

Try again once you are ready
Grade received 77.50%
Latest Submission Grade 77.50%
To pass 80% or higher
Try again

1. As an e-commerce marketer, you gain customer loyalty by first building their trust. What can you do to build trust with your customers? 1 / 1 point

- ☒ Keep their information confidential and secure.
- ☐ Remove them from email lists after they make a purchase.
- ☐ Maintain a strict returns and exchanges policy.
- ☐ Share their information with relevant businesses.

☒ Correct

2. Which of the following statements about building loyalty in customers is true? 1 / 1 point

- ☒ Businesses create a sense of community by sharing the story behind their brand and how its values align with customers' values.
- ☐ Businesses use a strict return policy to encourage customers to keep their products and not return them.
- ☐ Businesses share customer information, such as their email addresses, to third parties to sell them products they are interested in.
- ☐ Businesses send generic emails to remind customers about the products in their abandoned carts.

☒ Correct

3. As a digital marketer, you offer a spend-based rewards program to incentivize customers to purchase from a brand. What incentive could you use for a spend-based rewards program? 0 / 1 point

- ☐ "Free shipping on all purchases over \$100"
- ☐ "Reach the gold tier if you spend above \$200"
- ☐ "Same-day delivery when you pay the annual fee"
- ☒ "Earn one point for every dollar you spend"

☒ Incorrect
Please review [the video on rewards programs](#).

4. To create an effective e-commerce rewards program, businesses should consider how they can create a community within their customer base. Which of the following helps with community building? 1 / 1 point

- ☐ Share an infographic about the business
- ☒ Create a members-only virtual event
- ☐ Begin an email with the recipient's name
- ☐ Use exciting copy on the shop page

☒ Correct

5. Fill in the blank: _____ is displaying ads to previous visitors that contain the products or services they already viewed on your website. 1 / 1 point

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

☒ Correct

6. Which of the following are reasons to send post-purchase emails? Select all that apply. 0.75 / 1 point

- ☒ Increases brand loyalty and advocacy

☒ Correct

- ☐ Boosts traffic to a brand's online store
- ☒ Builds relationships with customers

☒ Correct

- ☐ Encourages customers to purchase items left in their cart

You didn't select all the correct answers

7. As a digital marketer, you use surveys to help understand customer needs and interests. Which of the following tips should you consider when creating survey questions? 1 / 1 point

- ☐ Freely ask for personal and sensitive information.
- ☒ Remember to use the brand's tone of voice.

- ☐ Complex answer options perform better.
- ☐ Leading questions gather more information than open-ended questions.

☒ Correct

8. A digital marketer creates questions for a customer survey. What can they ask themselves to ensure the questions effectively gather customer information? 1 / 1 point

- ☒ How can I write this question in simple, easy-to-understand language?
- ☐ How can I ask the customer for more sensitive information?
- ☐ How can I include more steps for the customer to complete?
- ☐ How can I structure this question to assume something about the customer?

☒ Correct

9. Which of the following is true regarding customer service channels? 0 / 1 point

- ☐ Live chat is designed for smaller businesses with less resources.
- ☒ It is best to offer customer support through one channel.
- ☐ Chatbots are equipped to handle complex interactions.
- ☐ It is best for businesses to clearly state their email response time.

☒ Incorrect
Please review [the video on how to provide excellent customer service](#)^[↗].

10. A marketer creates a usability survey for an e-commerce store. What information do they plan to gather from the survey responses? 1 / 1 point

- ☐ Whether customers are willing to engage with the brand and share their views on social media
- ☒ Whether customers are satisfied with the website and if they experienced any obstacles while shopping
- ☐ Whether customers will refer the business to their friends and family and if they are loyal to the brand
- ☐ Whether customers are satisfied and impressed with the competitor's products or services

☒ Correct