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Started on	Tuesday, 22 December 2020, 10:47 AM
State	Finished
Completed on	Tuesday, 22 December 2020, 10:47 AM
Time taken	51 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 right sentence about web analytics design.

Select one:

- ☐ a. TOWS analysis is a framework for factor analysis to optimize your company's business. resources.
- ☐ b. **CVR(A) is 1.5% and (B) is 8,000 yen**

	Current	Suggestion 1	Suggestion 2	Suggestion 3
Sessions	15,000	25,000	15,000	15,000
CVR	1.00%	1.00%	(A)	1.00%
Customer Transaction	¥5,000	¥5,000	¥5,000	(B)
Sales	¥750,000	¥1,250,000	¥1,250,000	¥1,250,000

- ☐ c. Pingdom is good for checking the frequency of website updates and Similarweb is good for confirming the results of each player.
- ☒ d. The purpose of Active User Model is the continuous use of service by active users.  The purpose of Active User Model is the continuous use of service by active users.

あなたの答えは正解です。

It's important to understand the active user model-based metrics that have become an essential part of the business model in recent years. This includes subscriptions and smartphone apps.

The correct answer is: The purpose of Active User Model is the continuous use of service by active users.

Question **2**

Correct

Mark 1.00 out of 1.00

Choose the correct sentence about designing web analytics.

Select one:

- ☐ a. The support site model has the highest direct return rate and the shorter the time spent, the better the results.
- ☐ b. Micro analysis is the study of trends and declines in sessions and PV numbers of website.
- ☐ c. The Agile Project process goes from upstream to downstream.
- ☒ d. To achieve the following target amounts, the CVR (A) is 1.25% ✓ To achieve the following target amounts, the CVR (A) is 1.25% and the order rate (B) is 31.25%.

	Current	Suggestion 1	Suggestion 2	Suggestion 3	Suggestion 4
Sessions	1,000,000	1,250,000	1,000,000	1,000,000	1,000,000
CVR	1.00%	1.00%	(A)	1.00%	1.00%
Business Negotiation Rate	20.00%	20.00%	20.00%	25.00%	20.00%
Received Order Rate	25.00%	25.00%	25.00%	25.00%	(B)
Customer Transaction	¥200,000	¥200,000	¥200,000	¥200,000	¥200,000
Sales	¥100,000,000	¥125,000,000	¥125,000,000	¥125,000,000	¥125,000,000

Correct

No matter how well your digital marketing skills are doing if you don't understand your business, your users, and your competitors, you won't be able to contribute to the business's results.

Let's start by using different frameworks to break down and share your business. You'll get better at using frameworks, so try to think about them regularly.

The correct answer is: To achieve the following target amounts, the CVR (A) is 1.25% and the order rate (B) is 31.25%.

	Current	Suggestion 1	Suggestion 2	Suggestion 3	Suggestion 4
Sessions	1,000,000	1,250,000	1,000,000	1,000,000	1,000,000
CVR	1.00%	1.00%	(A)	1.00%	1.00%
Business Negotiation Rate	20.00%	20.00%	20.00%	25.00%	20.00%
Received Order Rate	25.00%	25.00%	25.00%	25.00%	(B)
Customer Transaction	¥200,000	¥200,000	¥200,000	¥200,000	¥200,000
Sales	¥100,000,000	¥125,000,000	¥125,000,000	¥125,000,000	¥125,000,000

◀ -Chapter 2 textbook

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