Started on	Tuesday, 23 March 2021, 10:46 PM
State	Finished
Completed on	Tuesday, 23 March 2021, 10:55 PM
Time taken	8 mins 16 secs
Marks	2.91/3.00
Grade	**9.70** out of 10.00 (**97**%)

Question **1**

Partially correct

Mark 0.91 out of 1.00

Below are plans to improve advertising to achieve your goal. Calculate and choose the correct answer.

	Current Figure	Suggestion 1
Sessions	6,400	9,600 ✔
(Natural inflow)	6,400	6,400
(Inflow from listing ads)	0	3,200 ✔
Page views per visit	1,600	2,400 ✔
Form arrivals	800	1,200 ✔
Conversions	80	120 ✔
Appointment rate	20	30 ✔
Order acceptance rate	10	15 ✔
Average Customer Price	¥1,000,000	¥1,000,000
Sales	¥10,000,000	¥15,000,000

If you use advertising to meet your sales goals on this site, the number of orders you receive will

¥15,000,000÷1,000,000= 15 ✔

be required.

Looking at the current figure, the order acceptance rate is

10÷20= 50% ✔

So, 30 ✔ appointments are needed. Looking at the current figure, the appointment rate is

20÷80= 25% ✓

So, 120 ✓ conversions are needed. The form abandonment rate is currently

1-(80÷800) = 50% ✗

So, 2,400 ✗ form arrivals are needed. The non-bounce exit rate is currently

1-(800÷1600)= 50% ✓

So, 2,400 ✓ page views are needed. The bounce rate is currently

1-(1600÷6400)= 75% ✓

So, 9,600 ✓ sessions are needed.

Currently, there are 6400 sessions. Therefore

9,600 ✓ -6400= 3,200 ✓

attract 3,200 ✓ sessions with advertising.

A ¥100 per click ad would cost ¥ 320,000 ✓ .

Your answer is partially correct. If you forget how to calculate it, look for the name of that number in the index. If you can't find any useful information, don't give up, keep looking.

You have correctly selected 20.

The correct answer is:

Below are plans to improve advertising to achieve your goal. Calculate and choose the correct answer.

	Current Figure	Suggestion 1
Sessions	6,400	[9,600]
(Natural inflow)	6,400	6,400
(Inflow from listing ads)	0	[3,200]
Page views per visit	1,600	[2,400]
Form arrivals	800	[1,200]
Conversions	80	[120]
Appointment rate	20	[30]
Order acceptance rate	10	[15]
Average Customer Price	¥1,000,000	¥1,000,000
Sales	¥10,000,000	¥15,000,000

If you use advertising to meet your sales goals on this site, the number of orders you receive will

¥15,000,000÷1,000,000=[15]

be required.

Looking at the current figure, the order acceptance rate is
10÷20=[50%]
So, [30] appointments are needed. Looking at the current figure, the appointment rate is

20÷80=[25%]
So, [120] conversions are needed. The form abandonment rate is currently
1-(80÷800) = [90%]
So, [1,200] form arrivals are needed. The non-bounce exit rate is currently
1-(800÷1600)=[50%]
So, [2,400] page views are needed. The bounce rate is currently
1-(1600÷6400)=[75%]
So, [9,600] sessions are needed.
Currently, there are 6400 sessions. Therefore
[9,600]-6400=[3,200]
attract [3,200] sessions with advertising.
A ¥100 per click ad would cost ¥[320,000].

Question **2**

Correct

Mark 1.00 out of 1.00

Based on the given table, calculate and choose the correct answer.

	Current	Suggestion 2
Sessions	6,400	8000 ✔
(Natural inflow)	6,400	6,400
(Inflow from listing ads)	0	1600 ✔
Page views per visit	1,600	2,400
Form arrivals	800	1,200
Conversions	80	120
Appointment rate	20	30
Order acceptance rate	10	15
Average customer price	¥1,000,000	¥1,000,000
Sales	¥10,000,000	¥15,000,000

This is a case of reducing advertising costs by improving the bounce rate along with advertising to achieve sales goals on this site.

