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**State** Finished

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**Time taken** 15 secs

**Marks** 1.00/2.00

**Grade** 5.00 out of 10.00 (50%)

#### Question 1

Correct

Mark 1.00 out of 1.00

Select the correct answer about Owned Media.

Select one:

- a. Channel "email" can be recognized by the referrer in Google Analytics.
- b. Conversion rates can be improved by discovering problems of form breakaway with CTA and implementing creative improvements of EFO (WFO).
- c. In the case below, the session dwell time is 1 hour and 46 minutes and Page A dwell time is 1 hour and 6 minutes. However, the session will be cut when the visit on the same page exceeds 30 minutes.



- d. LPO enables the most creative combinations in a page with research by Multivariate Testing.
- LPO enables the best creative combinations in a page with research by Multivariate Testing.

Your answer is correct.

Without a proper understanding of the various methods and indicators, you will not get the right results. Understand the right methods and correct measurement techniques to help you in your business.

The correct answer is: LPO enables the most creative combinations in a page with research by Multivariate Testing.



**Question 2**

Incorrect

Mark 0.00 out of 1.00

Select the correct answer about Owned Media.

Select one:

- a. You can use MyBusiness by registering on Google MyBusiness.
- b. You can find out your ad clicks and sales with the ASP manage screen report on affiliate ads.
- c. It's useful to avoid breakaway by hiding necessary. ✖ It's useful to avoid breakaway by showing necessary.
- d. Advertisements that encourage misclicks to get more revenue from ads on websites like Adsense are recommended.

Your answer is not correct.

Here's a summary of the technologies you need to know about in owned media. Get an overview and contribute to your bottom line. And make sure you understand the approach and technology so you can make the right recommendations.

The correct answer is: You can find out your ad clicks and sales with the ASP manage screen report on affiliate ads.

◀ -Chapter 6 textbook

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Chapter 6 Review Test 1 ►

