

1 point					
1. Tools u	sed to collect digital data include which of the following:				
	Adds-ons and gadgets				
	Gadgets and cookies				
	Cookies and tags				
	Tags and add-ons				
1					
point					
2. Adobe,	IBM, and comScore provide examples of which of the following analytics tools?				
	Point solutions				
	Analysis gadgets				
	Enterprise packages				
	None of the above				
1 point					
3.					
	tatement A and B and decide which one is TRUE.				
A. Enough free tools exist to make any analyst formidable.					
D. New	tools are always just a search away.  Only A				
	Neither A nor B				
	Only B				
	Both A and B				
	BOUT A allu B				
1					
point					
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.				

<b>←</b>	None of the above.  Module 2 Quiz  Quiz, 10 questions		
	1 poin	t	
	5. <b>Which</b>	of the following is NC	
		Digital ads	
		Social media sites	

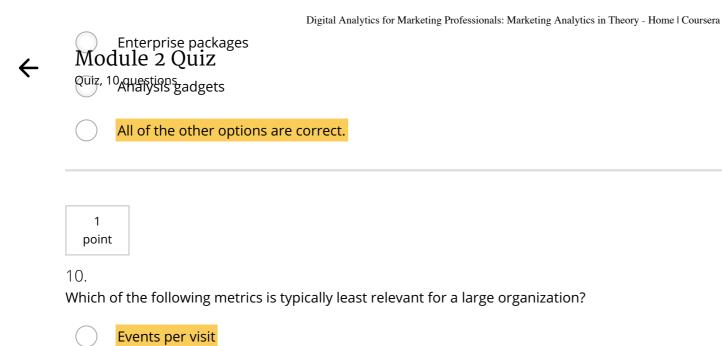
poini	
5. <b>Which</b>	of the following is NOT a part of the consumer's online path from which companies can collect digital data?
	Digital ads
	Social media sites
	Print media ads
	Search websites
1 point	t
6. Which	of the following data has the highest value to brands?
	Web transactional data
	Web traffic data
	Web server performance data
	User submitted information and other related sources
1 point	t
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
1 point	t
8.	portant that analysts have an open mind and flevibility to so in the direction the data points
it is im	portant that analysts have an open mind and flexibility to go in the direction the data points.  False
	True

1 point

9.

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

Point solutions



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