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<b>Started on</b>	Tuesday, 22 December 2020, 11:07 AM
<b>State</b>	Finished
<b>Completed on</b>	Tuesday, 22 December 2020, 11:08 AM
<b>Time taken</b>	1 min 7 secs
<b>Marks</b>	2.00/3.00
<b>Grade</b>	6.67 out of 10.00 (67%)

Question **1**

Incorrect

Mark 0.00 out of 1.00

Choose the right option for web analytics design.

Select one:

- ☒ a. Advertisement and organic operating system for social media application determined, but ineffective measurement. ✗ Advertisement and organic operating system for social media application and effect measurement are determined.
- ☐ b. Tag Manager determines rules for firing triggers.
- ☐ c. A crawler browses the whole page as soon as a sitemap is sent with Search Console.
- ☐ d. RFP is for defining eVar and Prop that web analysis will determine.

Your answer is not correct. Use the index if you don't know any terms.

You have to learn some technical jargon.

"RFP = What you want your system development to make".

The correct answer is: Tag Manager determines rules for firing triggers.

## Question 2

Correct

Mark 1.00 out of 1.00

## Choose the right option for web analytics design.

Select one:

- ☐ a. There are two types of cookies: First Party Cookies and Second Party Cookies.
- ☐ b. Ads are displayed in Content Targeting for users who have already visited the websites.
- ☒ c. You can optimize advertisements with effect measurement by setting conversion tags for social media ads. ✔ You can optimize advertisements with effect measurement by setting conversion tags for social media ads.
- ☐ d. IP addresses used to access a site tell you addresses and ages of users.

Your answer is correct.

Know the basics of the techniques used in web analytics.

There's no point in just remembering what the problem is when the numbers are different.

If you understand how a car or even a job works, you can determine the cause yourself.

The goal is to understand how it works. It's not a difficult technique.

Ask the instructor for help with any technical questions you may have.

The correct answer is: You can optimize advertisements with effect measurement by setting conversion tags for social media ads.

## Question 3

Correct

Mark 1.00 out of 1.00

## Choose the right option for web analytics design.

Select one:

- ☐ a. All IP addresses must be registered for access in order to exclude parties that don't have stable IP addresses.
- ☐ b. You can collect data you archived previously when you set up Beacon Access Method web analysis.
- ☒ c. Conversion can be measured by assigning a thanks page as a conversion page on eCommerce sites and Lead Generation Sites. ✔ Conversion can be measured by assigning a thanks page as a conversion page on eCommerce sites and Lead Generation Sites.
- ☐ d. Behaviors among devices are linked with parameters for multi-device linking analysis.

Your answer is correct.

The correct answer is: Conversion can be measured by assigning a thanks page as a conversion page on eCommerce sites and Lead Generation Sites.

◀ -Chapter 3 textbook

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Chapter 3 Review Test 1 ▶