

Congratulations! You passed!
Grade received 95%
To pass 80% or higher
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1. How can a digital marketer optimize their e-commerce strategy? Select all that apply. 0.75 / 1 point

☒ Conduct more research on industry booms and slumps

☒ Correct
A digital marketer can optimize their e-commerce strategy by conducting more research on industry booms and slumps, simplifying the buying process, and reconsidering pricing.

☒ Reconsider pricing

☒ Correct
A digital marketer can optimize their e-commerce strategy by conducting more research on industry booms and slumps, simplifying the buying process, and reconsidering pricing.

☒ Simplify the buying process

☒ Correct
A digital marketer can optimize their e-commerce strategy by conducting more research on industry booms and slumps, simplifying the buying process, and reconsidering pricing.

☒ Follow the lead of their competitors

☒ This should not be selected
A digital marketer can optimize their e-commerce strategy by conducting more research on industry booms and slumps, simplifying the buying process, and reconsidering pricing.

2. What is vital for a digital marketer to know when planning ahead for seasonal trends and events? 1 / 1 point

☒ When they might experience a spike or slow down in e-commerce traffic

☐ Where to market on-season advertising campaigns

☐ Where influencers are driving the most consumer traffic

☐ When their competition will roll out a new social media marketing campaign

☒ Correct
It is vital for a digital marketer to know when they might experience a spike or slowdown in e-commerce traffic when planning ahead for seasonal trends and events.

3. Fill in the blank: Digital marketers and e-commerce analysts can use _____ to identify possible peakdays for their industry. 1 / 1 point

- ☐ Smart Bidding
- ☐ Google Ads
- ☐ Search campaigns
- ☒ Google Trends

☒ Correct
Digital marketers and e-commerce analysts can use Google Trends to identify possible peakdays for their industry.

4. Fill in the blank: Once a digital marketer identifies customers' _____, they can use resources provided by their e-commerce platform to simplify the purchase experience. 1 / 1 point

- ☐ digital fluency
- ☒ pain points
- ☐ browser history
- ☐ spending limits

☒ Correct
Once a digital marketer identifies customers' pain points, they can use resources provided by their e-commerce platform to simplify the purchase experience.

5. Consider the following scenario: 1 / 1 point

A company wants to optimize their e-commerce strategy. Their digital marketer recommends reconsidering their pricing, but they want to make their products' price competitive with other retailers.

How can they reconsider their pricing in order to be competitive with other retailers?

- ☐ By using geographical segmentation, so they better understand what their customers can spend
- ☐ By investing in Google Trends, so they learn how other retailers price their products
- ☒ By adjusting certain product prices, so they match or are lower than their competitors
- ☐ By conducting market research on industry booms and slumps, so they price slightly higher than their competitors

☒ Correct
A company can reconsider pricing in order to be competitive with other retailers by adjusting certain product prices. For these products, prices should match or be lower than competitors' products.