


Try again once you are ready
Grade received 37.50%
To pass 80% or higher
Try again

1. To pass this practice quiz, you must receive 80%, or 5 out of 6 points, by answering the questions below. You can learn more about the graded and practice items in the [course overview](#) .

1 / 1 point



Activity Overview

In this activity, you will examine an email campaign's monthly performance data. Then, you will assess the campaign's progress toward its goals by answering a series of quiz questions. Tracking and evaluating a campaign's performance can help you better serve and grow your audience. You'll discover what's working, what isn't, and how to get the best results out of each email.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

You're a digital marketer in charge of the email campaign for the launch of the *For All* furniture line. You've already set SMART goals, segmented your email list, and planned email content for your campaign.

The *For All* line launched at the end of June and your email campaign has been underway for two months. It is now the end of August and you are assessing the campaign's monthly performance data. Your task is to examine the data in a dashboard and identify key performance indicators (KPIs) to optimize and help you measure progress toward your campaign goals.

Your goals for the *For All* email marketing campaign include:

- Goal 1: Grow the email subscriber list by 12,000 people by the end of September through an email referral program that offers discounts to existing subscribers.
- Goal 2: Increase the monthly conversion rate of current subscribers by 2% within six months of launch by segmenting the email list for the *For All* line of products.

Your email campaign dashboard contains the following sections and metrics:

- New subscribers added in August
- New subscribers added since April (which includes new subscribers from August)
- A 30-day summary of the following campaign metrics:
 - Emails sent: total number of campaign emails sent to subscribers
 - Open rate: percentage of users that open an email
 - Click-to-open rate (CTOR): percentage of email recipients who clicked on one or more links in an email
 - Conversion rate: percentage of email recipients who clicked on an email link and made a purchase
 - Bounce rate: percentage of emails sent that could not be delivered to the recipient's inbox
 - Unsubscribe rate: percentage of email recipients who unsubscribe from your send list after opening an email
 - Forward rate: percentage of recipients who send an email to others
 - Revenue: profits generated by campaign emails
- A detailed summary of the same metrics for individual campaign emails

Step-By-Step Instructions

Step 1: Access supporting materials


The following supporting materials will help you complete this quiz. Keep them open as you proceed to the questions below.

To use the supporting materials for this course item, click the link below and select "Use Template."

Link to supporting materials: [Email campaign performance data](#)

OR

If you don't have a Google account, you can download the supporting materials directly from the attachment below.

 [Email campaign performance data](#)
[XLSX File](#)

Step 2: Answer questions about the performance data

Consult the email campaign performance data spreadsheet to answer the questions below.

Are you ready?

☒ I'm ready!

☒ Correct
Great! Compare your answers to the feedback provided below.

2. One of your campaign goals is to add 12,000 new subscribers by the end of September. Taking into account the subscribers added since April, when will you meet this goal if you continue to add 2,000 each month?

0 / 1 point

- ☒ September
☐ October
☐ November
☐ December

☒ Incorrect
By August 31, you have a total of 8,663 new subscribers. If you add 2,000 additional subscribers in September, you will still need more than 1,300 subscribers to reach your goal.

3. Which KPI can tell you about the performance of the referral email designed to build your subscriber list?

0 / 1 point

- ☒ Revenue
☐ Emails sent
☐ Forward rate
☐ Bounce rate

☒ Incorrect
The amount of revenue generated by the referral email cannot tell you about the subscriber list. Consider which metric can tell you how many subscribers are sharing the email with others.

4. One of your campaign goals was to increase the average monthly conversion rate from 5% at the end of June to 7% by the end of December. The average monthly conversion rate increased by 0.25% in both July and August. If this rate of growth holds steady, when will you meet your conversion rate goal? 0 / 1 point
- ☒ November
- ☐ December
- ☐ January
- ☐ February
- ☒ Incorrect
If the conversion rate continues to rise 0.25% each month, you will reach 6.25% in November.
5. Which of the following metrics have a significant impact on the monthly conversion rate? Select all that apply. 0.5 / 1 point
- ☒ Bounce rate
- ☒ This should not be selected
The bounce rate does not impact the conversion rate directly. Opportunities for conversions increase when more people are clicking links in your emails and visiting your website and when more people are opening your emails.
- ☒ Open rate
- ☒ Correct
Opportunities for conversions increase when more people are opening your emails. Opportunities *also* increase when more people are clicking links in your emails and visiting your website. This is measured by the click-to-open rate (CTOR).
- ☒ Unsubscribe rate
- ☒ This should not be selected
The unsubscribe rate does not impact the conversion rate directly. Opportunities for conversions increase when more people are clicking links in your emails and visiting your website and when more people are opening your emails.
- ☒ Click-to-open rate (CTOR)
- ☒ Correct
Opportunities for conversions increase when more people are clicking links in your emails and visiting your website. Opportunities *also* increase when more people are opening your emails. This is measured by the open rate.
6. The benchmark for promotional emails in the home furnishings industry is 6%. Based on the dashboard data, which of the following promotional emails have a conversion rate *below* this benchmark? Select all that apply. 0.75 / 1 point
- ☒ Holiday promo

- ☐ This should not be selected
The conversion rate for the holiday promo email is 6.5%, which is above the industry standard.

☒ Referral promo

- ☒ Correct
The conversion rate for the referral promo email is 5.5%, which is below the industry standard.

☒ Birthday promo

- ☒ Correct
The conversion rate for the birthday promo email is 5.2%, which is below the industry standard.

☒ Welcome promo

- ☒ Correct
The conversion rate for the welcome promo email is 5.2%, which is below the industry standard.