So let's assume that 2,400 page views are needed, and let's improve the bounce rate by 5% over the current rate.

Inflow sessions × (1 - Bounce rate) = Page views per visit

Therefore

Page views per visit ÷ (1 - Bounce rate) = Inflow sessions

2400÷{1-(75% ✔ -5%)}= 8000 ✔

Therefore, 8000 ✔ sessions are needed.

Currently there are 6,400 sessions. Therefore

8000 ✔ -6400= 1600 ✔

attract 1600 ✔ sessions with advertising.

A ¥100 per click ad would cost ¥ 160000 ✔ .

Your answer is correct.

The correct answer is:

Based on the given table, calculate and choose the correct answer.

	Current	Suggestion 2
Sessions	6,400	[8000]
(Natural inflow)	6,400	6,400
(Inflow from listing ads)	0	[1600]
Page views per visit	1,600	2,400
Form arrivals	800	1,200
Conversions	80	120
Appointment rate	20	30
Order acceptance rate	10	15
Average customer price	¥1,000,000	¥1,000,000
Sales	¥10,000,000	¥15,000,000

This is a case of reducing advertising costs by improving the bounce rate along with advertising to achieve sales goals on this site.

So let's assume that 2,400 page views are needed, and let's improve the bounce rate by 5% over the current rate.

Inflow sessions × (1 - Bounce rate) = Page views per visit

Therefore

Page views per visit ÷ (1 - Bounce rate) = Inflow sessions

2400÷{1-([75%]-5%)}=[8000]

Therefore, [8000] sessions are needed.

Currently there are 6,400 sessions. Therefore

[8000]-6400=[1600]

attract [1600] sessions with advertising.

A ¥100 per click ad would cost ¥[160000].

Question **3**

Correct

Mark 1.00 out of 1.00

Below is a plan to improve your form without ads to achieve your goal. Calculate and choose the correct answer.

	Current	Suggestion 3
Sessions	6,400	6,400
(Natural inflow)	6,400	6,400
(Inflow from listing ads)	0	0
Page views per visits	1,600	1,600
Form arrivals	800	800
Conversions	80	120 ✔
Appointment rate	20	30 ✔
Order acceptance rate	10	15 ✔
Average customer price	¥1,000,000	¥1,000,000
Sales	¥10,000,000	¥15,000,000

If you use advertising to meet your sales goals on this site, the number of orders you receive will

¥15,000,000÷1,000,000= 15 ✔

be needed.

Looking at the current figure, the order rate is

10÷20= 50% ✔

so, 30 ✔ appointmens are needed. Looking at the current figure, the appointment rate is

20÷80= 25% ✔

so, 120 ✔ conversions are needed. The form abandonment rate is currently

1-(80÷800) = 90% ✔

but, form arrivals are maintained at 800 ✔ . Therefore, after improvement, the form abandonment rate is

120 ✔ ÷ 800 ✔ = 85% ✔

Your answer is correct.

The correct answer is:

Below is a plan to improve your form without ads to achieve your goal. Calculate and choose the correct answer.

	Current	Suggestion 3
Sessions	6,400	6,400
(Natural inflow)	6,400	6,400
(Inflow from listing ads)	0	0
Page views per visits	1,600	1,600
Form arrivals	800	800
Conversions	80	[120]
Appointment rate	20	[30]
Order acceptance rate	10	[15]
Average customer price	¥1,000,000	¥1,000,000
Sales	¥10,000,000	¥15,000,000

If you use advertising to meet your sales goals on this site, the number of orders you receive will
¥15,000,000÷1,000,000=[15]
be needed.
Looking at the current figure, the order rate is
10÷20=[50%]
so, [30] appointmens are needed. Looking at the current figure, the appointment rate is
20÷80=[25%]
so, [120] conversions are needed. The form abandonment rate is currently
1-(80÷800) = [90%]
but, form arrivals are maintained at [800]. Therefore, after improvement, the form abandonment rate is
[120]÷[800]=[85%]

◄ -Chapter 6 Review Test 2

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+6-2 Points to Consider in Metrics of Own Website ►