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1. What strategies can an e-commerce brand use to provide personalized experiences to its customers? 1 / 1 point

- ☐ Use customer reviews to create product recommendation reminders and send them to customers
- ☐ Apply a one-size-fits-all approach to send product recommendation emails to customers
- ☐ Share product recommendations based on the best-rated or most popular products
- ☒ Offer product recommendations based on customers' browsing histories or recent purchases

☒ Correct

2. A marketer plans to engage customers by offering a rewards program. What is the goal of this e-commerce practice? 1 / 1 point

- ☐ Guide customers to different pages on a website
- ☐ Share product details and specifications with customers
- ☒ Encourage repeat purchases by offering customers incentives
- ☐ Help customers complete the checkout process

☒ Correct

3. When can a customer enter the checkout process? 1 / 1 point

- ☒ After they add an item to their shopping cart
- ☐ Once they create a store account
- ☐ After they complete a brief survey
- ☐ Once they browse at least three items on the site

☒ Correct

4. Which types of transactions can some point-of-sell (POS) systems process? Select all that apply. 0.75 / 1 point

- ☒ Telephone

☐ This should not be selected  
Please review [the video on the checkout process](#).

☒ In-person

☒ Correct

☐ Fax

☒ Digital

☒ Correct

5. Fill in the blank: The biggest reason for cart abandonment is when the costs for \_\_\_\_\_ are too high. 1 / 1 point

- ☐ currency conversions
- ☐ gratuity, item limit, or returns
- ☒ shipping or taxes
- ☐ multiple orders or promotions

☒ Correct

6. A marketer improves an e-commerce store's checkout process. Which of the following steps did they likely implement? 1 / 1 point

- ☐ Offer free pick-ups instead of delivery
- ☒ Optimize the checkout process for mobile devices
- ☐ Offer a strict returns policy
- ☐ Include a single payment option

☒ Correct

7. An e-commerce company uses a separate business to store its inventory. The business conducts the order fulfillment process and ensures that orders are packaged and delivered to customers. What action did the company take? 1 / 1 point

- ☐ They hired a warehouse service.
- ☒ They hired a fulfillment service.
- ☐ They hired an in-house team.
- ☐ They hired a dropshipping service.

✓ Correct

8. What are the benefits of in-house fulfillment? Select all that apply.

1 / 1 point

☒ Control over the quality of the work

✓ Correct

☒ Custom packaging

✓ Correct

☐ Less inventory risk

☐ Faster to launch

9. An e-commerce company does not own its inventory and is interested in shipping orders from a supplier directly to the customer. What type of fulfillment model does the e-commerce company use?

1 / 1 point

☒ Dropshipping

☐ In-house order fulfillment

☐ Fulfillment service

☐ Direct-to-consumer orders

✓ Correct

10. An e-commerce company delivers its products to a warehouse where they are stored and shipped to customers. What type of fulfillment model does the e-commerce company use?

0 / 1 point

☐ External storage

☒ Warehouse fulfillment

☐ Fulfillment service

☐ Dropshipping

✗ Incorrect

Please review [the video on getting products to customers](#).