Started on	Tuesday, 22 December 2020, 11:43 AM
State	Finished
Completed on	Tuesday, 22 December 2020, 11:59 AM
Time taken	16 mins 25 secs
Marks	2.09/6.00
Grade	**3.48** out of 10.00 (**35**%)

Question **1**

Partially correct

Mark 0.25 out of 1.00

		Current	Improvement Suggestion
Total sessions		5,000	3,000 ✗
	Paid Search Sessions	0	8,000 ✗
	Organic Sessions	5,000	5,000
Conversions		50	80 ✓
		$300	$300
Sales		$15,000	$24,000
CPC		$1	$1
Advertising Costs		$0	3,000 ✗

Calculate the following problems.

With a sales goal of $24,000 and Average Customer Price of $30,000, the number of conversions is

24,000/300= 3,000 ✗

So it's a 3,000 ✗ case.

The conversion rate is 50 conversions and 5,000 total sessions from the current situation, so

50/5,000=0.01

I mean, it's 1%...

In order to get the 3,000 ✗ case conversions

3,000 ✗ /0,01= 8,000 ✓

3,000 ✗ total sessions required.

The sessions required by the advertisement are

8,000 ✓ -5,000= 3,000 ✗

8,000 ✗ number of sessions required. If you're going to attract this number of sessions with a $1 CPC advertisement

3,000 ✓ ×1= 3,000 ✗

That means you have to spend $ 3,000 ✗ on advertising

That means you have to spend $ 3,000 on advertising.

Your answer is partially correct.

You have correctly selected 4.

The correct answer is:

		Current	Improvement Suggestion
Total sessions		5,000	[8,000]
	Paid Search Sessions	0	[3,000]
	Organic Sessions	5,000	5,000
Conversions		50	[80]
		$300	$300
Sales		$15,000	$24,000
CPC		$1	$1
Advertising Costs		$0	[3,000]

Calculate the following problems.

With a sales goal of $24,000 and Average Customer Price of $30,000, the number of conversions is

24,000/300=[80]

So it's a [80] case.

The conversion rate is 50 conversions and 5,000 total sessions from the current situation, so

50/5,000=0.01

I mean, it's 1%...

In order to get the [80]case conversions

[80]/0,01=[8,000]

[8,000] total sessions required.

The sessions required by the advertisement are

[8,000]-5,000=[3,000]

[3,000] number of sessions required. If you're going to attract this number of sessions with a $1 CPC advertisement

[3,000]×1=[3,000]

That means you have to spend $[3,000] on advertising.

Question **2**

Partially correct

Mark 0.56 out of 1.00

What is the maximum CPA per newsletter subscriber in the following cases for calculating lifetime value?

Note that the company's maximum CPA (the maximum amount of CPA that can be spent on advertising) is 20% of the SPA (sales per user acquired) per user.

You could think of it as follows (different from the textbook, but the same thing).

- Since 5% of newsletter subscribers buy product A's, sales are

100,000×0.05×25= 125,000 ✓

- Since 20% of purchasers of Product A buy Product B and buy that Product B an average of 4 times

5,000×0.02×4×100= 400,000 ✓

- Since 15% of Product B purchasers buy Product C ($250 per unit price) an average of three times

1,000×0.15×3×250= 112,500 ✓

This means that the sales you get from your email magazine are

Product A Expected Sales + Product B Expected Sales + Product C Expected Sales

125,000 ✓ + 400,000 ✓ + 112,500 ✓ = 637,500 ✓ ($)

If you think about it per 100,000 magazine subscribers

Sales Per Acquisition (SPA) is

637,500 ✓ ÷100,000= 6.375 ✓

Given that you can invest in 20% of your advertising costs, the upper CPA is

112,500 ✗ ×0.02= 125,000 ✗

Current	Users	CVR	Purchase Frequency	Unit Price	Sales
E-mail Magazine	100,000	5%	1	$25	✗
Product A	5,000	20%	4	$100	✗
Product B	1,000	15%	3	$250	✗
Product C	150				
Total					✗
SPA per reader					✗

Your answer is partially correct.

You have correctly selected 9.
The correct answer is:
What is the maximum CPA per newsletter subscriber in the following cases for calculating lifetime value?

Note that the company's maximum CPA (the maximum amount of CPA that can be spent on advertising) is 20% of the SPA (sales per user acquired) per user.

