



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.

June 24, 2024

Which of the following ads did not win an award at Cannes Lions?

A) Cerave's ad featuring Michael Cera B) Heinz's "It has to be Heinz" ad C) DoorDash's "DoorDash-all-the-ads" campaign D) Pop-Tarts' edible mascot

All of the above ads won Lions awards, and you can check them out [here](#).

June 21, 2024

YouTube has been leaning further into connected TV (CTV). True or false? More than half of YouTube's net ad revenues will come from CTV this year.

False, but CTV will account for a higher share of YouTube's net ad revenues than ever before, at 40.2%, per our forecast.

June 20, 2024

Disney is working to make connected TV ads more interactive by incorporating trivia and other activities into commercials. What is Disney calling the new ad formats?

A) Advergaming B) Activities C) Commerc-ALLs D) Adctions

The [advergaming](#) formats are launching on both Hulu and ESPN, according to a press release.

June 18, 2024

WhatsApp is leaning into nostalgia. Which sitcom cast did the platform reunite for its latest ad?

A) The Office B) The Big Bang Theory C) 30 Rock D) Modern Family

See the WhatsApp ad [here](#).

June 17, 2024

In 2023, the Association of National Advertisers (ANA) released a jarring report indicating that 15% of major advertisers' media buys go to made-for-advertising (MFA) websites. What percentage of ad spend did this year's report say has gone to MFAs between January to May 2024?

A) 4% B) 15% C) 40%

Good news for advertisers. This year's ANA report said that so far in 2024, [4% of ad dollars go to MFA sites](#). That's still far from perfect, but it's a huge improvement over last year.

June 14, 2024

What percentage of US consumers say they can confidently distinguish between AI-generated ads and ads produced traditionally?

A) 16% B) 49% C) 59% D) 71%

Nearly half (49%) of consumers believe they can differentiate ads generated by AI from ads produced by humans, according to data by LG Ad Solutions.

June 13, 2024

Yesterday, Sony Pictures announced its acquisition of Alamo Drafthouse Cinemas, marking the first time in more than 75 years that a major Hollywood studio has owned a movie theater chain. There are 35 Alamo Drafthouse locations across the US—where is the first?

A) Denver, Colorado B) New York City C) Santa Monica, California D) Austin, Texas

The first Alamo Drafthouse theater opened in Austin, Texas.

June 12, 2024

Test your knowledge ahead of our [H1 2024 TV Ad Spending Trends webinar](#) today. Which streaming platform will see the most growth of subscription OTT ad-supported viewers?

A) Disney+ B) Amazon Prime Video C) Peacock D) Netflix

Netflix will see a 75.2% YoY growth in US subscription OTT ad-supported viewers this year, according to our February 2024 forecast. Its high growth rate comes from a small base of 13.5 million ad-supported subscribers.

June 11, 2024

During a keynote at WWDC yesterday, Apple announced it will be integrating ChatGPT into Siri, in addition to other first-party apps. What percentage of the US population uses Siri?

A) 12.2% B) 24.6% C) 48.9% D) 71.4%

Nearly a quarter (24.6% or 84.1 million) of the US population uses Siri, per our August 2023 forecast.

June 10, 2024

Ranking on Google might be all about who you know—or rather, who knows you. What percentage of websites appearing on Google’s top 10 positions have 100,000 to 1 million backlinks?

A) 2.2% B) 20.7% C) 64.9% D) 84.4%

More than one-fifth (20.7%) of websites that rank on Google’s top 10 search results have 100,000 to 1 million backlinks, according to a study by [Internet Marketing Ninjas](#). Further, more than 96% of websites with at least 1,000 backlinks were in Google’s top 10 search results.

June 7, 2024

Pat Sajak will take his final bow on tonight’s episode of “Wheel of Fortune.” How many puzzles have appeared on the show during its 40+ years?

A) 10,000 B) 30,000 C) 50,000 D) 70,000

Approximately 50,000 puzzles have appeared on “Wheel of Fortune” during its time on air, according to [The New York Times](#).

