

[Dashboard](#) / [My courses](#) / [\(EN\)Web Analytics Consultants+2019](#) / [Chapter 5 : Analytics of Engagement and Indirect Effects](#) / [-Chapter 5 End Exam](#)

Started on	Tuesday, 23 March 2021, 12:57 AM
State	Finished
Completed on	Tuesday, 23 March 2021, 1:06 AM
Time taken	9 mins 7 secs
Marks	1.00/5.00
Grade	2.00 out of 10.00 (20%)
Feedback	Shame! Try again!



Question 1

Incorrect

Mark 0.00 out of 1.00

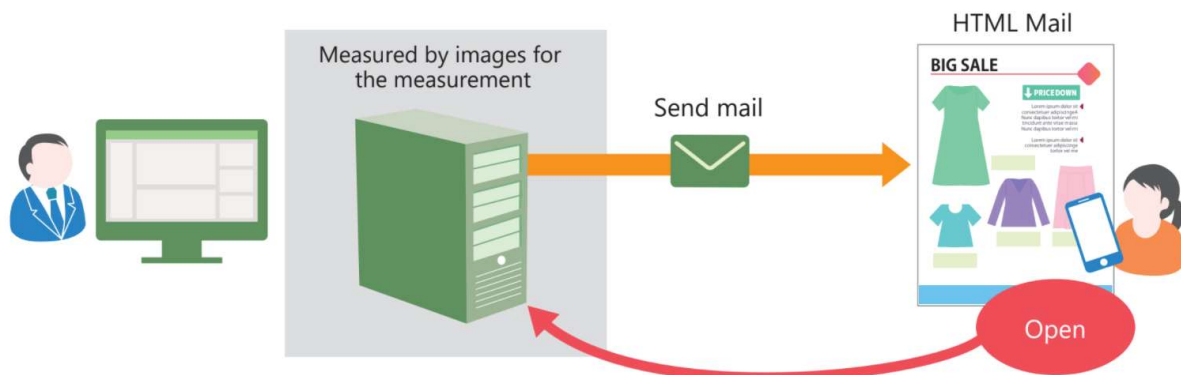
Choose the wrong statement about the effect measurement of e-mail and social media.

Select one:

- ☐ 1. The measurement of the exposure effect of the e-mail, there are a number of distribution lists, but there is an indication that further open rates is not possible to measure all of the opening.
- ☐ 2. Measurement of open rates is for a mechanism to measure by pasting the source that was disguised as an image for measurement in HTML e-mail there are many, can not be measured is not the e-mail text format.
- ☐ 3. Click of social media which is not only the click of external links may contain such.
- ☒ 4. To measure the access from the smartphone application is necessary to the devise. ❌

It is incorrect

To measure the open rates of mail, it tells that it has opened paste the source disguised into an image for measurement in HTML e-mail on the server. It is impossible in the e-mail text format, can not be measured to be read the image mailer is also an HTML e-mail.



※The source of a image for the measurement is included on HTML mail

The correct answer is: Measurement of open rates is for a mechanism to measure by pasting the source that was disguised as an image for measurement in HTML e-mail there are many, can not be measured is not the e-mail text format.

Question **2**

Incorrect

Mark 0.00 out of 1.00

In assessing content posted on Facebook like videos, choose the right combination to match the following descriptions.

- (A) The number of people who saw the content posted on your Facebook.
- (B) The number of people who watch the video in a given time period.
- (C) Refers to the reaction of people.

Select one:

- ☐ 1. (A) People Reached (B) Unique Viewers (C) Post Engagement
- ☐ 2. (A) Unique Viewers (B) People Reached (C) Post Engagement
- ☒ 3. (A) People Reached (B) Post Engagement (C) Unique Viewers
- ☐ 4. (A) Post Engagement (B) People Reached (C) Unique Viewers

✗

It is incorrect

When you post videos to Facebook, rather than introduce a YouTube link, in order to be seen, such as direct upload and attribute information, it can offer much more fine-grained analysis.

- People Reached: The number of people who saw the content posted on your Facebook.
- Unique Viewers: The number of people who watch the video in a given time period.
- Post Engagement: Refers to the reaction of people.

