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Try again

1. As an e-commerce marketer, you gain customer loyalty by first building their trust. What can you do to build trust with your customers? 1 / 1 point

- ☐ Maintain a strict returns and exchanges policy.
- ☐ Share their information with relevant businesses.
- ☐ Remove them from email lists after they make a purchase.
- ☒ Keep their information confidential and secure.

☒ Correct

2. Which of the following statements regarding building loyalty in customers is true? 0 / 1 point

- ☐ Writing product reviews and uploading videos are examples of user-generated content.
- ☒ 12% of customers buy from brands who share their values.
- ☐ Building loyalty is the third stage of the marketing funnel.
- ☐ Email providers typically recognize abandoned cart emails as spam.

☒ Incorrect
Please review [the video on building customer loyalty](#).

3. As a digital marketer, you are creating a rewards program. Your program has an incentive based on the amount paid during a single purchase. What type of rewards program are you using? 1 / 1 point

- ☐ Subscription model
- ☐ Tier-based model
- ☒ Spend-based model
- ☐ Points model

☒ Correct

4. A company builds customer loyalty through an e-commerce rewards program. Which of the following rewards program benefits can help with building customer loyalty? Select all that apply. 0.75 / 1 point

- ☒ Tailor offers to customer shopping habits

☒ Correct

☒ Create an online community

☒ Correct

☐ Rely on short-term promotions

☒ Increase customer spending per purchase

☒ This should not be selected
Please review [the video on rewards programs](#)[↗].

5. Fill in the blank: _____ is displaying ads to previous visitors that contain the products or services they already viewed on your website.

1 / 1 point

- ☐ Impression remarketing
- ☐ Dynamic advertising
- ☐ Impression advertising
- ☒ Dynamic remarketing

☒ Correct

6. A digital marketer uses post-purchase communication to build relationships with existing customers. Why would they consider sending post-purchase emails to reach these customers?

1 / 1 point

- ☒ It helps customers feel like they made the right purchasing decision
- ☐ It allows the business to charge more than its competitors
- ☐ It increases the likelihood that customers experience buyer's remorse
- ☐ It increases the amount customers will spend on their next purchase

☒ Correct

7. As a digital marketer sending post-purchase emails, you are waiting an appropriate amount of time before sending emails to customers. This represents which tip for effective post-purchase communication?

1 / 1 point

- ☐ Offer incentives
- ☒ Pace your communication
- ☐ Strike a balance between promotional and engaging
- ☐ Personalize the experience

✓ Correct

8. What are examples of pre-purchase questions? Select all that apply.

0.75 / 1 point

☐ Do you anticipate purchasing from us again in the future?

☒ Who are you shopping for?

✓ Correct

☒ Which of our products or categories are you most interested in?

✓ Correct

☒ What is one thing we can improve about our website experience?

✗ This should not be selected
Please review

[the video on surveying customers and asking effective questions](#).

9. Which of the following is true regarding customer service channels?

0 / 1 point

☐ Live chat is designed for smaller businesses with less resources.

☐ Chatbots are equipped to handle complex interactions.

☐ It is best for businesses to clearly state their email response time.

☒ It is best to offer customer support through one channel.

✗ Incorrect

Please review [the video on how to provide excellent customer service](#).

10. A marketer uses a survey to determine how loyal customers are to the business. They use a single question that asks respondents to rate the likelihood that they would recommend the product or service to a friend or colleague. What type of survey did they use?

1 / 1 point

☐ Pre-purchase survey

☐ Customer satisfaction (CSAT) survey

☒ Net Promoter Score® (NPS) survey

☐ Usability survey

✓ Correct