June 6, 2024

OpenAI certainly seems to be open for partnerships. Which one of these companies has OpenAI not yet partnered with?

A) BuzzFeed B) Nvidia C) Shutterstock D) Stripe

As far as we know, OpenAI hasn’t partnered with Nvidia. It has partnered with the other companies listed above, as well as [a slew of other big names](#).

June 5, 2024

Confused about converged TV? Our H1 2024 TV Ad Spending Trends webinar will teach you everything you need to know. [Register for the June 12 event today](#). Test your knowledge: How much will advertisers spend on connected TV (CTV) and TV combined this year in the US?

A) \$48 billion B) \$68 billion C) \$88 billion D) \$108 billion

US CTV and linear TV ad spend will total \$87.74 billion this year, per our forecast.

June 4, 2024

The Wall Street Journal has a new branding tagline. What's the paper's new slogan?

A) It's your business B) Street smart C) Cents and sensibility D) On your markets

"It's your business," says the [new marketing campaign](#).

June 3, 2024

Divisive topic: Most US programmatic ad spend goes to which device?

A) Connected TV B) Desktop/laptop C) Mobile

The lion's share of US programmatic digital display ad spend and US programmatic video ad spend goes to mobile, according to our forecast.

May 31, 2024

Programmatic advertising is everywhere, including out-of-home (OOH). True or false:

Programmatic advertising will make up over 25% of US digital OOH (DOOH) ad spend for the first time this year.

True. Programmatic will account for 26.7% of US DOOH spend this year, up from 22.2% last year, per our December 2023 forecast.

May 30, 2024

Game on: Netflix is making an animated show based on what popular gaming platform?

A) Roblox B) Minecraft C) Animal Crossing D) Among Us

Netflix is making a Minecraft show, which will marry viewers' love of the game with their love of watching TV.

May 29, 2024

Good news for gamers: YouTube is rolling out its free games to all users. What is YouTube calling these games?

A) YouGames B) Tubers C) Alphas D) Playables

May 28, 2024

Here's a quick quiz to start off your week: True or false? Digital advertising makes up more than 80% of total US media ad spend.

False. US digital ad spend will make up 77.7% of total US media spend this year, per our forecast, but it will increase to pass 80% next year.

May 24, 2024

Happy holiday weekend to our US readers. Ahead of Memorial Day, how much will the US travel industry spend on digital ads this year?

A) \$4 billion B) \$6 billion C) \$8 billion D) \$10 billion

US travel industry digital ad spend will total \$8.23 billion this year, a growth of 18.4% over last year, per our December 2023 forecast.

May 23, 2024

Spotify released a typeface. The new font will be all over the app. What's its name?

A) Spots New Roman B) Spotify Mix C) Spotvetica D) Comic Spots

May 22, 2024

New emojis just dropped. Which of the following is not one of the seven new emojis proposed by the Unicode Consortium?

A) Fingerprint B) Root vegetable C) Harp D) Lighthouse

Other proposed emojis include “face with bags under eyes,” “leafless tree,” “shovel,” “splatter,” and “flag of Sark.”

May 21, 2024

Scarlett Johansson was approached by OpenAI to be the voice of its ChatGPT voice assistant but turned the company down. So it's strange just how much OpenAI's Sky voice (which is now suspended) sounds like her. Pop quiz: What percentage of the US population will use voice assistants this year?

A) 24% B) 34% C) 44% D) 54%

This year, 43.6% of the US will use voice assistants, per our August 2023 forecast.

May 20, 2024

The internet isn't actually forever. True or false: Nearly 40% of the webpages that existed in 2013 are no longer accessible.

True. According to Pew Research Center, 38% of the webpages that existed in 2013 are no longer accessible today. In fact, 54% of Wikipedia pages contain at least one reference link that points to a page that no longer exists.

May 17, 2024

As upfronts continue, which of these companies did Nielsen call the No. 1 distributor in aggregated TV usage?

A) YouTube B) Disney C) Amazon D) Netflix

The Walt Disney Co. is the biggest distributor, according to Nielsen.

