

Try again once you are ready
Grade received 68.75%
To pass 75% or higher
Try again

1. What is the purpose of attribution?

0 / 1 point

- ☐ To shape customer-brand interaction
- ☒ To collect and organize data
- ☐ To determine which touchpoints result in customer action
- ☐ To convey data insights to a stakeholder audience

☒ Incorrect
Data pulling is the process of collecting and organizing data. The purpose of attribution is to determine which content and channels are responsible for generating leads, conversions, or sign-ups.

2. When determining specific touchpoints responsible for conversion, which attribution model is most accurate?

1 / 1 point

- ☐ First-click attribution
- ☐ Linear attribution
- ☒ Data-driven attribution
- ☐ Last-click attribution

☒ Correct
Data-driven attribution is most accurate. It measures customer engagement with marketing content across channels to understand what is motivating them to take action. It assigns credit to each touchpoint based on statistics like which ads or keywords most often lead to conversions.

3. What are the main components of data storytelling? Select three.

0.75 / 1 point

☒ Visualizations

☒ Correct
Data storytelling has three main components: data, a compelling narrative, and clear visualizations.

☒ Touchpoints

☒ This should not be selected
Data storytelling has three main components: data, a compelling narrative, and clear visualizations. Touchpoints are a piece of data you might include to gain insight into customer-brand interactions, but alone they do not provide enough information.

☒ Narrative



Correct

Data storytelling has three main components: data, a compelling narrative, and clear visualizations.



Data



Correct

Data storytelling has three main components: data, a compelling narrative, and clear visualizations.

4. Fill in the blank: In data storytelling, _____ context tells more about what your insights mean, why they matter to your specific audience, and what you can do about them.

1 / 1 point



touchpoint



visualization



data



narrative



Correct

In data storytelling, narrative context tells more about what your insights mean, why they matter to your specific audience, and what you can do about them.