Results

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Out of 12 points

18:29 Time for this attempt

Your Answers:

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

1/1 point

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

Social Security Number

- Zip Code
- **Spending Habits**
- Hobbies

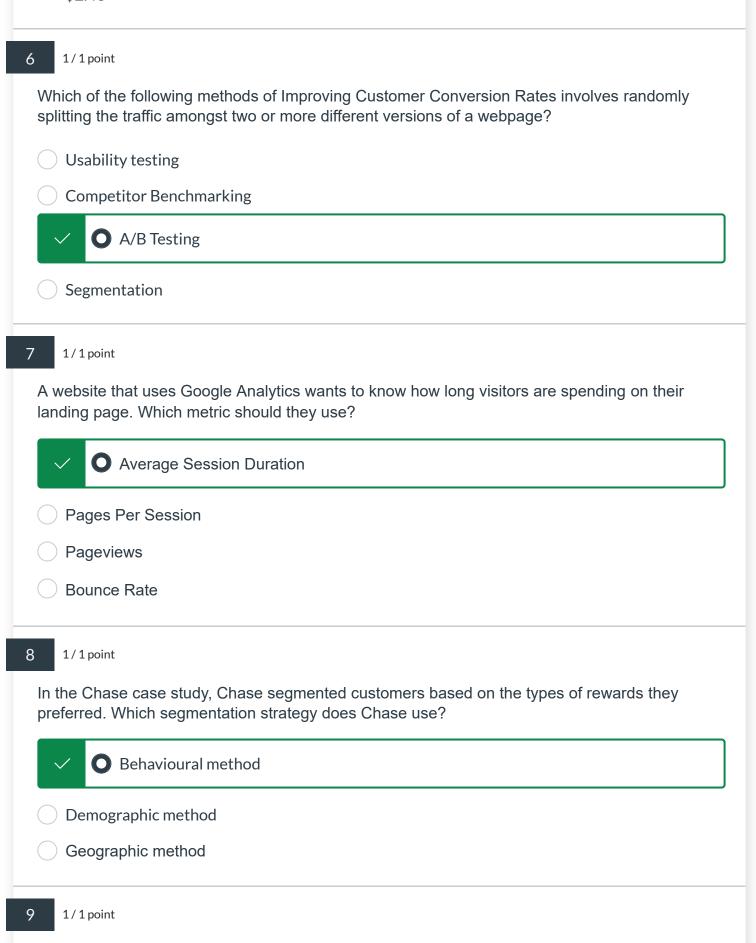
Metric	Value
Avg CPC (Cost per click)	\$1.05
Conversion Rate	7%
Avg Sale Value	\$80
Profit Margin	20%

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

\$1.12



\$1.19



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 Car	d 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 Budge	
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 custo your landing page:	mers interact with
O 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	e of that show?
✓ 25	
<u> </u>	
O 75	
Not enough information given	