

Try again once you are ready
Grade received 60%
To pass 80% or higher
Try again

1. Fill in the blank: Those in the e-commerce industry use _____ to determine when a business will receive a potential increase or slowdown in revenue sales. 1 / 1 point

- ☐ pay-per-click
- ☐ smart bidding
- ☒ seasonality
- ☐ databases

☒ Correct
Those in the e-commerce industry use seasonality to determine when a business will receive a potential increase or slowdown in revenue sales.

2. What should a company's goal be for off-season marketing? 0 / 1 point

- ☒ Drive speciality and weather related products that will result in the most financial gain during the off-season.
- ☐ Build a strong brand awareness that will drive customers to their site during their on-season.
- ☐ Focus on e-commerce holiday items, like back to school events and cyber sales week that will entice customers to visit their site during their on-season.
- ☐ Create parallel marketing ads to the competition in order to increase website traffic during their off-season.

☒ Incorrect
A company's goal for off-season marketing should be to build a strong brand awareness. This will directly drive customers to the company's site during their on-season.

3. Which of the following are off-season marketing strategies? Select all that apply. 0.75 / 1 point

☒ Promote other products on the company's website

☒ Correct
A company's off-season marketing strategies should include growing their database, increasing their social media presence, creating great quality content, and promoting other products on the company's website.

☒ Increase social media presence

☒ Correct
A company's off-season marketing strategies should include growing their database, increasing their social media presence, creating great quality content, and promoting other products on the company's website.

☒ Create great quality content

- ☒ Correct
A company's off-season marketing strategies should include growing their database, increasing their social media presence, creating great quality content, and promoting other products on the company's website.

☒ Start a Display campaign

- ☒ This should not be selected
A company's off-season marketing strategies should include growing their database, increasing their social media presence, creating great quality content, and promoting other products on the company's website. Starting a Display campaign is not an off-season marketing strategy.

4. Which of the following are smart bidding strategies? Select two.

0.5 / 1 point

☒ Maximize conversions

- ☒ Correct
With Smart Bidding, e-commerce professionals can choose which automated target strategy they want to go with. Two smart bidding strategies are: maximize conversions and set return on ad spend (ROAS).

☒ Establish return on investment (ROI)

- ☒ This should not be selected
With Smart Bidding, e-commerce professionals can choose which automated target strategy they want to go with. Two smart bidding strategies are: maximize conversions and set return on ad spend (ROAS). Establishing the return on investment (ROI) is not a smart bidding strategy.

☒ Set return on ad spend (ROAS)

- ☒ Correct
With Smart Bidding, e-commerce professionals can choose which automated target strategy they want to go with. Two smart bidding strategies are: maximize conversions and set return on ad spend (ROAS).

☒ Use pay-per-action (PPA)

- ☒ This should not be selected
With Smart Bidding, e-commerce professionals can choose which automated target strategy they want to go with. Two smart bidding strategies are: maximize conversions and set return on ad spend (ROAS). Pay-per-action is not a smart bidding strategy.

5. How can a digital marketer *plan* for seasonality? Select all that apply.

0.75 / 1 point

☒ Use geographical segmentation

☒ This should not be selected

A digital marketer can plan for seasonality by determining their bidding strategy, consider new customer acquisition, and by using the Performance Planner. A digital marketer will use geographic segmentation as a marketing strategy during the off-season, but it is not part of their planning process.

☒ Use Performance Planner

☒ Correct
A digital marketer can plan for seasonality by determining their bidding strategy, consider new customer acquisition, and by using the Performance Planner.

☒ Consider new customer acquisition

☒ Correct
A digital marketer can plan for seasonality by determining their bidding strategy, consider new customer acquisition, and by using the Performance Planner.

☒ Determine the bidding strategy

☒ Correct
A digital marketer can plan for seasonality by determining their bidding strategy, consider new customer acquisition, and by using the Performance Planner.