Targeting marketing with response modeling

TOTAL POINTS 1

1. Select all statements that are true:

   1 / 1 point

   ☑ Propensity modeling is another term for response modeling.

   ✓ **Correct**

   Propensity modeling is a less common name for response modeling but perhaps a more fitting name.

   ☑ Response modeling uses a predictive model to guide a marketing decision for each individual customer.

   ✓ **Correct**

   ☑ Response modeling's goal is to score each individual for their propensity to buy if contacted.

   ✓ **Correct**

   Propensity modeling is a less common name for response modeling but perhaps a more fitting name since the idea is to score each individual for their propensity to buy if contacted.