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Started on	Tuesday, 22 December 2020, 10:38 AM
State	Finished
Completed on	Tuesday, 22 December 2020, 10:42 AM
Time taken	4 mins 26 secs
Marks	3.00/5.00
Grade	6.00 out of 10.00 (60%)
Feedback	It's done! Congratulations!

Question 1

Correct

Mark 1.00 out of 1.00

Choose the correct answer that describes the statement below.

It is a law to prevent the manipulation of someone's personal computer without their permission.

Select one:

- ☒ 1. Unauthorized Access Law
- ☐ 2. Unfair Competition Prevention Law
- ☐ 3. Personal Information Protection Law
- ☐ 4. Copyright



Is the correct answer

1. unauthorized Access Law: to manipulate without permission the personal computer of the others, is the law in order to prevent or invasion.
2. Unfair Competition Prevention Law: The law that has been enacted in order to ensure the fairness of sales and competition.
3. Personal Information Protection Act: To prevent prejudice to important human rights, such as privacy, the law that defines the proper handling of personal information.
4. Copyright: image, text, video, for content such as music, such as reproduction rights and upload rights to the Internet (public transmission rights), is that of the various rights.

Even in other than these, the law should know as web analytics officer, please be sure you understand the basic content and purpose. In addition, such GDPR correspondence, not only in Japan, it may must also be consideration to foreign laws and regulations. For GDPR, please refer to the "privacy policy and GDPR enabled web site" (p.026) of "1-2-6 risk management of the web site" of the official text.



The correct answer is: Unauthorized Access Law

Question **2**

Incorrect

Mark 0.00 out of 1.00

Choose the wrong method/impression on the illustration of market trends on viewable impressions.

Select one:

- ☐ 1. US industry groups have defined as the "impression that more than 50% of the area of the advertisement is exposed for more than 1 second on the screen."
- ☐ 2. Because you do not notice the wrong impressions and clicks, you manage the conversion only as KPI.
- ☒ 3. In normal ad delivery, the ineffective traffic referred to as the "Invalid Traffic". ✗
- ☐ 4. Google is moving to a mechanism to guarantee the view ability in September 2015.

It is incorrect

In the effectiveness of advertising measurement, we often focus on conversion as a KPI, and too much attention only to things like "KPI = results and acquisition", the advertisement on the target or delivery location which is not the intention has been absorbed unnoticed. Therefore, you have to verify questionable numbers even with the understanding of intermediate indicators, such as impressions and clicks.

The correct answer is: Because you do not notice the wrong impressions and clicks, you manage the conversion only as KPI.

Question **3**

Correct

Mark 1.00 out of 1.00

Which among the formula in web marketing is wrong.

Select one:

- ☒ 1. $CPC = (\text{advertising costs} \div \text{number of clicks}) \times 100$ ✓
- ☐ 2. $CTR = (\text{number of times the ad number of times} \div \text{ad that was clicked is displayed}) \times 100$
- ☐ 3. $CPA = \text{advertising costs} \div \text{number of conversions}$
- ☐ 4. $CPM = (\text{advertising costs} \div \text{Impressions}) \times 1,000$

Is the correct answer

1. "CPC (Cost Per Click)" is that the cost-per-click, you are prompted by dividing the number of clicks the advertising costs. Units will be the currency such as yen or dollar.

2. "CTR (Click Through Rate)" than that of the click-through rate, divide the number of times an ad is clicked in ad impressions, you look over the 100. Unit is%.

3. "CPA (Cost Per Acquisition)" is that of customer acquisition unit price, you are prompted by dividing the advertising costs in the number of conversions. Units will be the currency such as yen or dollar.

4. "CPM (Cost Per Mille)" is that the advertising rates per 1000 impressions, split the advertising costs in the number of impressions, and determined by multiplying 1,000. The unit will be the currency such as yen or dollar.

Abbreviation of the alphabet three characters, is one of the features of the web marketing. To remember the formal name, it is the shortest way to eliminate mistakes.

The correct answer is: $CPC = (\text{advertising costs} \div \text{number of clicks}) \times 100$



Question 4

Incorrect

Mark 0.00 out of 1.00

Choose the right statement on facing the way of web analysis of their respective positions.

Select one:

- ☐ 1. Managers has difficulty to face the web correctly, it makes the organization of the marketing department mainly because of the risk.
- ☒ 2. Many web personnel are deprived of their time and opportunities for the lack of understanding of the busy business and internal web, because it is not sufficiently active to act so as not to put the cost as much as possible. ✖
- ☐ 3. Business scope of web person in charge is not just its Web site but the bird's-eye view of the whole such as triple media which is necessary to the strategic planning of the use of the web.
- ☐ 4. Web industry is facing a low-cost and diversification. The production cost is due to the man-month calculation which is the mainstream to focus on the accuracy of the estimated records as many as possible.

It is incorrect

The triple media, "Own media" (media that you own), "paid media" (media purchased), refers to the three "Earned Media" (media in order to obtain the trust). Web person in charge, you must create an environment that leads to the achievement of the business through these.

It should be noted that, for the choices other than the correct answer, there is an error in each mention of the parts, such as the following.

The correct answer is: Business scope of web person in charge is not just its Web site but the bird's-eye view of the whole such as triple media which is necessary to the strategic planning of the use of the web.




Question **5**

Correct

Mark 1.00 out of 1.00

In web analytics, three pieces of information are required for a "call to action". Choose the right answer.

Select one:

- ☒ 1. Testing of hypothesis, finding a problem and planning measures. 
- ☐ 2. Planning of measure, budget and proposals.
- ☐ 3. Enumeration-cause analysis of hypothesis verification and data
- ☐ 4. Enumeration of testing hypothesis, measures planning and data.

Is the correct answer

In the web analysis, we will look at the data in the following three perspectives.

- ① hypothesis testing: Before you look at the data, the hypothesis about the results of the measures current situation and went to be expected, validates using the data.
- ② problem finding: in addition to the verification results, there should be with a new mind. From there, it sniffs the portion that is further a problem.
- ③ measures planning: When planning a solution to the problem, yield and of the measures, to simulate the feasibility.

Simply reporting the numbers, not only in the "enumeration of data". In order to encourage action that lead to the results of the business, you need a firm hypothesis stand and verification of before to see the data. And, also observations of behavior, to continue to improve is the basic method of web analysis.

The correct answer is: Testing of hypothesis, finding a problem and planning measures.

◀ +1-3. Let's make a quiz

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