



Module 2 Quiz

Quiz, 10 questions

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1.

Tools used to collect digital data include which of the following:

- ☐ Adds-ons and gadgets
 - ☐ Gadgets and cookies
 - ☒ Cookies and tags
 - ☐ Tags and add-ons
-

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2.

Adobe, IBM, and comScore provide examples of which of the following analytics tools?

- ☐ Point solutions
 - ☐ Analysis gadgets
 - ☒ Enterprise packages
 - ☐ None of the above
-

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3.

Read Statement A and B and decide which one is TRUE.

A. Enough free tools exist to make any analyst formidable.

B. New tools are always just a search away.

- ☐ Only A
 - ☐ Neither A nor B
 - ☒ Only B
 - ☐ Both A and B
-

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4.

Which of the following is NOT true of web analytics?

- ☒ Data is always grabbed using cookies.
- ☐ It is an assessment of a variety of data.
- ☐ Its objective is to create a generalized understanding of the online visitor's experience.

← ☐ None of the above.

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5.

Which of the following is NOT a part of the consumer's online path from which companies can collect digital data?

- ☐ Digital ads
 - ☐ Social media sites
 - ☐ Print media ads
 - ☐ Search websites
-

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6.

Which of the following data has the highest value to brands?

- ☐ Web transactional data
 - ☐ Web traffic data
 - ☐ Web server performance data
 - ☐ User submitted information and other related sources
-

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7.

Which of the following correctly matches the size of organization to its most typical objective for analytics metrics?

- ☐ Medium-size organizations: consumer behavior
 - ☐ All of the other options are correct.
 - ☐ Small organizations: acquisition of new consumers
 - ☐ Large organizations: outcomes
-

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8.

It is important that analysts have an open mind and flexibility to go in the direction the data points.

- ☐ False
 - ☐ True
-

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9.

Which of the following is a category of digital analytics tools?

- ☐ Point solutions

←

Enterprise packages

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Analysis gadgets

☐

All of the other options are correct.

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10.

Which of the following metrics is typically least relevant for a large organization?

- ☒ Events per visit
- ☐ Micro conversion rate
- ☐ Per visit goal value
- ☐ Days to conversion

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