✓ **Congratulations! You passed!**
TO PASS 80% or higher

QUIZ • 10 MIN

Keep Learning

GRADE
100%

Understand Your Audience Quiz

Review Key Concepts

Understand Your Audience Quiz

LATEST SUBMISSION GRADE
100%

✓ **Submit your assignment**
DUE DATE Oct 19, 12:29 PM IST

✓ **Receive grade**
TO PASS 80% or higher

Try again

Grade
100%

View Feedback

We keep your highest score

1. Social media data that can help you determine your target audience includes: **1 / 1 point**

☐ Page visitors' social security numbers

☑ Page visitors' geographic location

   ✓ **Correct**
   Correct! Demographic information such as geographic location is a key factor to consider when determining your target audience.   👍 👎 🚩

☑ Page visitors' prior purchasing habits

   ✓ **Correct**
   Correct! Your target audience will probably have similar prior purchases.

☑ Page visitors' age

   ✓ **Correct**
   Correct! Demographic information such as age is a key factor to consider when determining your target audience.

2. Which of the following are stages in the typical customer journey? (Choose all that apply)   **1 / 1 point**

☑ Conversion

   ✓ **Correct**
   Correct! The stages are Awareness, Interest, Desire, Conversion, Advocacy.

☐ Envy

☑ Awareness

   ✓ **Correct**
   Correct! The stages are Awareness, Interest, Desire, Conversion, Advocacy.

☑ Advocacy

   ✓ **Correct**
   Correct! The stages are Awareness, Interest, Desire, Conversion, Advocacy.

3. Things you should consider when outlining your target audience include: **1 / 1 point**

☐ Your target audience's eating habits

☑ Your target audience's interests

   ✓ **Correct**
   Correct! You should always consider what your target audience is interested in.

☑ Your target audience's needs

   ✓ **Correct**
   Correct! Your target audience's needs are one of the first things you should consider.

☑ Key demographic data that describes your target audience

   ✓ **Correct**
   Correct! Demographic information is important to consider when defining your target audience.

4. Will just saw an Instagram ad for a sweatshirt claiming to be the comfiest sweatshirt ever. In which stage of the customer journey is Will?   **1 / 1 point**