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1. Which of the following information can email marketing analytics provide to help a company improve their campaigns? Select all that apply. 1 / 1 point

☒ The percentage of users that open a company's email

☒ Correct

☐ The attention a company's brand received across all social media platforms during a reporting period

☒ The percentage of email recipients who clicked on a link in an email and took a desired action, like making a purchase

☒ Correct

☒ The percentage of email recipients who unsubscribe from the send list after opening an email

☒ Correct

2. Which of the following is a metric that estimates the total amount of money that a customer is expected to spend with a business over time? 1 / 1 point

☐ Key performance indicator

☐ Brand advocacy

☒ Customer lifetime value

☐ Net promoter score

☒ Correct

3. An e-commerce store has been in business for five years. Over what period would this e-commerce store likely compare the results of their metrics? 1 / 1 point

☐ Week over week

☒ Year over year

☐ Day over day

☐ Month over month

☒ Correct

4. Fill in the blank: Shopify's _____ includes maps to visualize where customers are coming from. 0 / 1 point

- ☒ Map View
- ☐ Dashboard View
- ☐ Data View
- ☐ Live View

☒ Incorrect
Please review [the video on Shopify analytics and reports](#)^[↑].

5. Which of the following metrics tracks the average amount of money a customer spends each time they complete a purchase? 1 / 1 point

- ☐ Qualified traffic
- ☐ Customer lifetime value
- ☒ Average order value
- ☐ Cart abandonment rate

☒ Correct

6. A marketer increases an online store's revenue in six months without gaining new customers. How did they achieve this short-term growth? 1 / 1 point

- ☐ They increased the average revenue generated by customers over their lifetime as a customer.
- ☐ They increased the percentage of customers they retain over a certain period.
- ☒ They increased the average amount of money a customer spends each time they complete an order.
- ☐ They tracked how often customers add products to their shopping carts and leave the store without completing their purchase.

☒ Correct

7. Why might a company use a heat map on their website? 1 / 1 point

- ☐ To provide a sign up form for the potential customer to register for an email list
- ☐ To track the average amount of money a customer spends each time they complete an order
- ☒ To learn more about user behavior and what visitors interact with on their website
- ☐ To compare two versions of a web page to find out which updates will have the biggest impact

☒ Correct

8. Which of the following sales techniques is used to encourage customers to spend more by purchasing a product that is related to what they are already buying? 1 / 1 point

- ☐ Upselling
- ☐ Bundle deals
- ☒ Cross-selling
- ☐ Rewards programs

☒ Correct

9. A marketer calculates the percentage of customers who purchase a product after viewing it. The results indicate a low product conversion rate. Which tactic will help the marketer improve the product conversion rate? 1 / 1 point

- ☐ Order large amounts of inventory to prepare for seasonal demand and speed up the order process
- ☐ Encourage customers to purchase a more expensive product than the product in their cart
- ☒ Update the product description with product benefits and any information on the product packaging
- ☐ Post product information on social media and add descriptions to the captions

☒ Correct

10. Which of the following are ways a company might improve their product conversion rate? Select all that apply. 1 / 1 point

- ☒ Update the product description to include the benefits of the product, technical specifications, a size chart, and any information that is available on the product packaging

☒ Correct

- ☒ Add photos of products in all available colors and from multiple angles

☒ Correct

- ☒ Use higher-quality photos that allow customers to zoom in for more detail

☒ Correct

- ☐ Overpromise what the product can do for the customer