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Grade received 100%  
To pass 80% or higher  
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1. Which of the following is an online test of two variants to determine the better performing option? 1 / 1 point

- ☐ Alpha test
- ☒ A/B test
- ☐ Beta test
- ☐ C/D test

☒ Correct  
An A/B test is an online test of two variants to determine the better performing option.

2. What is the purpose of attribution? 1 / 1 point

- ☐ To determine the better performing option of two variants with an online test
- ☒ To assign credit for conversions from ads, last clicks, or other touch points along a user's path to conversion completion
- ☐ To monitor immediate data for insights to respond to events more quickly
- ☐ To indicate if a user is moving towards a macro conversion

☒ Correct  
Attribution assigns credit for conversions from ads, last clicks, or other touch points along a user's path to conversion completion.

3. What is the relationship between a macro conversion and a micro conversion? 1 / 1 point

- ☐ A micro conversion is a completed purchase transaction. A macro conversion is a completed response that indicates a potential customer is moving towards a micro conversion.
- ☐ A macro conversion is a completed response that indicates a potential customer is moving towards a micro conversion. A micro conversion assigns credit for conversions from ads, last clicks, or other touch points along a user's path to conversion completion.
- ☒ A macro conversion is a completed purchase transaction. A micro conversion is a completed response that indicates a potential customer is moving towards a macro conversion.
- ☐ A macro conversion assigns credit for conversions from ads, last clicks, or other touch points along a user's path to conversion completion. A micro conversion is a completed purchase transaction.

☒ Correct  
A macro conversion is a completed purchase transaction. A micro conversion is a completed response that indicates a potential customer is moving towards a macro conversion.

4. Consider the following scenario:

1 / 1 point

A marketer is working in Google Ads. They want to know how their advertising is performing, so they navigate to the Recommendations page. They review a percentage score that is cumulative for all campaigns. What performance information did they review?

- ☐ Impact score
- ☒ Optimization score
- ☐ Budget score
- ☐ Campaign score

☒ Correct  
The Recommendations page in Google Ads provides an optimization score, or percentage score that is cumulative for all campaigns. The closer the score is to 100%, the better the advertising is performing.

5. What is big data?

1 / 1 point

- ☐ A field focused on the production, distribution, and consumption of goods and services
- ☐ A field developing intelligent machines and software that simulate human thought or work
- ☐ A field using science and technology to design and build machines and structures
- ☒ A field in analytics that systematically mines and extracts information from very large datasets for insights

☒ Correct  
Big data is a field in analytics that systematically mines and extracts information from very large datasets for insights.