

Started on Wednesday, 30 December 2020, 5:20 PM

State Finished

Completed on Wednesday, 30 December 2020, 5:22 PM

Time taken 2 mins 23 secs

Marks 1.04/3.00

Grade 3.45 out of 10.00 (35%)

Question 1

Partially correct

Mark 0.29 out of 1.00

Drag and drop the correct box that fits in the following formula.

$$\text{CPM} = \text{Ad Cost} \div \text{Impressions} \times [Sales] \quad \text{X}$$

$$\text{CPC} = \text{Ad Cost} \div [Clicks] \quad \checkmark$$

$$\text{CPA} = \text{Ad Cost} \div [CVs] \quad \checkmark$$

$$\text{ROAS} = [1000] \quad \text{X} \div \text{Ad Cost}$$

$$\text{ROI} = (\text{Sales} - [\text{Impressions}] \quad \text{X}) \div \text{Ad Cost}$$

$$\text{CTR} = \text{Clicks} \div [CVR] \quad \text{X}$$

$$[\text{Ad Cost}] \quad \text{X} = \text{Conversions} \div \text{Clicks}$$

Your answer is partially correct.

You have correctly selected 2.

The correct answer is:

Drag and drop the correct box that fits in the following formula.

$$\text{CPM} = \text{Ad Cost} \div \text{Impressions} \times [1000]$$

$$\text{CPC} = \text{Ad Cost} \div [\text{Clicks}]$$

$$\text{CPA} = \text{Ad Cost} \div [\text{CVs}]$$

$$\text{ROAS} = [\text{Sales}] \div \text{Ad Cost}$$

$$\text{ROI} = (\text{Sales} - [\text{Ad Cost}]) \div \text{Ad Cost}$$

$$\text{CTR} = \text{Clicks} \div [\text{Impressions}]$$

$$[\text{CVR}] = \text{Conversions} \div \text{Clicks}$$

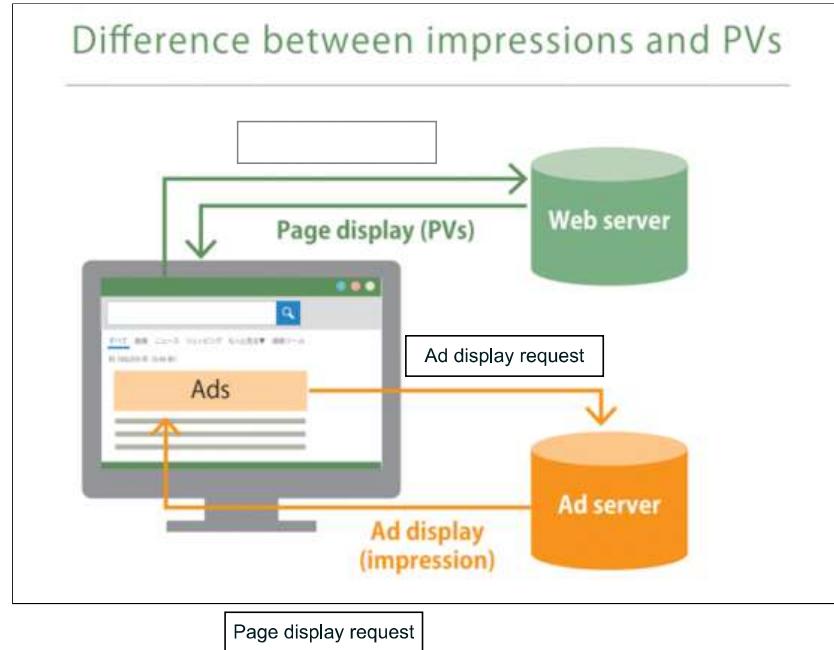


Question 2

Partially correct

Mark 0.50 out of 1.00

Drag and drop the correct box that applies to the image below.



Your answer is partially correct.

You have correctly selected 1.

Question 3

Partially correct

Mark 0.25 out of 1.00

Describe the problem and solution for each phrase below.

Search Phrase	Rank	Displays	Clicks	Bounce Rate	CVs
Phrase A	1.0	40,000	1,000	30%	20
Phrase B	1.0	10,000	2,000	80%	4
Phrase C	1.0	10,000	1,000	30%	2
Phrase D	1.0	5,000	1,000	30%	20

Phrase A The phrase doesn't really ring a bell. ✖

Phrase B Improvement of landing page is required. ✓

Phrase C The clicks is an unbelievable number. ✖

Phrase D Improvement of ad texts for more CTR is required. ✖

Your answer is partially correct.

You have correctly selected 1.

Looking at the data and finding problems, logically, is an important skill you should learn in web analytics.

There are many measures and we don't know if they will be successful. But the cause of the measures taken should be logically derived.

On the other hand, we don't know "why". That's where it's important to set up a temporary structure and implement it and judge it by the response.

The correct answer is: **Phrase A** → Improvement of ad texts for more CTR is required., **Phrase B** → Improvement of landing page is required., **Phrase C** → Improvement of products and forms is required., **Phrase D** → Improvement of phrase recognition is required.

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