

Results

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12

Out of 12 points

18:29

Time for this attempt

Your Answers:

1

1 / 1 point

From 2012 to 2018, which pricing model (Performance, CPM, Hybrid) has brought in the most revenue?



Performance pricing model



CPM pricing model



Hybrid pricing mode



All models have performed the same

2

1 / 1 point

Which customer metadata is not well suited for analyzing customer churn?



Social Security Number



Zip Code



Spending Habits



Hobbies

3

1 / 1 point

What does CPM stand for?

- ☐ Cost Per Million
- ☒ Cost Per Thousand
- ☐ Counts Per Hundred
- ☐ None of the Above

4

1 / 1 point

Which of the following statements **is correct** with respect to Bounce Rate?

- ☒ Bounce Rate gives an indication of the proportion of visitors who did not interact with the website.
- ☐ Bounce Rate tells us how long, on average, visitors are staying on our website.
- ☐ Bounce Rate increases when someone loads a page and decreases after 30 minutes of inactivity.
- ☐ A high Bounce Rate generally indicates that the website entrance pages are very relevant to the website's visitors.

5

1 / 1 point

A company is doing an ad campaign where the details of the ad are presented below. Assume that on average each customer buys two products during the customer's lifetime with the company.

Metric	Value
Avg CPC (Cost per click)	\$1.05
Conversion Rate	7%
Avg Sale Value	\$80
Profit Margin	20%

What is the break-even price of average CPC per customer over lifetime?

- ☐ \$1.12
- ☒ \$2.24

☐ \$1.19

☐

6 1 / 1 point

Which of the following methods of Improving Customer Conversion Rates involves randomly splitting the traffic amongst two or more different versions of a webpage?

- ☐ Usability testing
- ☐ Competitor Benchmarking
- ☒ A/B Testing
- ☐ Segmentation

7 1 / 1 point

A website that uses Google Analytics wants to know how long visitors are spending on their landing page. Which metric should they use?

- ☒ Average Session Duration
- ☐ Pages Per Session
- ☐ Pageviews
- ☐ Bounce Rate

8 1 / 1 point

In the Chase case study, Chase segmented customers based on the types of rewards they preferred. Which segmentation strategy does Chase use?

- ☒ Behavioural method
- ☐ Demographic method
- ☐ Geographic method

9 1 / 1 point

As mentioned in the Chase case study, a complete economics of credit card transaction includes:



☐ Card Issuer; Merchant Acquirer; Merchant

☐ Card Issuer; Cardholder; Merchant Issuer; Merchant



☒ Card Issuer; Cardholder; Merchant; Merchant Acquirer; Credit Card Network

☐ Card Issuer; Cardholder; Merchant; Merchant Issuer; Credit Card Network

10 1 / 1 point

Which factors does Google use to determine your ad rank?

☐ Company Brand, Marketing Budget

☐ Ad Break Even Price, Total Spent on Ads



☒ Maximum Bid, Ad Quality Score

☐ Company Financial Score, Landing Page Appearance

11 1 / 1 point

Which of the following can have an impact on how visitors and potential customers interact with your landing page:

☐ Page Header

☐ Call to Action, and Offer

☐ Page Layout, Color, and Images



☒ All of the above

12 1 / 1 point

If your favorite tv show has a HUT of 80 and a Rating of 20, what is the Share of that show?



☒ 25

☐ 50

☐ 75

☐ Not enough information given

