

- 1.A
- 2.C
- 3.B
- 4.A
- 5.A

6.Bounce Rate is the amount of Individuals who interacted with a website but did not go through it,the significance of bounce rates is that it allows us to know how many customers actually went through with the website .

Define Bounce Rate and explain its significance in digital marketing

7.List and describe three key metrics used to evaluate performance of a social media campaign

8.What is the customer Lifetime Value(clv) and why is it important for digital marketers

9.Explain the difference between Reach and Impressions in social media analytics.

10.Why is tracing Click-Through Rate(CTR) important in a pay per click(PPC)

11.identify and explain at least 5 key metrics you would use to measure the success of this campaign providing specific examples of how each metric applies

12.Calculate engagement rate

- .Calculate the click through rate

- .Calculate the conversion Rate

- .What insights can you draw from these metrics