

Try again once you are ready
Grade received 70%
To pass 80% or higher
Try again

1. Why should an e-commerce store make updates based on data? Select all that apply. 0.75 / 1 point

☒ It can improve the customer experience

☒ Correct
There are many updates a company can make to their e-commerce store based on data. The updates they make can help attract more qualified traffic, increase sales, and improve the customer experience.

☒ It can attract more qualified traffic

☒ Correct
There are many updates a company can make to their e-commerce store based on data. The updates they make can help attract more qualified traffic, increase sales, and improve the customer experience.

☒ It can increase sales

☒ Correct
There are many updates a company can make to their e-commerce store based on data. The updates they make can help attract more qualified traffic, increase sales, and improve the customer experience.

☒ It can customize their platform

☐ This should not be selected
There are many updates a company can make to their e-commerce store based on data. The updates they make can help attract more qualified traffic, increase sales, and improve the customer experience. It does not impact the customization of the store's platform.

2. Consider the following scenario: 0.5 / 1 point

An e-commerce store is experiencing a steady increase in traffic, but the additional traffic is *not* leading to an increase in revenue.

What could be the reasons why the store is *not* experiencing an increase in revenue? Select all that apply.

☒ The store's online site was optimized for SEO.

☐ This should not be selected
One reason why the store is *not* experiencing an increase in revenue could be that the additional traffic is coming from customers who are not as likely to buy. The company's goal should not be more traffic but qualified traffic. Another possible reason that the increased traffic is not leading to more sales could be a low conversion rate. Optimizing for SEO will help an e-commerce store.

☒ The additional traffic is coming from customers who are *not* likely to make a purchase.

- ☒ Correct
One reason why the store is *not* experiencing an increase in revenue could be that the additional traffic is coming from customers who are not as likely to buy. The company's goal should not be more traffic but qualified traffic. Another possible reason that the increased traffic is not leading to more sales could be a low conversion rate.

☒ There might be a low conversion rate.

- ☒ Correct
One reason why the store is *not* experiencing an increase in revenue could be that the additional traffic is coming from customers who are not as likely to buy. The company's goal should not be more traffic but qualified traffic. Another possible reason that the increased traffic is not leading to more sales could be a low conversion rate.

☒ The store updated the checkout process.

- ☒ This should not be selected
One reason why the store is *not* experiencing an increase in revenue could be that the additional traffic is coming from customers who are not as likely to buy. The company's goal should not be more traffic but qualified traffic. Another possible reason that the increased traffic is not leading to more sales could be a low conversion rate. Updating the checkout process may help to increase revenue as it makes it easier for customers to make a purchase.

3. How can a company discover the barriers that might prevent a customer from making a purchase? Select all that apply.

0.5 / 1 point

☒ Use metrics to better understand the impact of cross-selling

- ☒ This should not be selected
A company can discover the barriers to making a purchase by using analytics to determine at what point customers are leaving the site. They can also use heat maps and record how customers interact with the site to better understand how customers navigate the website.

☒ Use upselling to improve the average order value

- ☒ This should not be selected
A company can discover the barriers to making a purchase by using analytics to determine at what point customers are leaving the site. They can also use heat maps and record how customers interact with the site to better understand how customers interact with the website. Upselling is a sales technique used to encourage customers to spend more by upgrading to a more expensive product. It does not help a company discover barriers that might prevent a customer from making a purchase.

☒ Use heat maps and record how customers interact with the site

- ☒ Correct
A company can discover the barriers to making a purchase by using analytics to determine at what point customers are leaving the site. They can also use heat maps and record how customers interact with the site to better understand how customers interact with the website.

☒ Use analytics to determine at what point customers are leaving the site

☒ Correct

A company can discover the barriers to making a purchase by using analytics to determine at what point customers are leaving the site. They can also use heat maps and record how customers interact with the site to better understand how customers interact with the website.

4. Fill in the blank: _____ is a sales technique used to encourage customers to spend more by purchasing a product that is related to what they are already buying.

1 / 1 point

☐ Optimizing conversion rates

☐ Upselling

☐ Attracting traffic

☒ Cross-selling

☒ Correct

Feedback: Cross-selling is a sales technique used to encourage customers to spend more by purchasing a product that is related to what they are already buying.

5. What strategies can a company use to increase average order value? Select all that apply.

0.75 / 1 point

☒ Convert qualified traffic into customers

☒ This should not be selected

In order to increase the average order value, a company can create an order minimum for free shipping, offer bundle deals, and provide incentives for a rewards program when customers spend a certain amount. Converting qualified traffic into customers will not increase the average order value.

☒ Provide incentives for a rewards program

☒ Correct

In order to increase the average order value, a company can create an order minimum for free shipping, offer bundle deals, and provide incentives for a rewards program when customers spend a certain amount.

☒ Offer bundle deals

☒ Correct

In order to increase the average order value, a company can create an order minimum for free shipping, offer bundle deals, and provide incentives for a rewards program when customers spend a certain amount.

☒ Create an order minimum for free shipping

☒ Correct

In order to increase the average order value, a company can create an order minimum for free shipping, offer bundle deals, and provide incentives for a rewards program when customers spend a certain amount.