1. Which of the following information can email marketing analytics provide to help a company improve their campaigns? Select all that apply.   `1 point`

   ☐ The percentage of users that open a company's email

   ☐ The percentage of email recipients who unsubscribe from the send list after opening an email

   ☐ The percentage of email recipients who clicked on a link in an email and took a desired action, like making a purchase

   ☐ The attention a company's brand received across all social media platforms during a reporting period

2. A digital marketer gathers customer data for an e-commerce business. They notice a high customer lifetime value when measuring customer loyalty. Why is a high customer lifetime value beneficial to the company?   `1 point`

   ○ Because gaining new customers is most effective while a campaign is live

   ○ Because it improves the performance of email marketing campaigns

   ○ Because it indicates how likely customers are to make a purchase over the next year

   ○ Because keeping existing customers is more cost-effective than gaining new customers

3. An online store has been in business for over seven years. To measure the store's growth and revenue, they use quarter-over-quarter and year-over-year comparisons. Why is the store able to track metrics over a longer period?   `1 point`

   ○ Due to the number of years in business, they likely skip steps in the customer journey to gain access to customer data.

   ○ Due to the number of years in business, they likely have a successful brand reputation and sell high-end products.

   ○ Due to the number of years in business, they likely have longer-lasting relationships with their customers and access to more data.

   ○ Due to the number of years in business, they likely ask customers for their personal information the first time they visit the store.

4. Which of the following does a business using Shopify have access to? Select all that apply.   `1 point`

   ☐ Company-specific market research

   ☐ Overview dashboard

   ☐ Live view

   ☐ Analytics reports

5. A digital marketer learns that an e-commerce store has a large number of abandoned carts. What can they do to recover the lost sales?   `1 point`

   ○ Add a note to the checkout page warning customers not to abandon carts

   ○ Send emails to remind customers about their items

   ○ Sell the store's products or services at a reduced price

   ○ Charge a fee when customers abandon their carts

6. A marketer increases an online store's revenue in six months without gaining new customers. How did they achieve this short-term growth?   `1 point`

   ○ They increased the percentage of customers they retain over a certain period

They increased the percentage of customers they retain over a certain period.

○ They increased the average revenue generated by customers over their lifetime as a customer.

○ They tracked how often customers add products to their shopping carts and leave the store without completing their purchase.

○ They increased the average amount of money a customer spends each time they complete an order.

7. What is conversion rate optimization? **1 point**

○ The process of tracking the average amount of money a customer spends each time they complete an order

○ The process of calculating the average revenue generated by customers over a certain period of time

○ The process of increasing the amount of time visitors spend on a website

○ The process of increasing the percentage of website visitors who complete a desired action

8. Which of the following are potential ways for a company to increase their average order value? Select all that apply. **1 point**

☐ Cross-selling

☐ Overpromising

☐ Upselling

☐ Creating an order minimum for free shipping

9. A marketer calculates the percentage of customers who purchase a product after viewing it. The results indicate a low product conversion rate. Which tactic will help the marketer improve the product conversion rate? **1 point**

○ Order large amounts of inventory to prepare for seasonal demand and speed up the order process

○ Update the product description with product benefits and any information on the product packaging

○ Post product information on social media and add descriptions to the captions

○ Encourage customers to purchase a more expensive product than the product in their cart

10. A marketer uses analytics to evaluate product performance. They notice a high return rate when reviewing a specific product category. What does a high return rate indicate? **1 point**

○ A high percentage of customers are unhappy with the store's returns policy

○ A high percentage of products sold were returned by customers

○ A high percentage of customers viewed an item but did not purchase

○ A high percentage of purchases are from returning customers

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