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/ [+5-2 Engagement and Indirect Effects in Advertising](#)

Started on	Tuesday, 23 March 2021, 12:30 AM
State	Finished
Completed on	Tuesday, 23 March 2021, 12:36 AM
Time taken	6 mins 11 secs
Marks	4.00/4.00
Grade	10.00 out of 10.00 (100%)

Question **1**

Correct

Mark 1.00 out of 1.00

Based on the following statements, what is the correct way to submit native ads?

Select one:

- ☒ a. Not to be critical of the product. ✔ You can request it as an advertisement to avoid writing critical articles.
- ☐ b. Make it seem like an article and not an advertisement.
- ☐ c. Have the product represented better than it really is.
- ☐ d. Make the content unrecognizable to the advertisers.

Your answer is correct.

Native advertising also has guidelines and needs to be presented in a way that doesn't mislead the audience.

The correct answer is: Not to be critical of the product.



Question **2**

Correct

Mark 1.00 out of 1.00

Choose a preferred method of asking influencers for marketing.

Select one:

- ☐ a. Ask influencers not to tell that it's an ad.
- ☐ b. Share detailed instructions for influencers on what to send out.
- ☒ c. Explain product features to influencers in advance. ✔ It's good to introduce your product content so that influencers can communicate correctly.
- ☐ d. The influencers you ask for should be chosen with popularity as a top priority.

Your answer is correct.

The correct answer is: Explain product features to influencers in advance.



Question 3

Correct

Mark 1.00 out of 1.00

Identify the following indirect effects if it is a view-through conversion, assisted conversion, or neither.

1. Search for the word "A" in search engine linked ads, and the effect of A, after viewing the ad, clicked on the ad and bought the product.



2. Advertising effectiveness of B when you see a product ad for "B" in a display ad and don't click on it, but then search for it and buy the product from organic search results.



3. The effect of C when a person searches for the word "C" in a search engine driven ad, clicks on the ad but does not purchase it at that time, and then searches for "D" and buys a product from the organic search results.



Your answer is correct.

There are many different indirect effects, so please remember the definition correctly.

The correct answer is:

Identify the following indirect effects if it is a view-through conversion, assisted conversion, or neither.

1. Search for the word "A" in search engine linked ads, and the effect of A, after viewing the ad, clicked on the ad and bought the product.

[Neither]

2. Advertising effectiveness of B when you see a product ad for "B" in a display ad and don't click on it, but then search for it and buy the product from organic search results.

[View-Through Conversion]

3. The effect of C when a person searches for the word "C" in a search engine driven ad, clicks on the ad but does not purchase it at that time, and then searches for "D" and buys a product from the organic search results.

[Assist Conversion]



Question 4

Correct

Mark 1.00 out of 1.00

Choose your model for the following attribution measurement results.

1. The channel you're clicking on right before the conversion was direct.



2. The first channel we were visiting was from social media.



3. Evenly weighted, the most visited were from search.



Your answer is correct.

Attribution allows for a variety of comparisons. Evaluate other effects besides direct conversions.

The correct answer is:

Choose your model for the following attribution measurement results.

1. The channel you're clicking on right before the conversion was direct.

[last click]

2. The first channel we were visiting was from social media.

[first click]

3. Evenly weighted, the most visited were from search.

[linear]

◀ +5-1 Engagement-based Behavioral Models and Evaluation Indexes

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+5-3 How to use social media and indicators? ►

