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Started on	Wednesday, 30 December 2020, 5:29 PM
State	Finished
Completed on	Wednesday, 30 December 2020, 5:30 PM
Time taken	8 secs
Marks	1.00/1.00
Grade	10.00 out of 10.00 (100%)

Question **1**

Correct

Mark 1.00 out of 1.00

Choose the correct statement about Engagement and Indirect Effect Analysis.

Select one:

- ☒ a. Ads are delivered to users who share similarities with existing users when you apply similar user data. ✔ Ads are delivered to users who share similarities with existing users when you apply similar user data.
- ☐ b. NPS is 0% if 20% of respondents are promoters, 10% are passives, and 30% are detractors.
- ☐ c. You don't need to make it clear who the ad owner is for Influencer Marketing, as long as it is clearly marked as an advertisement.
- ☐ d. In general, Informational Query has higher CVs than Navigational Query.

Your answer is correct.

Social media is a method of interest and new user reach, so make the most of it for your business results.

The correct answer is: Ads are delivered to users who share similarities with existing users when you apply similar user data.

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