

Try again once you are ready
Grade received 56.25%
To pass 75% or higher
Try again

1. Which of the following describes performance marketing?

0 / 1 point

- ☐ The process of using concrete information about customer behaviors to plan and refine marketing and sales strategies
- ☐ The process of generating traffic to a website through paid ads that appear on search engine results pages
- ☐ A set of practices designed to increase the quantity and quality of traffic to a website
- ☒ The process of identifying common search terms and phrases consumers use to find products or services online

⊗ Incorrect
Performance marketing is the process of using concrete information about customer behaviors to plan and refine marketing and sales strategies. The process of identifying common search terms and phrases consumers use to find products or services online is called keyword research.

2. Which of the following are metrics used to measure marketing performance? Select all that apply.

0.5 / 1 point

☒ Customer lifetime value

⊙ Correct
Return on ad spend (ROAS) and customer lifetime value are metrics used to measure marketing performance. Customer lifetime value measures the average revenue generated per customer over a certain period of time.

☒ Marketing funnel

⊗ This should not be selected
Return on ad spend (ROAS) and customer lifetime value are metrics used to measure marketing performance. A marketing funnel is a visual representation of the process through which people go from first learning about a brand to becoming loyal customers.

☒ Brand equity

⊗ This should not be selected
Return on ad spend (ROAS) and customer lifetime value are metrics used to measure marketing performance. Brand equity refers to the value consumers attribute to a brand when compared with similar products from another brand.

☒ Return on ad spend (ROAS)

⊙ Correct
Return on ad spend (ROAS) and customer lifetime value are metrics used to measure marketing performance. ROAS measures how much revenue is gained versus how much was spent.

3. What is data analytics?

1 / 1 point

- ☒ The process of monitoring and evaluating data to gain actionable insights
- ☐ The process of using concrete information about customer behaviors to plan and refine marketing and sales strategies
- ☐ The process of understanding how well a marketing strategy is meeting its goals
- ☐ The process of determining which content and channels are responsible for generating leads, conversions, or sign-ups

☒ Correct
Data analytics is the process of monitoring and evaluating data to gain actionable insights. Some of the main data analytics tasks include pulling, reporting, and analyzing data.

4. Which of the following can be done with the data produced by performance marketing to better understand how well a marketing strategy is meeting its goals? Select all that apply.

0.75 / 1 point

☒ Analyzing

☒ Correct
To better understand how well a marketing strategy is meeting its goals, data produced by performance marketing can be reported, pulled, and analyzed.

☒ Withholding

☐ This should not be selected
To better understand how well a marketing strategy is meeting its goals, data produced by performance marketing can be reported, pulled, and analyzed.

☒ Reporting

☒ Correct
To better understand how well a marketing strategy is meeting its goals, data produced by performance marketing can be reported, pulled, and analyzed.

☒ Pulling

☒ Correct
To better understand how well a marketing strategy is meeting its goals, data produced by performance marketing can be reported, pulled, and analyzed.