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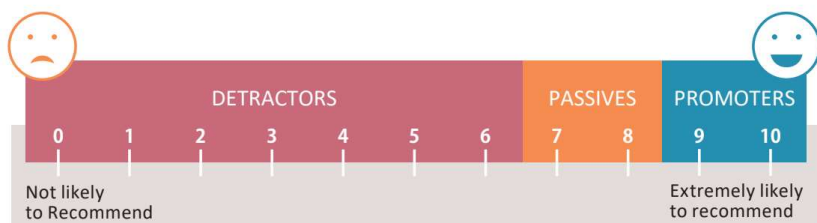
<b>Started on</b>	Wednesday, 30 December 2020, 5:30 PM
<b>State</b>	Finished
<b>Completed on</b>	Wednesday, 30 December 2020, 5:31 PM
<b>Time taken</b>	49 secs
<b>Marks</b>	2.42/4.00
<b>Grade</b>	<b>6.04</b> out of 10.00 ( <b>60%</b> )

Question 1

Correct

Mark 1.00 out of 1.00

Choose the right answer. "On a scale of  ~ 10, how likely are you to recommend this product to  ?"



$$\text{The Rate of PROMOTERS (\%)} - \text{The Rate of DETRACTORS (\%)} = \text{NPS}$$

10 - 9	PROMOTERS
7 - 8	PASSIVES
Less than 6	DETRACTORS

Your answer is correct.

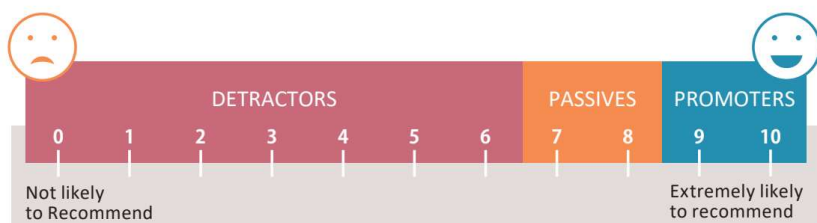
The NPS should always ask the same question! The score, in particular, is always 0-10.

Because we cannot make relative comparisons. The same question score criteria should always be used to compare with other evaluations.

The results are often negative, so don't let the people involved get upset about it. The issue is relative comparisons. How much better it is than the last time is more important?

The correct answer is:

Choose the right answer. "On a scale of [0] ~ 10, how likely are you to recommend this product to [your close friends and family]?"



$$\text{The Rate of PROMOTERS (\%)} - \text{The Rate of DETRACTORS (\%)} = \text{NPS}$$

10 - 9	PROMOTERS
7 - 8	PASSIVES
Less than 6	DETRACTORS

Question **2**

Partially correct

Mark 0.33 out of 1.00

Choose the right answer that matches the following statements about operational advertising and conversions.

I saw a banner ad and didn't click on it at the time, but I completed conversion after searching for it.



I clicked on the ad on the search engine but it did not convert. It then converted by typing the address directly into the address.



I clicked on an ad on a search engine but it did not convert. Subsequent searches that came up in the organic search results converted.



Your answer is partially correct.

You have correctly selected 1.

**Remember the correct definition of measuring the effectiveness of your ads.**

The correct answer is: I saw a banner ad and didn't click on it at the time, but I completed conversion after searching for it. → View-through Conversion, I clicked on the ad on the search engine but it did not convert. It then converted by typing the address directly into the address. → Neither, I clicked on an ad on a search engine but it did not convert. Subsequent searches that came up in the organic search results converted. → Assisted Conversion

## Question 3

Partially correct

Mark 0.75 out of 1.00

Choose the right answer about influencers and affiliates.

## TYPES OF INFLUENCERS

## Celebrities

More than   followers

## Micro-Influencers

Less than   followers

The difference in payment method between influencers and affiliates.

## Affiliates



## Influencers



Your answer is partially correct.

You have correctly selected 3.

The correct answer is:

Choose the right answer about influencers and affiliates.

## TYPES OF INFLUENCERS

## Celebrities

More than [1,000,000] followers

## Micro-Influencers

Less than [100,000] followers

The difference in payment method between influencers and affiliates.

## Affiliates

[when conversion happens]

## Influencers

[when users take a promotional offer]

Question **4**

Partially correct

Mark 0.33 out of 1.00

Choose the correct queries that apply to you as a web analyst.

Queries for collecting information, such as “Personal Information Definition”.

Informational Query



Queries employed by users who aim to achieve clear goals, such as “Web Analytics Consultant”.

Transactional Query



Queries for trade actions, such as “Web analytics Consultant Textbook”.

Appendix Query



Your answer is partially correct.

You have correctly selected 1.

It's not very efficient to go over the words one by one.

Use these groupings to improve your queries by measuring their effectiveness and measures.

The correct answer is: Queries for collecting information, such as “Personal Information Definition”. → **Informational Query**,  
Queries employed by users who aim to achieve clear goals, such as “Web Analytics Consultant”. → **Navigational Query**,  
Queries for trade actions, such as “Web analytics Consultant Textbook”. → **Transactional Query**

◀ -Chapter 5 Comprehension Test

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