1. What do the insights a digital marketer uses to evaluate the success of a marketing campaign depend on? Select all that apply.

    ☑ How much revenue a competitor lost

    ⊗ This should not be selected
A digital marketer will evaluate the success of a marketing campaign based on the marketing goal(s), what the campaign was trying to address specifically, and whether or not they met the performance goals that were set. They will not consider a competitor's revenue loss to determine the success of a marketing campaign.

    ☑ Performance goals

    ✓ Correct
A digital marketer will evaluate the success of a marketing campaign based on the marketing goal(s), what the campaign was trying to address specifically, and whether or not they met the performance goals that were set.

    ☑ Marketing goals

    ✓ Correct
A digital marketer will evaluate the success of a marketing campaign based on the marketing goal(s), what the campaign was trying to address specifically, and whether or not they met the performance goals that were set.

    ☑ What the campaign was trying to address

    ✓ Correct
A digital marketer will evaluate the success of a marketing campaign based on the marketing goal(s), what the campaign was trying to address specifically, and whether or not they met the performance goals that were set.

0.75 / 1 point

2. Which of the following are examples of overall marketing goals that a digital marketer will evaluate to determine the success of a marketing campaign? Select all that apply.

    ☑ Decrease unwanted consumer traffic

    ⊗ This should not be selected
Increase lead generation and increase online sales are two examples of overall marketing goals. A digital marketer will evaluate these goals to determine the success of a marketing campaign.

    ☑ Decrease daily conversions

    ⊗ This should not be selected

0.5 / 1 point

Increase lead generation and increase online sales are two examples of overall marketing goals. A digital marketer will evaluate these goals to determine the success of a marketing campaign.

☑ Increase lead generation

✓ Correct
Increase lead generation and increase online sales are two examples of overall marketing goals. A digital marketer will evaluate these goals to determine the success of a marketing campaign.

☑ Increase online sales

✓ Correct
Increase lead generation and increase online sales are two examples of overall marketing goals. A digital marketer will evaluate these goals to determine the success of a marketing campaign.

3. Consider the following scenario:                                    0.75 / 1 point

A digital marketer sets a marketing goal to increase online sales by doubling the average order value. The average order value is 50 dollars, and the goal is to increase it to 100 dollars. Their digital marketing campaign includes direct responses, so customers can click to view additional products before and during their checkout, as well as a promotional ad for customers to spend 100 dollars and receive free shipping.
What metrics should a digital marketer monitor in order to evaluate the success of this marketing goal? Select all that apply.

☑ Number of orders

✓ Correct
The metrics a digital marketer should monitor include: online sales, revenue, number of orders, and average order value. These help the marketer to evaluate the success of the marketing goal.

☑ Average order value

✓ Correct
 Feedback: The metrics a digital marketer should monitor include: online sales, revenue, number of orders, and average order value. These help the marketer to evaluate the success of the marketing goal.

☑ Online sales revenue

✓ Correct
The metrics a digital marketer should monitor include: online sales, revenue, number of orders, and average order value. These help the marketer to evaluate the success of the marketing goal.

☑ Chatbot conversions

(×) This should not be selected
The metrics a digital marketer should monitor include: online sales, revenue, number of orders, and average order value. These help the marketer to evaluate the success of the marketing goal. Chatbot conversions are not part of this marketing goal.

4. Consider the following scenario:   0.5 / 1 point

A marketing campaign results showed increased email signups by 30%, but had no effect on completed purchases. For chatbot conversations, both micro and macro conversion goals were met or exceeded, but for the blog page, both micro and macro conversion goals were missed by quite a lot.
Based on these results, what two actions should a digital marketer take for a future campaign? Select two.

☑ Review and modify email messages

(✓) Correct
Based on the results, a digital marketer should continue chatbot engagement because of the conversion pull through, as well as review and modify email messages to increase conversions for a future campaign.

☑ Invest more time and energy in the blog page

(×) This should not be selected
Based on the results, a digital marketer should continue chatbot engagement because of the conversion pull through, as well as review and modify email messages to increase conversions for a future campaign. However, because both micro and macro conversion goals were missed by quite a lot, a digital marketer would not invest more time and energy in the blog page.

☑ Continue chatbot engagement

(✓) Correct
Based on the results, a digital marketer should continue chatbot engagement because of the conversion pull through. They should also review and modify email messages to increase conversions for future campaigns.

☑ Discontinue email signups

(×) This should not be selected
Based on the results, a digital marketer should continue chatbot engagement because of the conversion pull through, as well as review and modify email messages to increase conversions for a future campaign. A digital marketer should not discontinue email signups because there was a 30% increase.

5. What is the benefit of using marketing analysis tools?   1 / 1 point

○ The opportunity to try a variety of marketing analysis tools will help a digital marketer determine which ones to rely on for future campaigns.
○ The usage of these tools will determine the overall success of a marketing campaign.
◉ The ability to view metrics and gather insights will help a digital marketer evaluate and define the success of a campaign

○ The understanding of which product groups to eliminate provides insights on how a digital marketer can scale back their overall campaign budget.

✓ Correct
The benefit of using marketing analytics tools is the ability to view metrics and gather insights, which will help a digital marketer to evaluate and define the success of any campaign. Campaign success will vary, but the insights gained always have current or future value.