1. What are the different ways to calculate return on investment (ROI)? Select all that apply.   0.5 / 1 point

   ☐ Use customer lifetime value, which is the average revenue generated per customer over a certain period of time.

   ☑ Calculate the revenue generated, divided by the amount spent on advertising during the campaign.

   ⊗ This should not be selected
   Please review
   the video on how to measure the success of a marketing campaign ↗.

   ☐ Add the predicted sales growth to the revenue earned during the marketing campaign and then divide by the advertising cost.

   ☑ Subtract the marketing cost from the total sales growth during the period the campaign was run and then divide the result by the marketing cost.

   ⊘ Correct

2. Which of the following is true about return on ad spend (ROAS)? Select all that apply.   1 / 1 point

   ☑ Measuring ROAS helps you evaluate the performance and success of a campaign.

   ⊘ Correct

   ☐ ROAS is the ratio of net income, or money made, to investment, or money spent.

   ☑ Per channel ROAS results contribute to the overall ROAS across all media.

   ⊘ Correct

   ☐ Fluctuations in the marketplace do not affect the ROAS.

3. Why would a digital marketer prepare an A/B test?   1 / 1 point

   ○ To analyze if past performance will guide future marketing goals

   ⦿ To assess if a new version will improve a metric compared to the original version

   ○ To understand when to calculate ROI compared to ROAS during the campaign

   ○ To determine when metrics will be needed in determining possible touch points

   ⊘ Correct

4. Fill in the blank: A software tool that helps personalize web pages with machine learning conducts _____.

     1 / 1 point

- ○ scattered A/B testing
- ◉ continuous A/B testing
- ○ random A/B testing
- ○ one-time A/B testing

    ✓ Correct

5. Which of the following is true about A/B testing?

     1 / 1 point

- ○ A/B tests use a specific sample population tested over a long period of time to produce statistically meaningful results.
- ○ A/B tests can only be performed on live websites with over 1000 users to test.
- ◉ A/B tests can be performed on websites that are not live if there are enough users to produce statistically meaningful results.
- ○ A/B tests often send 40% of users to one variant and 60% of users to the other variant.

    ✓ Correct

6. A digital marketer compares two ad variations to test changes to a holiday ad. What can you test with ad variations?

     1 / 1 point

- ○ Changes to the customer journey
- ○ Changes to the brand's mission and vision
- ◉ Changes to ads, like a URL, headline, or a call to action
- ○ Changes to ads, like budget, duration, and goals

    ✓ Correct

7. A digital marketer changes an ad headline and sets up a test to determine which headline performs better. They go to the Campaigns page, select All campaigns, and then click on Experiments in the navigation panel. Next, they create a new headline. What did they set up?

     1 / 1 point

- ○ A campaign test - A type of A/B test in Optimizely
- ○ A macro conversion - A type of A/B test in HubSpot
- ○ A headline tracker - A type of A/B test in Google Optimize
- ◉ An ad variation - A type of A/B test in Google Ads

    ✓ Correct

8. Consider the following scenario:

   After an A/B test runs, a digital marketer reviews metrics like clicks and impressions. Each metric shows a positive or negative percent, which indicates the amount of change there was between the two different headlines tested.
   What type of table is the digital marketer using to view these results?

   1 / 1 point

   - ⦿ Ad variations table
   - ◯ Split metrics table
   - ◯ Campaign clicks table
   - ◯ Market value table

   ✓ Correct

9. Fill in the blank: The insights you use to evaluate the success of a campaign depend on the _____ and what the campaign was trying to address.

   1 / 1 point

   - ⦿ marketing goals
   - ◯ future goals
   - ◯ engagement goals
   - ◯ employee goals

   ✓ Correct

10. Which are examples of marketing success indicators for a campaign? Select all that apply.

    1 / 1 point

    - ☐ Grow private consumer accounts
    - ☑ Increase the number of leads

      ✓ Correct

    - ☑ Improve online sales by doubling the average order value

      ✓ Correct

    - ☐ Decrease the amount of traffic to the website