Congratulations! You passed!
Grade received 95%
Latest Submission Grade 95%
To pass 80% or higher
 Go to next item

1. A marketer puts together a list of sales that resulted from a touchpoint. What is this list an example of?

1 / 1 point

○ KPIs

○ Visuals

◉ Marketing data

○ ROAS

✓ Correct

2. Fill in the blank: The process of using concrete information about customer behaviors to plan and refine marketing and sales strategies is called _____.

1 / 1 point

○ brand marketing

○ narrative context

○ data storytelling

◉ performance marketing

✓ Correct

3. A marketer for a company organizes and summarizes data to track performance across marketing and sales efforts. What is this process called?

1 / 1 point

○ Data pulling

◉ Data reporting

○ ROAS

○ Data storage

✓ Correct

4. What is ROAS (return on ad spend)?

1 / 1 point

○ The number of ads created by a business

○ The process of using concrete information about customer behaviors

○ The average revenue generated by customers over a certain period of time

○ How much revenue is gained versus how much was spent

⊘ Correct

5. Fill in the blank: The process of determining which content and channels are responsible for generating leads, conversions, or sign-ups is called _____.   1 / 1 point

● attribution
○ KPI
○ data reporting
○ data analytics

⊘ Correct

6. Which of the following are examples of attribution models? Select all that apply.   0.75 / 1 point

☑ Channel attribution

⊗ This should not be selected
Please review the video on attribution↗.

☑ Data-driven attribution

⊘ Correct

☑ First-click attribution

⊘ Correct

☑ Linear attribution

⊘ Correct

7. Which of the following statements is true about data storytelling?   1 / 1 point

○ A marketer should highlight all numbers in the story to provide a clear overview of the results
○ A data story has one main component that marketers highlight
● Everyone brings their own perspectives, experiences, and biases to data storytelling
○ All data storytelling conveys the same perspectives, experiences, and biases

8. Which of the following statements are true about data storytelling? Select all that apply.

1 / 1 point

☑ Data storytelling explains data using graphical representations.

✓ Correct

☐ Data storytelling debuts new marketing strategies.

☑ Data storytelling details how to take action.

✓ Correct

☑ Data storytelling describes data.

✓ Correct

9. Imagine a digital marketer is preparing a data story to share with stakeholders. The story has three components: what its insights mean, why they matter to the audience, and what the audience can do about them.
What aspect of data storytelling does this describe?

1 / 1 point

○ Brand marketing

◉ Narrative context

○ Visualizations

○ Key performance indicators

✓ Correct

10. Which of the following are examples of data visualizations? Select all that apply.

0.75 / 1 point

☐ Data points

☐ Illustrations

☑ Infographics

✓ Correct

☑ Graphs and charts

✓ Correct

You didn't select all the correct answers