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1. As an e-commerce marketer, you aim to build customer loyalty to a brand. You know that customers need to trust the brand to become loyal and make repeat purchases. How can you build customer trust in the brand? 1 / 1 point
- ☐ Share customers' personal and financial information.
  - ☐ Engage with customers via social media rather than email.
  - ☐ Include a short time frame for returns and exchanges.
  - ☒ Offer free shipping and returns.
- ☒ Correct
2. Which of the following statements regarding building loyalty in customers is true? 1 / 1 point
- ☐ Building loyalty is the third stage of the marketing funnel.
  - ☐ Email providers typically recognize abandoned cart emails as spam.
  - ☒ Writing product reviews and uploading videos are examples of user-generated content.
  - ☐ 12% of customers buy from brands who share their values.
- ☒ Correct
3. As a digital marketer, you are creating a rewards program. Your program allows customers to graduate to a new status level based on the amount of money spent. What type of rewards program are you using? 1 / 1 point
- ☐ Points model
  - ☐ Spend-based model
  - ☐ Subscription model
  - ☒ Tier-based model
- ☒ Correct
4. As a digital marketer, you tailor your rewards program to each customer. Which of the following tactics can you use to help personalize the rewards program? 1 / 1 point
- ☒ Provide incentives based on the customer's shopping habits
  - ☐ Create a community with random members

- ☐ Offer a small percentage off the next purchase
- ☐ Use the customer's name when they reach a minimum order value

☒ Correct

5. As a digital marketer, you are setting up advertising that displays ads to previous visitors that contain products or services they already viewed on your website. What is this marketing strategy?

1 / 1 point

- ☐ Dynamic advertising
- ☐ Impression advertising
- ☐ Impression remarketing
- ☒ Dynamic remarketing

☒ Correct

6. Which of the following are examples of post-purchase emails to send? Select all that apply.

1 / 1 point

☒ Customer satisfaction survey emails

☒ Correct

☒ Review request emails

☒ Correct

☐ Abandoned cart emails

☒ Replenishment emails

☒ Correct

7. As a digital marketer sending post-purchase emails, you are waiting an appropriate amount of time before sending emails to customers. This represents which tip for effective post-purchase communication?

1 / 1 point

- ☒ Pace your communication
- ☐ Strike a balance between promotional and engaging
- ☐ Personalize the experience
- ☐ Offer incentives

☒ Correct

8. A digital marketer creates a post-purchase survey to target customers in the future and encourage them to return to the business's website. What post-purchase survey question could the marketer ask to learn more about the customers? 0 / 1 point

- ☐ "When is your birthday?"
- ☐ "Who are you shopping for?"
- ☒ "When will you purchase from us again?"
- ☐ "Do you like discounts?"

☒ Incorrect  
Please review  
[the video on surveying customers and asking effective questions](#)<sup>↗</sup>.

9. How does a frequently asked questions (FAQs) page on a company's website help build customer trust? 1 / 1 point

- ☐ It shares a contact form on the website that customers can use to ask for support.
- ☒ It demonstrates the company has considered common customer scenarios and concerns.
- ☐ It indicates the company is successful because it ranks high on Google search results pages.
- ☐ It allows customers to share concerns in real time with a company representative.

☒ Correct

10. Which type of survey measures a customer's satisfaction with products or services? 1 / 1 point

- ☐ Usability survey
- ☐ Pre-purchase survey
- ☒ Customer satisfaction (CSAT) survey
- ☐ Buyer persona survey

☒ Correct