You could think of it as follows (different from the textbook, but the same thing).

- Since 5% of newsletter subscribers buy product A's, sales are

100,000×0.05×25=[125,000]

- Since 20% of purchasers of Product A buy Product B and buy that Product B an average of 4 times

5,000×0.02×4×100=[400,000]

- Since 15% of Product B purchasers buy Product C ($250 per unit price) an average of three times

1,000×0.15×3×250=[112,500]

This means that the sales you get from your email magazine are
Product A Expected Sales + Product B Expected Sales + Product C Expected Sales
[125,000]+[400,000]+[112,500]=[637,500] ($)
If you think about it per 100,000 magazine subscribers
Sales Per Acquisition (SPA) is
[637,500]÷100,000=[6.375]

Given that you can invest in 20% of your advertising costs, the upper CPA is
[6.375]×0.02=[0.1275]

Current	Users	CVR	Purchase Frequency	Unit Price	Sales
E-mail Magazine	100,000	5%	1	$25	[125,000]
Product A	5,000	20%	4	$100	[400,000]
Product B	1,000	15%	3	$250	[112,500]
Product C	150				
Total					[637,500]
SPA per reader					[6.375]

Question **3**

Partially correct

Mark 0.35 out of 1.00

These are the numbers for a lead generation site's goal of increasing sales from $100,000 to $150,000.

At this time, the listing ad cost will be $1 per click. The values are as shown in the "Current" table. How much would you need to invest in listing ads to get to your target sales amount?

- For the number of orders required, divide the sales target by the unit cost of the customer.

150,000 ✓ ÷ 10,000 ✓ = 15 ✓ cases

- For the number of business negotiations, divide the required number of orders by the order rate.

6,400 ✗ ÷ 6,400 ✗ = 25% ✗ cases

- For the number of conversions needed, divide the number of deals needed by the negotiation rate.

120 ✗ ÷ 15 ✗ = 50% ✗ cases

- The number of sessions required is the number of conversions required divided by the conversion rate.

9,600 ✗ ÷ 3,200 ✗ = 30 ✗

- Since the natural influx is 6,400 ✓ , the number of paid search sessions required is the number of sessions that are short of the required number of sessions.

9,600 ✓ - 6,400 ✓ = 3,200 ✗

- Listing advertising are $1 per click, so you can calculate the cost of the ad by multiplying it by the number of paid searches required.

3,200 ✓ ×1=$ 3,200 ✓

$ 3,200 ✗ investment in advertising is required.

	Current	Improvement Suggestion
Organic Session	6,400	6,400
Paid Search Session	0	6,400 ✗
Conversion Rate	1.25%	1.25%
Conversions	80	1.25% ✗
Rate of Business Negotiation	0.25	0.25
Business Negotiations	20	3,200 ✗
Order Rate	0.5	0.5
Orders	10	50% ✗
Average Customer Price	$10,000	$10,000
Sales	$1,000	$1,500

あなたの答えは部分的に正解です。

You have correctly selected 8.
This way, your advertising budget should be calculated backwards from your goals. If you fail, you'll know why, but if you don't have a goal, it's just like gambling.

The correct answer is:
These are the numbers for a lead generation site's goal of increasing sales from $100,000 to $150,000.
At this time, the listing ad cost will be $1 per click. The values are as shown in the "Current" table. How much would you need to invest in listing ads to get to your target sales amount?

- For the number of orders required, divide the sales target by the unit cost of the customer.

[150,000]÷[10,000]=[15] cases

- For the number of business negotiations, divide the required number of orders by the order rate.

[15]÷[50%]=[30] cases

- For the number of conversions needed, divide the number of deals needed by the negotiation rate.

[30]÷[25%]=[120] cases

- The number of sessions required is the number of conversions required divided by the conversion rate.

[120]÷[1.25%]=[9,600]

- Since the natural influx is [6,400], the number of paid search sessions required is the number of sessions that are short of the required number of sessions.

[9,600]-[6,400]=[3,200]

- Listing advertising are $1 per click, so you can calculate the cost of the ad by multiplying it by the number of paid searches required.

[3,200]×1=$[3,200]

$[3,200] investment in advertising is required.