The correct answer is: (A) People Reached (B) Unique Viewers (C) Post Engagement



Question 3

Incorrect

Mark 0.00 out of 1.00

Choose what you are the wrong statement about ad targeting.

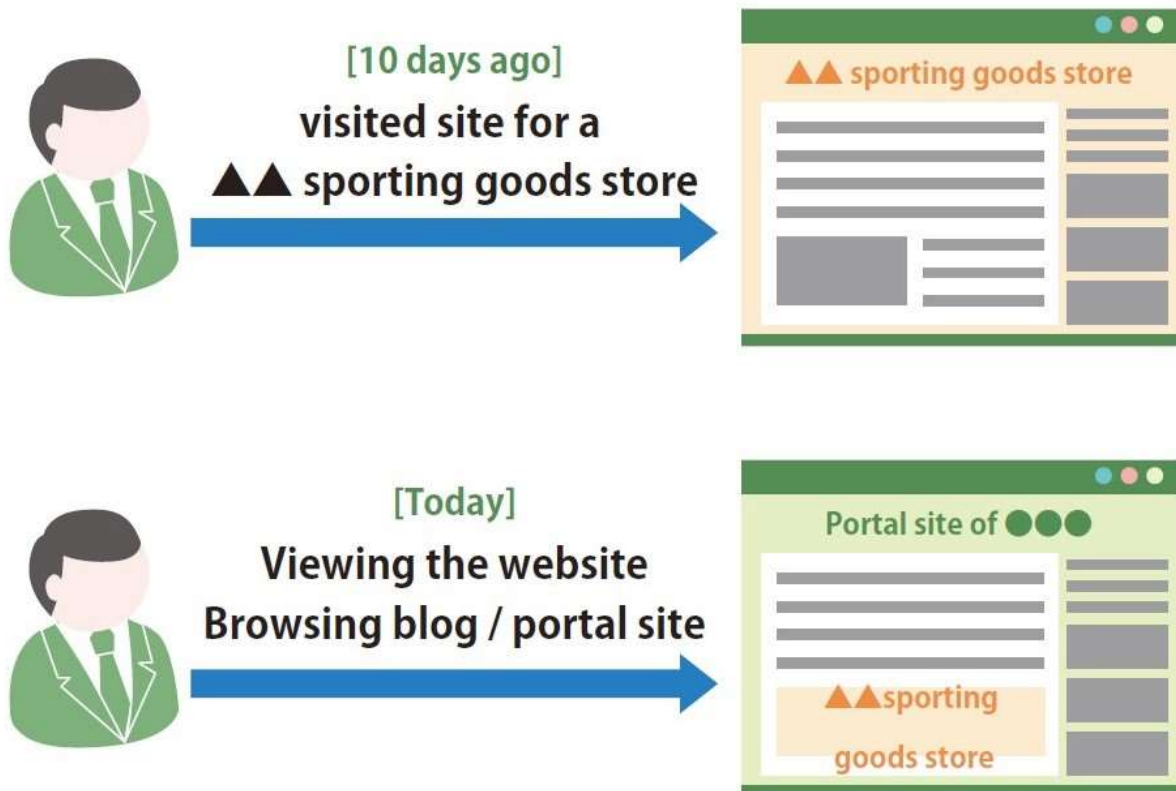
Select one:

- ☐ 1. The "retargeting", is a way in advertising to promote re-visit to the user who visit once their site.
- ☐ 2. The "targeting of the user attributes", is a method to set the target such as the user's gender, age, family structure and annual income.
- ☒ 3. And "targeting in the user environment" is a method to set the user's current location, used device and OS, and to have the target use such networks. ❌
- ☐ 4. "Content target" is a method to set the target to match the content of the web site or app.

It is incorrect

To expose the advertising effectively, you need to distribute targeted. As a method of setting the target is the "audience target" and "content target".

"Retargeting" is the advertising methods to promote the re-visit to the user who visit once their site.



The correct answer is: The "retargeting", is a way in advertising to promote re-visit to the user who visit once their site.

