “Chasing Life with Dr. Sanjay Gupta.”

August 8, 2024

ChatGPT’s mobile app saw a big revenue spike after launching GPT-4o. How many active users will ChatGPT have in the US by the end of the year?

A) 8 million B) 28 million C) 38 million D) 68 million

ChatGPT will have 67.7 million US users this year, per our forecast. That’s up 22.2% over 2023.

August 7, 2024

X is suing an ad industry coalition and its members, including CVS, Mars, and Unilever (learn more about that further down in this newsletter). Pop quiz: What percentage of US social network ad spend will go to X this year?

A) Less than 1% B) 1% C) 5% D) 10%

This year, 1.3% of US social network ad spend will go to X (formerly Twitter). That figure has declined over the past few years and will continue to do so, per our March 2024 forecast.

August 6, 2024

True or false? Some 99% of those using AI platforms for search are still using traditional search engines as well.

True, according to a report from Datos and Sonata Insights.

August 5, 2024

True or false? AI was mentioned 75 times on Meta's earnings call last week.

True. AI was mentioned 75 times either by Mark Zuckerberg, other Meta executives, or people asking questions, per an earnings transcript.

August 2, 2024

The long-awaited Disney, Fox, Warner Bros. Discovery joint sports streaming venture is expected to debut this fall. What will the platform be called?

A) Arena B) Power Play D) Onsides D) Venu

Venu will launch at \$42.99 per month this fall.

August 1, 2024

Microsoft CrowdStrike issues are still lingering—financially, at least. How much did Delta say the outage cost the airline?

A) \$5 million B) \$50 million C) \$500 million D) \$5 billion

The outage cost Delta \$500 million, per its CEO, and resulted in over 5,000 flight cancellations.

July 31, 2024

Chipotle just launched its first beauty product. What is it?

A) Tortilla foundation B) Salsa blush C) Avocado lip stain D) Sofritas eye shadow

Lipotle is marketed as a “[burrito-proof lip stain](#)” and was made in collaboration with Wonderskin.

July 30, 2024

Apple is [reportedly](#) considering ads in its streaming service. What percent of OTT viewers in the US watch content on Apple TV +?

A) 0.8% B) 8% C) 18% D) 28%

To be more precise, 17.6% of US OTT video viewers will watch Apple TV+, per our forecast.

July 29, 2024

Reddit just launched new [lead generation ads](#). What percentage of US social network ad spend goes to Reddit?

A) 0.9% B) 9% C) 19% D) 29%

Less than 1% of US social network ad spend will go to Reddit this year, or a total of \$741.2 million, per our March 2024 forecast.

July 25, 2024

An iconic '90s toy is the focus of a marketing campaign involving footprints, paint, and glitter left on city sidewalks. What's the toy?

A) Beanie Babies B) Tamagotchi C) Bop It D) Furby

“[Furby Wuz Here](#),” the campaign asserts.

July 24, 2024

The '90s are back, and so are flip phones, as Apple is [rumored](#) to be coming out with a foldable iPhone. True or false: More than half of US smartphone users are on iPhones.

False, but it's pretty close, with 49.8% of US smartphone users on iOS, per our forecast. With 50.1% of US smartphone users, Android has a slight edge.

July 19, 2024

Hopefully your morning hasn't been too heavily impacted by the [Microsoft outages](#). While Microsoft is top of mind, here's a quiz: By how much will Microsoft's worldwide ad revenues grow this year?

A) 1.7% B) 5.7% C) 10.7% D) 20.7%

Microsoft's worldwide ad revenues will grow by 10.7% this year to reach a total of \$14.66 billion, per our March 2024 forecast.

July 18, 2024

AR is becoming more common for marketers. In what year will US AR users pass the 100 million mark?

A) 2024 B) 2025 C) 2026 D) 2027

In 2025, 101.0 million people in the US will be [AR users](#). That same year, 80.6 million people will be VR users, per our May 2024 forecast.

July 16, 2024

It's Prime Day. What brand just announced it is "the first CPG product to launch through a drone delivery mechanism with Amazon?"

A) Prime B) Liquid I.V. C) Olipop D) Spindrift

Liquid I.V. [delivered its sugar-free product via drones](#) to several people last month, in an Amazon first for a new product.