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DATE: 3 May 2019

RE: CIS 234e – Text A, Electronic Commerce – FILL-IN THE BLANK Questions

Chapter 4 ~ MARKETING on the Web

Description: festline

**INSTRUCTIONS: See Key Terms and Review Questions at the end of the Chapters**

**ENTER your Answers below. Email to Prof. Villegas by due date.**

**Fill-in the blank (Enter your answers on the blank area for statements below)**

**Simplifiers 1. Of the six behavior-based categories of Internet users, \_\_\_\_\_ seek convenience.**

**Behavioral segmentation 2. In general, the creation of a separate experience for customers based on their behavior is called \_\_\_\_\_.**

**Viral 3. \_\_\_\_\_ marketing relies on existing customers to tell other people—the company’s prospective customers about the products or services they have enjoyed using.**

**Exploration 4. In the \_\_\_\_\_ stage of customer loyalty, potential customers learn more about a company or its products.**

**Data warehouse 5. In a customer relationship management (CRM) system, the multiple sources of information about customers, their preferences, and their behavior is entered into a large database called a(n) \_\_\_\_\_.**

**Marketing mix 6. A(n) \_\_\_\_\_ is the combination of elements a company uses to achieve its goals for selling and promoting its products and services.**

**PRIZM 7. In the context of life-cycle segmentation, Claritas built \_\_\_\_\_ which identifies the demographic characteristics of people by neighborhood.**

**Page view 8. Each page loaded by a visitor to a Web site counts as a(n) \_\_\_\_\_.**

**One to one marketing 9. The highly customized approach to offering products and services that match the needs of a particular customer is called \_\_\_\_\_.**

**Life cycle segmentation 10. Using the five stages of customer loyalty to create groups of customers that are in each stage is called \_\_\_\_\_.**

**Ad view 11. In the context of measuring Web audiences, if a visitor loads a page that contains an ad, the page load is called a(n) \_\_\_\_\_.**

**Customer value 12. The total of all financial costs that a customer pays (including all transaction costs) to obtain a product is subtracted from the benefits that the customer derives from the product to yield the \_\_\_\_\_.**

**Occasion segmentation 13. Behavioral segmentation based on things that happen at a specific time is called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

**Affiliate 14. A(n) \_\_\_\_\_ is a company that serves as a clearinghouse or marketplace for sites that run affiliate programs and sites that want to become affiliates.**

**Market segmentation 15. Identifying specific portions of a market and targeting them with specific advertising messages is called \_\_\_\_\_.**

**Bargainers 16. Of the six behavior-based categories of Internet users, \_\_\_\_\_ are in search of a good deal.**

**Meta tags 17. Hidden keywords that are visible to spiders are enclosed in an HTML tag set called \_\_\_\_\_.**

**Pop up ad 18. A(n) \_\_\_\_\_ is an ad that appears in its own window when the user opens or closes a Web page.**

**Search engine Web directory 19. A(n) \_\_\_\_\_ is a Web site that helps people find things on the Web.**

**IAB 20. The \_\_\_\_\_ is a not-for-profit organization that promotes the use of Internet advertising and encourages effective Internet advertising.**

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