1. As an e-commerce marketer, you aim to build customer loyalty to a brand. You know that customers need to trust the brand to become loyal and make repeat purchases. How can you build customer trust in the brand?   **1 point**

    ○ Share customers' personal and financial information.

    ○ Engage with customers via social media rather than email.

    ○ Offer free shipping and returns.

    ○ Include a short time frame for returns and exchanges.

2. An e-commerce marketer builds customer loyalty to a brand by creating a sense of community online. They encourage customers to share their experiences with the brand. What actions can the marketer encourage customers to take as part of the brand community? Select all that apply.   **1 point**

    ☐ Join a forum

    ☐ Upload photos to social media

    ☐ Write a product review

    ☐ Sign up for a subscription service

3. As a digital marketer, you are creating a rewards program. Your program has an incentive based on the amount paid during a single purchase. What type of rewards program are you using?   **1 point**

    ○ Tier-based model

    ○ Spend-based model

    ○ Points model

    ○ Subscription model

4. A company builds customer loyalty through an e-commerce rewards program. Which of the following rewards program benefits can help with building customer loyalty? Select all that apply.   **1 point**

    ☐ Increase customer spending per purchase

    ☐ Rely on short-term promotions

    ☐ Create an online community

    ☐ Tailor offers to customer shopping habits

5. As a digital marketer, you are setting up advertising that displays ads to previous visitors that contain products or services they already viewed on your website. What is this marketing strategy?   **1 point**

    ○ Impression remarketing

    ○ Impression advertising

    ○ Dynamic advertising

    ○ Dynamic remarketing

6. As a digital marketer, you aim to remove any sense of regret customers may experience after making a purchase. What follow-   **1 point**

up method can help ease these negative feelings? Select all that apply.

☐ Send customer satisfaction surveys that let customers rate products using a type of scale system

☐ Send "thank you" emails that provide a short and friendly follow-up that shows your appreciation to customers

☐ Send "Hurry" emails that provide a follow-up promotion and asks when they will make their next purchase

☐ Send multiple emails to remind customers how successful the business is and that they should be happy with their purchase

7. As a digital marketer sending post-purchase emails, you are waiting an appropriate amount of time before sending emails to customers. This represents which tip for effective post-purchase communication? **1 point**

○ Pace your communication

○ Personalize the experience

○ Offer incentives

○ Strike a balance between promotional and engaging

8. A digital marketer creates a post-purchase survey to target customers in the future and encourage them to return to the business's website. What post-purchase survey question could the marketer ask to learn more about the customers? **1 point**

○ "When will you purchase from us again?"

○ "Who are you shopping for?"

○ "Do you like discounts?"

○ "When is your birthday?"

9. Which of the following is true regarding customer service channels? **1 point**

○ Live chat is designed for smaller businesses with less resources.

○ It is best to offer customer support through one channel.

○ It is best for businesses to clearly state their email response time.

○ Chatbots are equipped to handle complex interactions.

10. A marketer uses a survey to determine how loyal customers are to the business. They use a single question that asks respondents to rate the likelihood that they would recommend the product or service to a friend or colleague. What type of survey did they use? **1 point**

○ Customer satisfaction (CSAT) survey

○ Pre-purchase survey

○ Net Promoter Score® (NPS) survey

○ Usability survey

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