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Started on	Tuesday, 23 March 2021, 11:29 AM
State	Finished
Completed on	Tuesday, 23 March 2021, 11:30 AM
Time taken	1 min 5 secs
Marks	2.00/2.00
Grade	10.00 out of 10.00 (100%)

Question **1**

Correct

Mark 1.00 out of 1.00

Choose the wrong statement about conversions per model.

Select one:

- ☐ a. The purpose of a media site is to increase awareness and understanding of a product or service, and generate revenue from advertising.
- ☒ b. With the active user model, we aim to maximize the churn rate by encouraging users to continuously use the service. ✔ With the active user model, we aim to minimize the churn rate by encouraging users to continuously use the service.
- ☐ c. If you're rolling out multi-channel model number products, be cautious to create a site with a variety of product choices and control fixed costs.
- ☐ d. The purpose of the support site is to increase customer awareness and satisfaction and to lower the cost of support.

Your answer is correct.

There is a theory that if you are a multi-store, multi-product company and promote e-commerce with a focus on attracting customers through advertising, you are likely to fail.
Make sure you understand these theories and think about the direction of your business.

The correct answer is: With the active user model, we aim to maximize the churn rate by encouraging users to continuously use the service.

Question **2**

Correct

Mark 1.00 out of 1.00

Choose the wrong combination of the following words and descriptions.

Select one:

- ☐ a. SCOTSMAN Information: This is the more detailed information you need to understand about the lead (of the prospect). Position, competition, terms and conditions, time of introduction, size, value, settlement rights, and need.
- ☒ b. Prospect Lead: A lead whose status is unknown. ✓ Suspect Lead: A lead whose status is unknown. You should have a clear definition for the lead, along with a suspect lead that may be a potential purchase.
- ☐ c. Normalization: A clear description of the lead information. This is a prerequisite for this process before the name identification is done.
- ☐ d. Re-Permission: To ask for permission to send an email once, but if you have been rejected or it has already been some time since the approach, to ask for permission again.

Your answer is correct.

From now on, walk-in sales are out of the question and even regular door-to-door sales will be difficult. With lead generation sites, it's important for salespeople to be able to acquire lead information that will lead to orders through marketing. Also, inside sales (unlike in the past, where we are all inside sales now) is the bridge between marketing and sales.

The correct answer is: Prospect Lead: A lead whose status is unknown. You should have a clear definition for the lead, along with a suspect lead that may be a potential purchase.

◀ -Chapter 7 textbook

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