Question 4

Incorrect

Mark 0.00 out of 1.00

From the results of the two ads in the lead generation site, choose the right statement about the table.

	ad A	ad B
Sessions	80,000	16,000
Number of requests for information	800	200
Number of business meetings	80	50
Number of contracts	20	25
Average price per customer	100,000 yen	100,000 yen
CPC	40 yen	90 yen

Select one:

- ☐ 1. Balance (revenue - cost) is better of advertising A.
- ☐ 2. The total balance of the ad is a deficit, but the total balance is in surplus if it is possible to lower the CPC of the ad B to 80 yen.
- ☐ 3. If the negotiation rate of ad A in 15%, the balance of the advertisement A is in surplus.
- ☒ 4. Ad A has a larger sales than advertising B. ✗

It is incorrect

When you calculate each index needed to answer the question, as shown in the following table.

	ad A	ad B	Improve business meeting rate (ad A)	Improve CPC (ad B)
Sessions	80,000	16,000	80,000	16,000
Number of requests for information	800	200	800	200
Number of business meetings	80	50	120	50
Business meeting rate	10%	25%	15%	25%
Number of contracts	20	25	30	25
Average price per customer	100,000 yen	100,000 yen	100,000 yen	100,000 yen
Sales	2,000,000 yen	2,500,000 yen	3,000,000 yen	2,500,000 yen
CPC	40 yen	90 yen	40 yen	80 yen
Ad cost	3,200,000 yen	1,440,000 yen	3,200,000 yen	1,280,000 yen



Income and Expenditure	$\triangle 1,200,000$ yen	1,060,000 yen	$\triangle 200,000$ yen	1,220,000 yen
------------------------	---------------------------	---------------	-------------------------	---------------

1. In Ad A and Ad B, balance will be better of advertising B.
2. The total balance of the current state of the ad, but will be in deficit as "-120 yen +106 yen = -14 thousand yen", the total balance if it is possible to lower the CPC of the ad B to 80 yen "-120 yen Tasu122 yen = 20,000 yen" and it will be in surplus.
3. even if the negotiation of the advertisement A 15%, the balance of the ad A will be -20 yen and deficit.
4. better of advertising B is, sales than advertising A you can see that £ 500,000 more.

From this, we can see that 2. Is correct.

The correct answer is: The total balance of the ad is a deficit, but the total balance is in surplus if it is possible to lower the CPC of the ad B to 80 yen.



Question **5**

Correct

Mark 1.00 out of 1.00

Choose the wrong answer to mail marketing.

Select one:

- ☐ 1. By pasting the image in an HTML e-mail, it is also possible to measure the opening of the e-mail.
- ☒ 2. E-mail marketing of the CVR is it is common to measure in "(the number of conversions ÷ mail opening number) × 100". ✓
- ☐ 3. The transmission from the server notification as undeliverable mail and junk e-mail often, lower the reputation score, because there is a case to be or is determined to deny or junk e-mail received by the receiving mailer and receiving system, a large amount of mail in the case of delivery it is necessary to pay attention.
- ☐ 4. The list is there is a thing called "list growth rate" in the index to figure out what is growing, - can be measured in "((list increase the number of the number of cancellation) ÷ number of list) × 100".

Is the correct answer

Email marketing conversion rate (CVR), the mail is let's understand the meaning of each indicator to arrive at the receiving folder without being judged as spam.

Primary Email Marketing Metrics

Metric	Description
List total	The number of emails sent.
Undelivered rate (bounce rate)	Of those emails sent, the proportion that did not arrive.
Emails sent	The list total minus undelivered email. Refers to the number of emails that actually reached users.
Spam rate	The proportion of email sent that was marked as spam.
Emails arrived	The number of emails sent minus those marked as spam. Refers to emails that actually entered users' inboxes.
Open rate	Of those emails that arrived, the ones users actually opened.
Click rate	The proportion of link clicks leading to visits from emails that arrived.
Conversion rate	The proportion of converting users from among those that clicked.
Unsubscribe rate	The proportion of users unsubscribing. (Calculated as unsubscribed÷list total.)
Reputation score	This metric indicates the reliability/reputation of the sending email server.

In other words, e-mail marketing of the CVR is given by "(the number of conversions ÷ number reach) × 100". However, as the CVR, because there is also a case to be "(conversions ÷ Clicks) × 100 = (number of conversions ÷ (opening number × CTR)) × 100", please be careful.

The correct answer is: E-mail marketing of the CVR is it is common to measure in "(the number of conversions ÷ mail opening number) × 100".

Jump to...

