Dashboard / My courses / (EN)Web Analytics Consultants+2019 / Chapter 1 : Web Analytics and the Basic Indexes Used / Chapter 1 Review Test 1

Started on	Tuesday, 22 December 2020, 10:18 AM
State	Finished
Completed on	Tuesday, 22 December 2020, 10:24 AM
Time taken	5 mins 10 secs
Marks	3.00/3.00
Grade	**10.00** out of 10.00 (**100**%)

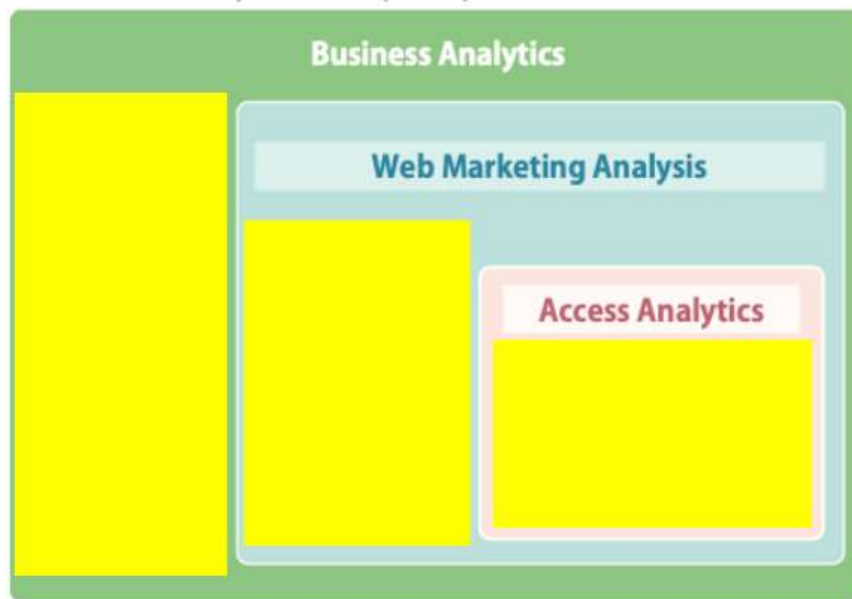| Question **1** |
| --- |
| Correct |
| Mark 1.00 out of 1.00 |

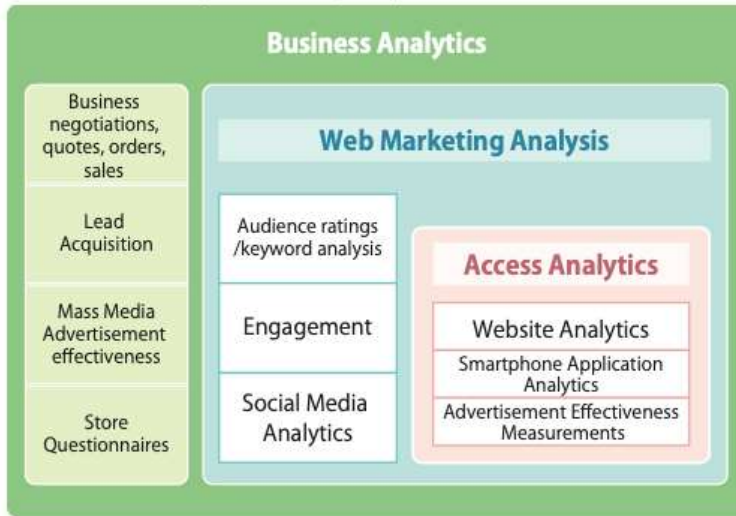Answer which of the following measures corresponds to business analytics, web marketing analytics, or access analytics

1. **Business** analytics includes offline data, such as numbers of phone calls and sales.

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Website speed	access analytics	✓
The number of visits from search engines	access analytics	✓
Social listening	web marketing analytics	✓
Content and number of survey postcards	business analytics	✓
Web audience rating survey	web marketing analytics	✓
Amount of visitors to an offline store	business analytics	✓

あなたの答えは正解です。

Business Analytics

Business negotiations, quotes, orders, sales	**Web Marketing Analysis**	
Lead Acquisition	Audience ratings /keyword analysis	**Access Analytics**
Mass Media Advertisement effectiveness	Engagement	Website Analytics
		Smartphone Application Analytics
Store Questionnaires	Social Media Analytics	Advertisement Effectiveness Measurements

The correct answer is: Website speed → access analytics, The number of visits from search engines → access analytics, Social listening → web marketing analytics, Content and number of survey postcards → business analytics, Web audience rating survey → web marketing analytics, Amount of visitors to an offline store → business analytics

Question **2**
Correct
Mark 1.00 out of 1.00

- Previous Web Marketing

    | Hard to survive pricing competition with only conversion acquisition | ✓

- Branding Effect

    | Maintain premier price based on background of long-term engagement with customers | ✓

- Branding viewpoints required for Web Analytics Consultants

    | Amplify engagement based on brand-value understanding | ✓

- Start with value of brand-experience as differentiation

    | You need to make your own rules for competition based on your experience. | ✓

    Enhancing UX and CS is also necessary(1-1-6).

あなたの答えは正解です。

2. You **need to consider campaigns to maintain the premier price**, even if it doesn't link to conversion.

- Previous Web Marketing
  Hard to survive pricing competition with only conversion acquisition
- Branding Effect
  Maintain premier price based on background of long-term engagement with customers
- Branding viewpoints required for Web Analytics Consultants
  Amplify engagement based on brand-value understanding
- Start with value of brand-experience as differentiation
  You need to make your own rules for competition based on your experience.
  Enhancing UX and CS is also necessary(1-1-6).

The correct answer is:
- Previous Web Marketing
  [Hard to survive pricing competition with only conversion acquisition]

- Branding Effect
  [Maintain premier price based on background of long-term engagement with customers]

- Branding viewpoints required for Web Analytics Consultants
  [Amplify engagement based on brand-value understanding]

- Start with value of brand-experience as differentiation
  [You need to make your own rules for competition based on your experience.]
  Enhancing UX and CS is also necessary(1-1-6).

Question **3**

Correct

Mark 1.00 out of 1.00

Choose the right approach to match the following problems encountered in web analytics.

Difficulties in Web Analysis

1. We can't collect and analyze all the data.

| Make hypotheses based on a strategy: Making & analyzing hypotheses and actions. |

✔

2. Data is unreliable because it varies due to external and internal factors.

| Discover from outliers: Making hypotheses, testing actions and analyzing them to verify whether the strategy is correct. |

✔

3. It is often impossible to find the actions that are most likely to succeed from the data.

| It is often impossible to find the actions that are most likely to succeed from the data. |

✔

Your answer is correct.

Methods for problem-solving as a Web Analytics Consultant are test hypotheses (making hypotheses based on a strategy), finding problems (discover from outliers), and proposing measures to be taken (elicit actions for testing).

The correct answer is:

Choose the right approach to match the following problems encountered in web analytics.

Difficulties in Web Analysis

1. We can't collect and analyze all the data.

[Make hypotheses based on a strategy: Making & analyzing hypotheses and actions.]

2. Data is unreliable because it varies due to external and internal factors.

[Discover from outliers: Making hypotheses, testing actions and analyzing them to verify whether the strategy is correct.]

3. It is often impossible to find the actions that are most likely to succeed from the data.

[It is often impossible to find the actions that are most likely to succeed from the data.]

◄ Chapter 1 Comprehension Test

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