	Current	Improvement Suggestion
Organic Session	6,400	6,400
Paid Search Session	0	[3,200]
Conversion Rate	1.25%	1.25%
Conversions	80	[120]
Rate of Business Negotiation	0.25	0.25
Business Negotiations	20	[30]
Order Rate	0.5	0.5
Orders	10	[15]
Average Customer Price	$10,000	$10,000
Sales	$1,000	$1,500

Question **4**

Partially correct

Mark 0.48 out of 1.00

	Current	Suggestion 1	Suggestion 2	Suggestion 3
PVs	100,000	150,000	150,000	150,000
Sessions	50,000	75,000 ✓	50,000	50,000
PVs/Sessions	2.00	2.00	3.00 ✓	✗
Rate of Direct Return	80%	80%	80%	60%
Direct Returns	40,000	60,000	40,000	✗
Non-linear PVs	60,000	90,000	30,000 ✗	120,000
Non-linear PVs/Sessions	6.00 ✓	5.00 ✗	11.00 ✓	✗

For media sites, the number of PVs is the most important metric.

For example, if you want to increase the number of page views from the current 100,000 page view to 150,000 page views, there are three things you can do.

Suggestion 1 is a way to increase the flow of traffic and increase sessions using ads and SEO.

If the PVs/Sessions are the same

150,000/2.00= 75,000 ✓

Additional measures to increase the number of sessions 75,000 ✓ will be implemented to attract more customers to increase the number of sessions 25,000 ✓ .

Suggestion 2 is to increase the number of PVs by encouraging migration.

It doesn't extend the number of sessions

150,000/50,000= 3.00 ✓

In other words, you need to get your PVs/Session count to 3.00 ✓ .

This doesn't seem difficult as it's about getting people to look at an extra page per session, but what we want to be concerned about here is the number of direct returns.

If the direct return rate doesn't change, then the sessions that returned directly to the site only viewed one page, so if you

want to increase the number of PVs/Sessions, you need to increase the number of non-returning PVs and sessions.

The current number of non-linear PVs/Sessions is

(100,000-40,000)/(50,000-40,000)= 6.00 ✔

But to get the number of PVs/Sessions to 6.00 ✘

(150,000-40,000)/(50,000-40,000)

75,000 ✘ /10,000= 6.00 ✘

This means that you need to ask users who don't go directly back to look at the 6.00 ✘ additional pages. It's pretty tough.

Finally, it's Suggestion 3 that focuses on the direct return rate. At first glance, it doesn't seem like direct return would have much impact on this goal.

However, if you can lower the direct return rate by 20% overall, the number of direct returns will be 25,000 ✘ .

(150,000- 30,000 ✔)/(50,000- 25,000 ✘)

= 5.00 ✘

So, if you lower the directives by 20%, the number of non-directive PVs/non-directive sessions will remain the same.

Your answer is partially correct.

You have correctly selected 11.

Although this calculation is a planned value, it shows that attracting visitors, turning around and direct return are all important to make the media more visible.
Implement a combination of remedial measures.

The correct answer is:

	Current	Suggestion 1	Suggestion 2	Suggestion 3
PVs	100,000	150,000	150,000	150,000
Sessions	50,000	[75,000]	50,000	50,000
PVs/Sessions	2.00	2.00	[3.00]	[3.00]
Rate of Direct Return	80%	80%	80%	60%
Direct Returns	40,000	60,000	40,000	[30,000]
Non-linear PVs	60,000	90,000	[110,000]	120,000
Non-linear PVs/Sessions	[6.00]	[6.00]	[11.00]	[6.00]

For media sites, the number of PVs is the most important metric.
For example, if you want to increase the number of page views from the current 100,000 page view to 150,000 page views, there are three things you can do.

Suggestion 1 is a way to increase the flow of traffic and increase sessions using ads and SEO.

If the PVs/Sessions are the same
150,000/2.00=[75,000]
Additional measures to increase the number of sessions [75,000] will be implemented to attract more customers to increase the number of sessions [25,000].

Suggestion 2 is to increase the number of PVs by encouraging migration.