May 16, 2024

Today in app news: Which of the following was not one of the most-downloaded apps worldwide in April?

A) Instagram B) CapCut C) Threads D) YouTube

YouTube didn't crack the top ten, according to appfigures, likely because its penetration is already so high.

May 15, 2024

TV ad measurement is more complicated than ever. Clear up some of the confusion during our Make Sense of TV Ad Measurement in 2024 webinar this Thursday. [Register here](#). Ahead of the event, test your knowledge. What percentage of the US will be connected TV viewers this year?

A) 41% B) 55% C) 68% D) 87%

In the US, 68.4% of people will be connected TV viewers this year, per our forecast.

May 14, 2024

AI search could be catastrophic for publishers. True or false? Web traffic from search engines could fall by 25% by 2026.

True, according to a Gartner prediction. Without the need to click, web traffic could take a tumble.

May 13, 2024

Rumors are swirling about OpenAI potentially announcing an AI-powered search engine. How many people in the US already use OpenAI's ChatGPT?

A) 23 million B) 50 million C) 77 million D) 104 million

In the US, 77.2 million people will use ChatGPT this year, per our forecast.

May 10, 2024

Happy upfronts season to all who celebrate. This year many streamers moved from NewFronts to upfronts, reflecting the increase in viewers. In what year will US ad-supported video-on-demand viewers cross the 50% mark?

This year, US ad-supported video- on- demand viewers will cross the 50% mark for the first time, reaching 52.7%, per our forecast.

May 9, 2024

E.l.f Cosmetics is leaning into women's sports. Which female figure does the brand's latest campaign star?

A) Caitlin Clark B) Serena Williams C) Katie Ledecky D) Billie Jean King

Tennis legend Billie Jean King stars in e.l.f. Beauty's "[Change the Board Game](#)" campaign.

May 8, 2024

All of the following companies are growing fast, which one of them do we project will grow the fastest this year?

A) TikTok B) Mercado Libre C) Amazon D) Reddit

TikTok's worldwide digital ad spend will grow by 44.9% this year, per our forecast.

May 7, 2024

Let's get social. Which social media platform are marketers most confident in for delivering a positive ROI?

A) Instagram B) Facebook C) TikTok D) LinkedIn

Some 70% of marketers worldwide believe LinkedIn delivers positive ROI for their company, per August 2023 data from Hootsuite.

May 6, 2024

True or false: 85% of US teens and parents agree teens spend too much time on their smartphones.

False, 38% of US teens and parents think teens spend too much [time on their smartphones](#), according to Pew Research Center.

May 3, 2024

Today is the day. Our Outlook and Strategies for 2024's Second Half starts at 11:30AM ET. [Sign up here](#). Ahead of the summit, test your knowledge. True or false? More than half of the US population uses connected TV.

True, 68.4% of the US population uses connected TV, per our forecast.

May 2, 2024

It's already feeling like summer, which means it also feels like summer vacation season. Which of the following is Gen Z's top trending travel search on Pinterest for this summer?

A) Comfy road trip outfit

B) Nature with friends

C) Road trip snacks

D) Island getaway

Three of the top five trending searches for Gen Z were related to road trips, according to [Pinterest's Summer 2024 Travel Report](#).

May 1, 2024

The countdown is on for TikTok to either divest or face a ban. Do the majority of US adults really support a TikTok ban?

Not technically, but [50% of US adults do support a TikTok ban](#), according to a Reuters/Ipsos poll.

April 30, 2024

AI is getting a makeover. Microsoft is partnering with which beauty company to innovate on products faster?

A) Estée Lauder B) L'Oréal C) Glossier D) Rare Beauty

Estée Lauder is developing [generative AI with Microsoft](#) to enable faster response to consumer demands.

April 29, 2024

Our [Outlook and Strategies for 2024's Second Half Summit](#) is this Friday. We'll be diving into AI, retail media, the creator economy, and more. Ahead of that, test your knowledge. True or false? More than half of US generative AI users will implement the tech at work this year.

