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Question 1

Which of the following is a sign that customers are having trouble using a particular device to make purchases?

That's right. Good job. Web analytics can show you at which point of the customer journey users are abandoning your site, signalling that there may be a problem with that specific page or feature. Analysing this data can then give you actionable insights.

- ☒ A Analytics shows you have a lot of mobile visitors, but very few purchases through mobile
- ☐ B A specific product is not selling much compared to your other products
- ☐ C You get a lot of questions about your return policy
- ☐ D People are having trouble using a promo code for a current sale

Question 2

What is an example of product merchandising?

That's right. Product merchandising is all about how you display specific products to stimulate interest and entice customers to make a purchase.

- ☐ A Running an ad for your products
- ☐ B Adding a way for customers to filter your products
- ☒ C Displaying very specific, featured products on your home page
- ☐ D Cross-selling products in the checkout process

Question 3

Which of the following statements is true when describing how retargeting ads work?

That's right! Good job. Once a visitor has visited a site, a small piece of data called a 'cookie' is added to the user's web browser. This means your adverts can then be displayed to them when they visit certain websites within the retargeting network.

- ☐ A Retargeting ads are visible to people who haven't been on your website yet
- ☒ B Once a user visits your site, the code drops an anonymous browser cookie
- ☐ C Once your customer purchases, you can not turn off the retargeting ad
- ☐ D Retargeting will always drive customers to your site

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