

**Started on** Monday, 21 December 2020, 12:01 AM

**State** Finished

**Completed on** Tuesday, 22 December 2020, 10:17 AM

**Time taken** 1 day 10 hours

**Grade** 2.00 out of 2.00 (100%)

**Feedback** The first chapter looks fine. The most important thing to remember is that web analytics is not about improving your web or internet business, it's about making your business better and contributing to business results!

#### Question 1

Complete

Mark 1.00 out of 1.00

### Select the correct statement about Web Analysis and basic indicators.

Select one:

- a. Web marketing analytics includes offline data, such as numbers of phone calls and sales.
- b. In Japan, the Act on the Protection of Personal Information, amended in 2017, requires only those companies that hold more than 5,000 personal information to manage it.
- c. You can publish an advertisement for a cosmetic product that is not approved by the government, but which clearly has a positive effect on your skin, if it is a testimonial.
- d. SEO of search engine suggestions are legal, but should not be used as it can deliberately manipulate the results.

**Question 2**

Complete

Mark 1.00 out of 1.00

**Select the correct statement about Web Analysis and basic indicators.**

Select one:

- a. The bounce rate of Website A is 50%, the exit rate of Webpage B is 40%.

|           | Hit     | PVs   | Sessions | Users | Bounces |
|-----------|---------|-------|----------|-------|---------|
| Website A | 500,000 | 1,000 | 2,000    | 1,600 | 800     |

  

|           | Hit    | PVs   | Sessions | Users | Bounces | Exits |
|-----------|--------|-------|----------|-------|---------|-------|
| Webpage B | 80,000 | 1,000 | 500      | 160   | 400     | 200   |

- b. CPA of Banner C is \$0.4, ROI of Banner D is 20%.

|          | Imp.      | Clicks | Cost        | CV  | Sales       | Unit Price |
|----------|-----------|--------|-------------|-----|-------------|------------|
| Banner C | 1,000,000 | 80,000 | \$40,000.00 | 200 | \$30,000.00 | \$150.00   |
| Banner D | 80,000    | 1,000  | \$5,000.00  | 40  | \$6,000.00  | \$150.00   |

- c. The engagement rate of Facebook page is 25%.

|            | Impression | Reach | Like! | Shares | Clicks |
|------------|------------|-------|-------|--------|--------|
| Facebook E | 400        | 200   | 20    | 5      | 25     |

- d. Gross margin of Website G is ¥400,000, operational profit of Website H is ¥200,000.

|           | Sales      | Variable Cost | Fixed Cost |
|-----------|------------|---------------|------------|
| Website G | ¥1,000,000 | ¥600,000      | ¥600,000   |
| Website H | ¥2,000,000 | ¥1,900,000    | ¥300,000   |

◀ -Chapter 1 textbook

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