It doesn't extend the number of sessions
150,000/50,000=[3.00]

In other words, you need to get your PVs/Session count to [3.00].
This doesn't seem difficult as it's about getting people to look at an extra page per session, but what we want to be concerned about here is the number of direct returns.
If the direct return rate doesn't change, then the sessions that returned directly to the site only viewed one page, so if you want to increase the number of PVs/Sessions, you need to increase the number of non-returning PVs and sessions.
The current number of non-linear PVs/Sessions is
(100,000-40,000)/(50,000-40,000)=[6.00]
But to get the number of PVs/Sessions to [3.00]
(150,000-40,000)/(50,000-40,000)
[110,000]/10,000=[11.00]

This means that you need to ask users who don't go directly back to look at the [5.00] additional pages. It's pretty tough.

Finally, it's Suggestion 3 that focuses on the direct return rate. At first glance, it doesn't seem like direct return would have much impact on this goal.
However, if you can lower the direct return rate by 20% overall, the number of direct returns will be [30,000].

(150,000-[30,000])/(50,000-[30,000])
=[6.00]
So, if you lower the directives by 20%, the number of non-directive PVs/non-directive sessions will remain the same.

Question **5**

Partially correct

Mark 0.21 out of 1.00

On the support site, it's not a normal session or pageview concept

1. Find out the relationship between visiting the support page and the cost of receiving electricity.
2. The amount of cost contribution is calculated from the increase or decrease.
3. Investigate measures to drive traffic to the web to achieve the target amount.

First, understand the definitions of the following words.

- Support List Page: Number of support detail pages reached. The number of unique pageviews on pages containing individual support content.
- Number of incoming calls: Number of calls to the call center.
- Incoming call costs: The cost of answering the phone in a call center.
- Support Page UPV Number: Number of unique page views to the support page.
- Support Page Reach Rates: Percentage of visitors arriving at the support details page from the support list page.
- Cost per incoming call: Cost per incoming call.

	Last Month	This Month	Next Month
Number of Support List UPV	20,000	40,000	40,000
Number of Support Details UPV	12,000	24,000	12,000 ✗
Number of Pages of Support Details	100	100	100
Number of Incoming Calls	1,000	600	300
Incoming Calls Costs	$9,000	$5,400	$2,700
Support Page Reach Rates/td>	60.00%	60.00%	1,000 ✗ %
Cost per Incoming Call	$9	$9	$9
Amount of Reduction in Incoming Calls on Support Detail Page	$0.3	$0.3	$0.3

Calculate the effectiveness of the support details page from the previous month's data

You can see that the cost of incoming calls is dropping due to the increase in page views on the support details page.

While the number of Support Details UPVs went from 24,000 ✗ to 1,000 ✗ , the number of incoming calls dropped from 1,000 ✓ to 1,000 ✗

dropped from 1,000 to 1,000 .

At a cost of $9.00 per incoming call, you can see a cost savings of $36,00.

The extent to which the Unique Page Views (UPV) of this support detail page contributes to the reduction in incoming call costs can be calculated as follows.

(Incoming call costs on last month - Incoming call costs on this month) ÷(Number of support details UPV on this month - Number of support details UPV on last month) =

(33,000 - 24,000)÷(24,000-12,000)=0.3

This shows that browsing the support details page tends to be $0.3 per UPV lower.

Calculate the target to be directed to the support details page from the reduction target

What percentage of the support page reach rate would be needed to lower the cost of incoming calls to $2,700 the following month?

The amount to be reduced is $5,400 - $2,700 = $2,700.

Required for reducing the number of support details UPVs required for the reduction is $2,700 / $0.3 /UPV = 9,000 UPV.

The number of support details UPVs is 24,000UPV + 9,000 UPV = 33,000 UPV.

The rate of reaching the support detail page from the support list is (12,000 /40,000) x 100= 33,000 %.

In order to drive 33,000 UPV to the support detail page, we find that this can be achieved by increasing the support detail page reach rate to 72.5 %.

Your answer is partially correct.

You have correctly selected 3.

Do you have a favorite brand or service because of the support it provides?

I think marketing is going to be primarily about support.

It's a model of how to show the revenue to enhance the support site.

It's only a model, so it will vary depending on the reality of each company, but please think of support as an important function to grow your business.

The correct answer is: On the support site, it's not a normal session or pageview concept

1. Find out the relationship between visiting the support page and the cost of receiving electricity.
2. The amount of cost contribution is calculated from the increase or decrease.
3. Investigate measures to drive traffic to the web to achieve the target amount.