True, 64.7% of generative AI users will use the tech at work in 2024, per our forecast.

April 26, 2024

Coca-Cola is a music company now. Okay, that's not entirely true, but it has created an AI-powered instrument called Coke SoundZ that only plays what?

A) Uplifting sounds B) Absolute silence C) Someone asking, 'Is Pepsi okay?'

What are "uplifting sounds" according to [Coca-Cola](#)? "Phst. Fizz. Clink. Glug. Ahh," per its website.

April 25, 2024

Google may be pushing back its cookie deprecation deadline, but cookies are still going away, something we'll discuss at next week's [EMARKETER Virtual Summit](#). Ahead of our event, test your knowledge. True or false? The majority of US adults already turn off cookies or website tracking.

True, 67% of US adults [turn off cookies or website tracking](#), according to May 2023 data from Pew Research Center.

April 24, 2024

We'll be discussing the importance of in-store marketing for consumer packaged goods during [our webinar tomorrow](#). In what year will US in-store retail media pass the \$1 billion mark?

A) 2025 B) 2026 C) 2027 D) 2028

US in-store retail media ad spend will hit \$1.06 billion in 2028, per our March 2024 [forecast](#).

April 23, 2024

Cheetos' new 'Other Hand' campaign takes street advertising off-the-walls—literally. One of the campaign's billboards features what in front of it?

A) A giant bag of Cheetos B) A live tiger C) Two crashed cars D) A giant pile of orange dust

The [billboard](#) reads, "99% of people eat Cheetos with their dominant hand. Even drivers." In front of it are two crashed cars.

April 22, 2024

Happy Earth Day! On average, US consumers are willing to pay 11% more for eco-friendly products. How much more do brands usually charge for these products?

A) 5% B) 11% C) 28% D) 90%

US consumers on average are willing to pay 11% more for eco-friendly products, while brands on average charge 28% more for those items, per a Bain & Co. survey.

April 19, 2024

Happy Friday! Let's check in on our overall ad market. True or false? US digital ad spend will surpass 75% of total media ad spend this year.

False. US digital ad spend surpassed that figure last year. In 2024 it will hit 77.7% of US total media spend, per our forecast.

April 17, 2024

Got any book recs? If you're a Spotify user, you may have a few. What percentage of US, UK, and Australia subscribers have tried audiobooks?

A) 5% B) 15% C) 25% D) 35%

Some 25% of Spotify subscribers in the US, UK, and Australia have listened to audiobooks on the platform, per Spotify.

April 16, 2024

Generative AI has taken personalization from buzzword to buzzworthy. Find out how in our upcoming Outlook and Strategies for 2024's Second Half Summit. Do you know what percentage of US generative AI users employ the tech at work?

A) 35% B) 50% C) 65% D) 80%

Among US generative AI users, 64.7% will use the tech at work this year, per our June 2023 forecast.

April 15, 2024

Does your organization have a chief AI officer? Prevalence of the role has skyrocketed worldwide. How many more companies now have a head of AI than did five years ago?

A) Two times B) Three times C) Four times D) Five times

Three times as many companies have a designated head of AI position than did five years ago, according to LinkedIn data reported by the Financial Times.

April 12, 2024

TikTok is turning into a Gen Z search engine. But can it actually compete with Google? **True or false?** Do more Gen Zers start their searches on TikTok than on Google?

False, but Gen Z is more inclined than other generations to start their searches on TikTok. That said, 46% of US 18- to 24-year olds start their searches on Google, while 21% head to TikTok, according to YPulse.

April 11, 2024

Oreo's new campaign compares a well-known icon to the black and white cookie. Which Oreo-lookalike icon does it use?

A) Camera lens icon B) Record button C) Website menu icon D) Crosswalk

If you're not sure about the resemblance, [check it out for yourself](#).

April 10, 2024

Ahead of [today's webinar](#) on how HP lowers spend and increases conversions, do you know what percentage of US marketing and advertising professionals already use first-party data?

