

Congratulations! You passed!  
Grade received 81.25%  
To pass 75% or higher  
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1. What are the main components of a customer persona? Select all that apply.

0.75 / 1 point

- ☒ The barriers that keep the persona from achieving their goals
- ☒ Correct  
The persona's pain points are another way to think of their barrier. In addition to the barrier, you should also include the persona's characteristics, and the goal they want to achieve.
- ☒ The goals the persona wants to achieve
- ☒ Correct  
In addition to the goal the persona wants to achieve, you should also include the demographics of who the persona represents, and the barriers keeping them from achieving their goals.
- ☒ The entire set of demographic data for the persona
- ☐ This should not be selected  
Typically, you will only include the characteristic and demographic information necessary to create the persona. Including too much data can be a distraction. The persona components are the persona's characteristics, their goals, and barriers to achieving their goals.
- ☒ The personal characteristics the persona represents
- ☒ Correct  
When creating a customer persona, include who the persona is, also called their characteristics. A customer's characteristics include their demographics. Customer personas also include the goal the persona wants to achieve and their barrier from achieving that goal.

2. Why would you create customer personas? Select all that apply.

0.75 / 1 point

- ☒ To better understand the customer's perspective
- ☒ Correct  
By creating customer personas, you can better understand and relate to the customers' point of view. Personas also make it easier to create customized content and effective ad targeting.
- ☒ To create effective ad targeting
- ☒ Correct  
Effective ad targeting helps you get your ads displayed to potential customers. Customer personas help you identify ad targeting options, such as interests, topics, and locations. Personas also help you better understand the customer's

perspective and make it easier to create customized content.

☒ To make it easier to create customized content



Correct

By creating personas, you can better understand how the customer thinks, what they want to achieve, and what is holding them back from achieving it. Personas also make it easier to better understand the customer's perspective and create effective ad targeting.



To develop the budget



This should not be selected

Typically, you would not create personas to develop a budget. You create personas to better understand the customer's perspective, to make it easier to create customized content, and to create effective ad targeting.

3. What are ways to collect customer data? Select all that apply.

0.75 / 1 point



Assume based on prior experiences



This should not be selected

When creating personas it's important to base them off data you collect. With assumptions, you risk missing out on insights that could improve your messaging or relationships with customers. Ways to collect customer data include reviewing previous customer data, conducting customer interviews, and analyzing web data.



Review previous customer data



Correct

It is possible that the business already has existing data about its customers. Review this information for details such as location, sales history, and customer service notes. Other ways to collect customer data include conducting customer interviews and analyzing web data.



Conduct customer interviews



Correct

Customer interviews ask customers directly, often in-person, about their experience with a product or service. Other ways to collect customer data include reviewing previous customer data and analyzing web data.



Analyze web data



Correct

The web data could be from social media analytics or from website analytics. Often this web data includes demographic and location information. Other ways to collect customer data include reviewing previous customer data and conducting customer interviews.

4. Fill in the blank: \_\_\_\_\_ are information specific to the customer, such as age, gender identity, income, family size, occupation, education, and location.

1 / 1 point

- ☐ Quotes
- ☒ Demographics
- ☐ Barriers
- ☐ Goals

✓ Correct  
Demographics are often incorporated into customer personas. There are many ways to collect demographic data including interviews, web data, and existing customer data.