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Grade received 81.25%  
To pass 75% or higher  
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1. What are different ways to build trust and loyalty with customers? Select three. 0.75 / 1 point

- ☒ Have a generous return policy.
- ☒ Correct  
Offering returns can help build trust by removing the customer's worries that the product might not meet their expectations. Other ways to build trust and loyalty are by providing free shipping and creating quality customer service.
- ☒ Sell customers' personal information.
- ☐ This should not be selected  
You should protect customers' personal and financial information, not sell it. Other ways to build trust and loyalty are having a generous return policy, providing free shipping, and creating quality customer service.
- ☒ Create quality customer service.
- ☒ Correct  
Quality customer service is necessary before a customer makes a purchase and also after. Other ways to build trust and loyalty are having a generous return policy and providing free shipping.
- ☒ Provide free shipping.
- ☒ Correct  
Free shipping may align with previous expectations the customer has about shipping costs. Other ways to build trust and loyalty are by having a generous return policy and creating quality customer service.

2. What are ways to create a sense of community and belonging among customers? Select three. 0.75 / 1 point

- ☒ Feature user-generated content.
- ☒ Correct  
User generated content might involve customers writing product reviews, uploading photos or videos, or joining a forum. Other ways to create a sense of community are to share the story behind the brand and demonstrate how brand values align with customer values.
- ☒ Offer a discount for recent customers.

☒ This should not be selected  
Offering a discount for recent customers will likely not create a sense of community among customers. Ways to build a community include featuring user-generated content, sharing the story behind a brand, and demonstrating how brand values align with customer values.

☒ Share the story behind the brand.

☒ Correct  
Sharing the story behind the brand helps customers better understand why the products and services were created. Other ways to create a sense of community are to feature user-generated content and demonstrate how brand values align with customer values.

☒ Demonstrate how brand values align with customer values.

☒ Correct  
According to research, 77% of consumers buy from brands who share their values. Customers want to feel good about their purchase and aligning on values may create positive emotions. Other ways to create a sense of community are to feature user-generated content and share the story behind the brand.

3. What are different types of rewards programs? Select three.

0.75 / 1 point

☒ Spend-based model

☒ Correct  
A spend-based model offers customer incentives based on an amount spent during a single purchase. Other rewards programs are the points model and tier-based model.

☒ Tier-based model

☒ Correct  
A tier-based model allows customers to graduate to new customer status levels based on the amount of money they spend over time. Other rewards programs are the points model and spend-based model.

☒ Coupon model

☒ This should not be selected  
The coupon model is not a rewards program. Different types of rewards programs are the points model, spend-based model, and tier-based model.

☒ Points model

☒ Correct  
A points model offers customers a point equivalent for a determined monetary value. The customer can redeem the points once they reach a certain number of points. Other rewards programs are the spend-based model and tier-based model.

4. Which of the following best describes dynamic remarketing?

1 / 1 point

- ☐ Allows you to pay only when someone clicks on your ad
  - ☒ Allows you to show previous visitors ads that contain products or services they viewed on a website
  - ☐ Allows you to show ads to an audience with specific demographic traits
  - ☐ Allows you to show ads to previous website visitors.
- 
- ☒ Correct  
Dynamic remarketing helps you re-engage customers. You can also drive brand loyalty by displaying ads that feature a personalized message tailored to your audience.