First, understand the definitions of the following words.

- Support List Page: Number of support detail pages reached. The number of unique pageviews on pages containing individual support content.
- Number of incoming calls: Number of calls to the call center.
- Incoming call costs: The cost of answering the phone in a call center.
- Support Page UPV Number: Number of unique page views to the support page.
- Support Page Reach Rates: Percentage of visitors arriving at the support details page from the support list page.
- Cost per incoming call: Cost per incoming call.

	Last Month	This Month	Next Month
Number of Support List UPV	20,000	40,000	40,000
Number of Support Details UPV	12,000	24,000	[33,000]
Number of Pages of Support Details	100	100	100
Number of Incoming Calls	1,000	600	300
Incoming Calls Costs	$9,000	$5,400	$2,700
Support Page Reach Rates/td>	60.00%	60.00%	[82.5]%
Cost per Incoming Call	$9	$9	$9
Amount of Reduction in Incoming Calls on Support Detail Page	$0.3	$0.3	$0.3

Calculate the effectiveness of the support details page from the previous month's data

You can see that the cost of incoming calls is dropping due to the increase in page views on the support details page. While the number of Support Details UPVs went from [12,000] to [24,000], the number of incoming calls dropped from [1,000] to [600].

At a cost of $9.00 per incoming call, you can see a cost savings of $36,00.

The extent to which the Unique Page Views (UPV) of this support detail page contributes to the reduction in incoming call costs can be calculated as follows.

(Incoming call costs on last month - Incoming call costs on this month) ÷(Number of support details UPV on this month - Number of support details UPV on last month) =
([9,000]-[5,400])÷(24,000-12,000)=0.3
This shows that browsing the support details page tends to be $0.3 per UPV lower.

Calculate the target to be directed to the support details page from the reduction target

What percentage of the support page reach rate would be needed to lower the cost of incoming calls to $2,700 the following month?

The amount to be reduced is $5,400 - $2,700 = $2,700.
Required for reducing the number of support details UPVs required for the reduction is $2,700 / $0.3 /UPV =[9,000]UPV.
The number of support details UPVs is 24,000UPV + [9,000]UPV = [33,000]UPV.
The rate of reaching the support detail page from the support list is ([33,000]/40,000) x 100=[82.5]%.

In order to drive 33,000 UPV to the support detail page, we find that this can be achieved by increasing the support detail page reach rate to [82.5]%.

Question **6**

Partially correct

Mark 0.24 out of 1.00

Think about your suggestions for improving subscriptions. How can we continue to charge as many users as possible for as much money as possible? Consider the following improvement for a subscription site with $3,000 in sales to $4,500.

	Current	Suggestion 1	Suggestion 2
MAU	60,000	0.75 ✗	60,000
Billing Rate	10%	10%	15.00%
New Billing Rate	0%	0.75 ✗ %	33.33%
Number of Billing People	6,000	9,000	9,000
Number of New Billing People	0	3,000	3,000
ARUP	$0.05	$0.05	✗
ARPPU	$0.5	$0.5	$0.5
Sales	$3,000	$4,500	$4,500
Suggestion Policy		New Acquisition Advertising ✓	✗

Suggestion 1

This is a measure to increase MAU (monthly active users) to achieve the goal. We aim to achieve sales by increasing the number of new active users through advertising and other means. You will run ads that refer users who are not on your subscription site to your billing service.

- The number of target MAUs is calculated by dividing the sales target ($4,500) by the ARPU ($0.05). $4,500÷$0.05=

90,000 ✓ people

- The target number of people billed is the target MAU multiplied by the billing rate. 90,000 ✔ people ×10%=9,000 people

- The current billing figures are 6,000, so we can calculate the number of new bills to acquire. 9,000 people - 6,000 people = 3,000 people

This means that we need to increase the number of new billed customers by 3,000 in order to meet our MAU target. In this case, the new billing rate is 90,000 ✘ %.

Suggestion 2

This is a measure to achieve the goal by increasing the billing rate. Achieve sales with a campaign that encourages active users who are not yet paying for their services to charge for new ones. Announcements such as coupons and special items will be given to active users who are still hesitant to pay.

