

# Week 4

LATEST SUBMISSION GRADE

90%

1. If you have not used digital analytics tools before, the best place to start is:

1 / 1 point

- ☒ Google Analytics
- ☐ Conducting an audit of the most sophisticated analytics platform
- ☐ Using the one offered/recommended by your CRM vendor (even if it's expensive)
- ☐ Hiring an external agency to set something up for you

 **Correct**

Correct! Google Analytics is free and is the most widely-used online analytics platform, providing functionality that will meet the needs of most businesses starting out in analytics.

2. Looking at business problems from several angles and combining the results of several types of research is known as:

1 / 1 point

- ☒ Triangulation
- ☐ Mixed methods
- ☐ Qualitative research
- ☐ Secondary research

 **Correct**

Correct! Triangulation means using more than one method to collect data on the same topic.

3. This question is about the resource: [Eckerson Group \(2018\)](#).

1 / 1 point

During Wayne Eckerson and Jen Underwood's discussion, Eckerson says that automated machines will help data analysts focus on:

- ☒ Analysis, insight and action
- ☐ Insight, communication and action

- ☐ Analysis, communication, insight and action
- ☐ Analysis, insight, action and reaction

✓ **Correct**

Correct! Eckerson says that automation will minimise the time spent on manual tasks so that more time can be spent on analysis, insight and action.

4. This question is about the resource: [Meehan \(2018\)](#)

1 / 1 point

According to Meehan's article, how did Ben & Jerry increase their clicks by 25% for the same cost?

- ☐ Relationship status-themed ads
- ☒ Location-themed ads
- ☐ Hobby-themed ads
- ☐ Economic status-themed ads

✓ **Correct**

Correct! Of all the weather types, rain was most likely to encourage consumers to buy Ben & Jerry's. The marketing team used this data to create location-themed ads.

5. This questions relates to the resource: [Bloomberg News \(2016\)](#)

1 / 1 point

Danny Kahneman talks about the three major heuristics (representativeness, availability and anchoring). What is a more general process Kahneman refers to? It means to substitute one question for another.

- ☐ Linear Systems
- ☒ Attribute Substitution
- ☐ Direct Substitution
- ☐ Variable Substitution

✓ **Correct**

Correct! Attribute Substitution means to substitute one question for another.

This question relates to the resource: [MacDonald \(2014\)](#)

6. This question relates to the resource: [MacDonald \(2014\)](#)

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What does Dr Martin Senior say is the most common form of triangulation used?

- ☐ Data triangulation
- ☒ Researcher triangulation
- ☐ Theoretical triangulation
- ☐ Method triangulation



**Incorrect**

Incorrect. Dr Martin Senior says that method triangulation is the most common form of triangulation used.

7. This question relates to the resource: [The Communications Council \(2017\)](#)

1 / 1 point

What were the takeaway messages from the video? Tick all that apply.

- ☒ Understanding your customers means you can reduce your campaign spend because you can make sure the right people are engaging with your promotional content at the right time.



**Correct**

Correct! It is up to you to strategically allocate your campaign spend to ensure the right people are engaging with your promotional content at the right time.

- ☒ Combining datasets can help you better understand your customers.



**Correct**

Correct! It is up to you what you do with this data as to whether it will help you better understand your customers.

- ☐ Understanding your customers means you will reduce your campaign spend because you can make sure the right people are engaging with your promotional content at the right time.
- ☐ Combining datasets will help you better understand your customers.

8. This question relates to the resource: [MuteSix \(2016\)](#)

1 / 1 point

How does Stewart Anderson, CMO of MuteSix, define attribution?

- ☒ Anything driving value

- ☐ The action of ascribing a work or remark to a particular author, artist, or person
- ☐ Touchpoints your customers interact with
- ☐ Anything that causes ROI

✓ **Correct**

Correct! Stewart Anderson, defines attribution as anything driving value. "When I talk about attribution, whether it's in regards to an email, an ad campaign, basically anything driving traffic, when I attribute value back to an ad or back to an email, I am assigning the value of a specific conversion to that source. It's how to, basically, assign value"

9. This question relates to [Yamaguchi \(2014\)](#).

1 / 1 point

Despite the shortcomings outlined in the article, what is one reason why Kohki Yamaguchi believes multi-touch attribution should still be used?

- ☒ It is an immediately actionable model
- ☐ It has high ROI
- ☐ It accounts for influence of external factors
- ☐ It accounts for offline to online effects

✓ **Correct**

Correct! Multi-touch attribution is an immediately actionable model - it is still the only way to gain visibility into marketing impact within a short time frame.

10. This question relates to the resource: [Hubspot \(2017\)](#)

1 / 1 point

In this video, what was said about Attribution Modelling? Tick all that apply.

- ☐ Businesses should keep in mind that attribution modelling analytics are sometimes biased.
- ☒ Attribution modelling can help you determine how to allocate your resources and maximise ROI.

✓ **Correct**

Correct! The video does mention this.

- ☐ Attribution modelling does not take into account the whole customer journey because it does not include offline touchpoints.

- ☒ The correct attribution model/s for your business depend on the product you sell and the length of your buying cycle.



**Correct**

Correct! The video does mention this.