

Congratulations! You passed!  
Grade received 80%  
To pass 80% or higher  
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1. What is the goal of the conversion stage?

1 / 1 point

- ☐ To nurture relationships with customers on an ongoing basis
- ☒ To turn potential customers into buyers
- ☐ To balance customer acquisition with retention
- ☐ To improve the quality and value of the product

☒ Correct  
The goal of the conversion stage is to turn potential customers into buyers.

2. What tactics should a company use to set themselves apart at the conversion stage?  
Select all that apply.

0.75 / 1 point

☒ Provide accurate product descriptions

☒ Correct  
A company should provide clear and useful content and experiences, which includes accurate product descriptions, a smooth checkout process, and a clear returns policy.

☒ Ensure a smooth checkout process

☒ Correct  
A company should provide clear and useful content and experiences, which includes accurate product descriptions, a smooth checkout process, and a clear returns policy.

☒ Send follow-up emails

☒ This should not be selected  
A company should provide clear and useful content and experiences, which includes accurate product descriptions, a smooth checkout process, and a clear returns policy. A company should send a follow-up email at the loyalty stage, not the conversion stage.

☒ Offer a clear returns policy

☒ Correct  
A company should provide clear and useful content and experiences, which includes accurate product descriptions, a smooth checkout process, and a clear returns policy.

3. How can a company build customer loyalty? Select all that apply.

0.75 / 1 point

☒ Offer a rewards program



Correct

A company can build loyalty by creating a great customer experience during and after purchase, offering rewards programs, or using social media engagement to nurture relationships with customers on an ongoing basis.

☒ Use social media engagement to nurture relationships



Correct

A company can build loyalty by creating a great customer experience during and after purchase, offering rewards programs, or using social media engagement to nurture relationships with customers on an ongoing basis.

☒ Market product-focused ads



This should not be selected

A company can build loyalty by creating a great customer experience during and after purchase, offering rewards programs, or using social media engagement to nurture relationships with customers on an ongoing basis. Marketing product-focused ads is a tactic in order to make conversion more likely.

☒ Provide a great experience during and after a purchase



Correct

A company can build loyalty by creating a great customer experience during and after purchase, offering rewards programs, or using social media engagement to nurture relationships with customers on an ongoing basis.

4. What information should a digital marketer track in order to measure conversion?  
Select all that apply.

0.75 / 1 point

☒ Number of abandoned carts



This should not be selected

A digital marketer should track time to conversion, cost per conversion, and average order size in order to measure conversion. By measuring conversion, a digital marketer will be in a better position to address issues of cart abandonment, but it is not a data point that they track to measure conversion.

☒ Time to conversion



Correct

A digital marketer should track time to conversion, cost per conversion, and average order size in order to measure conversion.

☒ Average order size



Correct

A digital marketer should track time to conversion, cost per conversion, and average order size in order to measure conversion.

☒ Cost per conversion

- ☒ Correct  
A digital marketer should track time to conversion, cost per conversion, and average order size in order to measure conversion.

5. Why should a company measure loyalty? Select all that apply.

0.75 / 1 point

☒ It allows them to save money.

- ☒ Correct  
A company should measure loyalty because it allows them to assess and refine strategies to keep customers and save money. Loyalty metrics also reveal where a company can manage customer relationships more effectively. In the end, customer loyalty is the truest test of how well the entire funnel serves customers and meets their needs.

☒ It reveals where they can manage customer relationships more effectively.

- ☒ Correct  
A company should measure loyalty because it allows them to assess and refine strategies to keep customers and save money. Loyalty metrics also reveal where a company can manage customer relationships more effectively. In the end, customer loyalty is the truest test of how well the entire funnel serves customers and meets their needs.

☒ It indicates how many ads to show potential customers.

- ☐ This should not be selected  
Ad frequency for a potential customer is a measurement for the awareness or consideration stage, not loyalty. A company should measure loyalty because it allows them to assess and refine strategies to keep customers and save money. Loyalty metrics also reveal where a company can manage customer relationships more effectively. In the end, customer loyalty is the truest test of how well the entire funnel serves customers and meets their needs.

☒ It helps them to assess and refine strategies to keep customers.

- ☒ Correct  
A company should measure loyalty because it allows them to assess and refine strategies to keep customers and save money. Loyalty metrics also reveal where a company can manage customer relationships more effectively. In the end, customer loyalty is the truest test of how well the entire funnel serves customers and meets their needs.