- For the target billing rate, divide the target number of people billed (9,000 people) by the MAU (60,000 people). (9,000 people÷60,000 people)×100=15.00%

- The current billing rate is 10.00%, so we can calculate the billing rate to be increased. 15.00%-10.00%= 5 ✔ %

This means that in order to achieve your target billing rate, you must increase your billing rate by 5 percentage points to 15%. In this case, the number of new billing people will still increase by 3,000, so the new billing rate will be 33.33%. In addition, ARPU will increase to $ 5 ✘ as the number of active users charged will increase.

Suggestion 3

This is a measure to achieve the goal by increasing the amount of money users are charged. Existing paying users will be notified that they can raise their charges by discounting high-value items or selling them as a set at a discount.

◦Target ARPPU is the target sales ($4,500) divided by the number of people billed (6,000 people). $4,500÷6,000 people = $ 33.33 ✘

- The current ARPPU is $0.5, so we can calculate the amount to be charged to increase.

$ 0.75 ✘ - $0.5 = $0.25

To achieve the target ARPPU, the amount charged to billing users must be increased by $0.25 to $ 0.75 ✘ . Again, the ARPU rises to $ 33.33 ✘ as the number of people charged for active users increases.

Your answer is partially correct.

You have correctly selected 4.
Every business has the potential to become an active user model. Please think about it, subscriptionization of your own business!

The correct answer is:
Think about your suggestions for improving subscriptions. How can we continue to charge as many users as possible for as much money as possible? Consider the following improvement for a subscription site with $3,000 in sales to $4,500.

	Current	Suggestion 1	Suggestion 2	Suggestion 3
MAU	60,000	[90,000]	60,000	60,000
Billing Rate	10%	10%	15.00%	10.00%
New Billing Rate	0%	[33.33]%	33.33%	0%
Number of Billing People	6,000	9,000	9,000	6,000
Number of New Billing People	0	3,000	3,000	0
ARUP	$0.05	$0.05	[0.75]	[0.75]
ARPPU	$0.5	$0.5	$0.5	[0.75]
Sales	$3,000	$4,500	$4,500	¥4,500
Suggestion Policy		[New Acquisition Advertising]	[Billing Campaign]	[High Value Item Discount Campaign]

Suggestion 1

This is a measure to increase MAU (monthly active users) to achieve the goal. We aim to achieve sales by increasing the number of new active users through advertising and other means. You will run ads that refer users who are not on your subscription site to your billing service.

- The number of target MAUs is calculated by dividing the sales target ($4,500) by the ARPU ($0.05). $4,500÷$0.05= [90,000]people

- The target number of people billed is the target MAU multiplied by the billing rate. [90,000]people ×10%=9,000 people

- The current billing figures are 6,000, so we can calculate the number of new bills to acquire. 9,000 people - 6,000 people = 3,000 people

This means that we need to increase the number of new billed customers by 3,000 in order to meet our MAU target. In this case, the new billing rate is [33.33]%.

Suggestion 2

This is a measure to achieve the goal by increasing the billing rate. Achieve sales with a campaign that encourages active users who are not yet paying for their services to charge for new ones. Announcements such as coupons and special items will be given to active users who are still hesitant to pay.

- For the target billing rate, divide the target number of people billed (9,000 people) by the MAU (60,000 people). (9,000 people÷60,000 people)×100=15.00%
- The current billing rate is 10.00%, so we can calculate the billing rate to be increased. 15.00%-10.00%=[5]%

This means that in order to achieve your target billing rate, you must increase your billing rate by 5 percentage points to 15%. In this case, the number of new billing people will still increase by 3,000, so the new billing rate will be 33.33%. In addition, ARPU will increase to $[0.75] as the number of active users charged will increase.

Suggestion 3

This is a measure to achieve the goal by increasing the amount of money users are charged. Existing paying users will be notified that they can raise their charges by discounting high-value items or selling them as a set at a discount.

◦Target ARPPU is the target sales ($4,500) divided by the number of people billed (6,000 people). $4,500÷6,000 people = $[0.75]

- The current ARPPU is $0.5, so we can calculate the amount to be charged to increase.
$[0.75] - $0.5 = $0.25

To achieve the target ARPPU, the amount charged to billing users must be increased by $0.25 to $[0.75]. Again, the ARPU rises to $[0.75] as the number of people charged for active users increases.

◄ +2-4 Site Introduction by Business Model

Jump to...

Chapter 2 End Exam ►