A) 50% B) 77% C) 89% D) 99%

First-party data is used as a cookieless solution by 77.0% of US marketing and advertising professionals, according to November 2023 data from Basis Technologies.

April 9, 2024

Pop quiz: Which streaming platform has had the most hit shows since 2021?

A) Netflix

B) Max

C) Disney+

D) Amazon

[Netflix has had more top 10 titles](#) than all other streaming platforms combined, according to Nielsen. We've heard stranger things

And if you're interested in streaming, [check out MNTN's session](#) at our EMARKETER Summit.

April 6, 2024

Banner alert: What was the No. 1 most-downloaded app worldwide in March?

A) Facebook

B) Instagram

C) TikTok

D) CapCut

Facebook took No. 1 from Instagram with 59 million downloads, according to appfigures.

April 5, 2024

TikTok talk: TikTok will account for what share of US total media ad spend this year?

- A) Less than 1%
- B) 3%**
- C) 5%
- D) 10%

TikTok will account for 2.7% of US total media ad spend this year, per our March 2024 forecast.

April 4, 2024

Alpha choice: What is Gen Alpha's favorite platform?

- A) YouTube**
- B) Disney+
- C) TikTok
- D) Instagram

Some 60% of US Gen Alphas use TikTok, according to Morning Consult. Among US Gen Alpha digital video viewers, that number is way higher, at 97.3%, per our forecast

April 3, 2024

Robotalk: True or false? Less than half of consumers can detect AI-generated copy.

False. Half of participants in a US and UK study from Bynder could identify when copy was written by AI.

April 2, 2024

Brand new: Which brand that has historically shied away from advertising is now launching ads?

- A) Trader Joe's
- B) Rolls-Royce
- C) Zara
- D) Tesla**

Tesla is turning to ads to boost sales.

April 1, 2024

Listen up: True or false: More than half of people in the US 12 and older have listened to a podcast in the past month.

False, but it's pretty close—47% of people in the US 12 and up listened to a podcast in the past month, according to The Infinite Dial.

March 29, 2024

Bad ads: True or false: Google suspended 90% more advertisers in 2023 than the previous year.

True. Google also restricted 60% more ads, according to its 2023 Google Ads safety report.

March 28, 2024

I'm feeling lucky: Google will let users swipe left and right on clothes to get what?

- A) Ideas for room decor
- B) Skincare product advice
- C) Better fashion recommendations**
- D) Dating profile advice

Google's new update will improve shopping results by offering improved fashion recommendations with a Tinder-esque swipe.

March 27, 2024

Play that funky music: In 2023, US vinyl sales did what compared to 2022?

- A) Increased**
- B) Decreased
- C) Stayed the same

Vinyl sales were up 10.3% YoY, according to the Recording Industry Association of America. CD sales were up 11.3%.

March 26, 2024

Growth spurt: Which of the following companies is growing its worldwide digital ad revenues the fastest?

- A) Mercado Libre**
- B) ByteDance
- C) Amazon
- D) Tencent

Mercado Libre's worldwide digital ad revenues will grow by 50.5% this year to reach a total of \$1.06 billion, per our October 2023 forecast.

March 25, 2024

Political science: US political ad spend will be how much higher this year than it was in 2016?

- A) \$2 billion
- B) \$4 billion
- C) \$6 billion

D) \$8 billion

US political ad spend will reach \$12.32 billion this year, over \$8 billion more than the \$4.25 it reached in 2016, according to our December 2023 forecast.

March 22, 2024

Olympic feat: NBCUniversal has launched what ahead of the Paris Olympics?

A) An immersive VR experience

B) A line of Team USA merch

C) Shoppable virtual concessions

D) A hologram that will compete alongside the athletes

Virtual Concessions will allow users to order through on-screen QR codes during programming.

March 21, 2024

Happy thoughts: A new PSA from the Ad Council advocating for mental health features which fuzzy kids' character?

A) Elmo

B) Bluey

C) Peppa Pig

D) Goofy

Elmo is prominently featured in the "Love, Your Mind" campaign.

March 20, 2024

Kids corner: Which platform is most popular among US children?

A) YouTube

B) Netflix

C) Disney+

D) TikTok

YouTube has more US children and teen viewers than the other platforms listed, per our February 2024 forecast.

March 19, 2024

Buy behavior: Where did US internet users most often start their shopping journeys in 2023?

A) Search engines

B) Marketplaces

C) Social media

D) Brand websites

Some 40.4% of shoppers **start their online shopping journeys** on marketplaces like Amazon, according to Attest.

March 18, 2024

What's appening? What was the most-downloaded app worldwide in February 2024?

A) Instagram

B) TikTok

C) Facebook

D) WhatsApp

Instagram had 56 million downloads in February, according to appfigures. The other three platforms listed rounded out the top four.

March 15, 2024

Now or never: True or false? Google is planning to delay its cookie phaseout.

False, for now at least. But more than half of advertisers expect **Google to delay the deprecation of third-party cookies** again. Whether or not that ends up happening, advertisers need to make sure they have a plan now for cookie replacements.

March 14, 2024

Playing catch up: Kraft Heinz's new campaign says which sauce is the new ketchup?

- A) Mustard
- B) Marinara
- C) Gravy**
- D) Hollandaise

"Gravy is the new ketchup," **according to Heinz**. We don't see gravy on a burger catching on just yet.

March 13, 2024

Retail media mix: On which retail media ad format are US advertisers spending more money?

- A) Search**
- B) Display

US advertisers will spend \$36.76 billion on search this year and \$22.84 billion on display advertising, according to our October 2023 forecast.

March 12, 2024

Phone home: True or false? More than half of teens say they spend too much time on their smartphones.

False, but more (38%) say they spend too much time on their smartphones than too little (5%), according to Pew Research.

March 11, 2024

Game on: True or false? Interest in college sports is on the rise.

True, according to a report from **marketing analytics company** Big Chalk. Can we get a go blue?

March 8, 2024

Face-off: Netflix plans to feature a live sports event featuring what?

A) A limbo competition between Tom Brady and Rob Gronkowski

B) A chess match between Magnus Carlsen and Elon Musk

C) A boxing match between Mike Tyson and Jake Paul

D) A soccer game between Netflix and Apple TV+

The fighter and the YouTube star will be **squaring off on Netflix in July**. But all these other ideas would be decent. Netflix, are you getting this?

March 7, 2024

That's nuts: Household mixed nuts brand Planters plans to release a new flavor of cashews in 2024 after CEO Jim Snee touted the success of the line in the company's earnings call last week. What flavor will it launch?

A) Salt and Vinegar

B) Chocolate Cayenne

C) Smoky Bacon

D) Ketchup

"Importantly, this product line continues to over-index with younger consumers, which is driving new consumers and excitement to the snack nuts category," Snee said on the call.

March 6, 2024

Just do it: Nike's new out-of-home campaign, which reads "it was never a long shot," showcases which record-breaking athlete?

- A) Simone Biles
- B) Katie Ledecky
- C) Serena Williams
- D) Caitlin Clark**

Nike's campaign features Caitlin Clark, the University of Iowa point guard who broke both the men's and women's Division I NCAA scoring record.

March 5, 2024

Look it up: As part of a marketing campaign, boot maker Wolverine is pushing to add what term to the dictionary?

- A) Small-batch
- B) Woman-made**
- C) Heritage-crafted
- D) Eco-chic

Wolverine wants to add "woman-made" to the dictionary in its new campaign.

March 4, 2024

Apples to apps: What was the most-downloaded app worldwide in January?

- A) TikTok
- B) Instagram**
- C) Temu
- D) CapCut

Instagram led the way with 52 million downloads worldwide in January, followed by TikTok with 46 million, according to appfigures.

March 1, 2024

Write of passage: True or false? The number of US original scripted TV series declined in 2023.

True. Some 516 US **original scripted TV series were released** in 2023, down from 600 in 2022, according to February 2024 data from FX Networks.