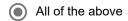
## The CMO

## LATEST SUBMISSION GRADE

66.66%

1.	How will blockchain technology disrupt marketing?
	Profiling customers online by tracking their behavior and capturing their data will become a thing of the past.
	Smart contracts can improve the performance of search engine optimization and price negotiation.
	Advertisers will know with greater precision exactly which elements of their ad budgets delivered results, and what it costs to get a customer's attention.
	All of the above
	<ul> <li>Correct</li> <li>All of the above represent ways that blockchain technology will disrupt marketing.</li> </ul>
2.	How did the company, Brave Software, implement blockchain technology in its development of the Brave web browser?
	It employed a token called the "Basic Attention Token" (BAT) to let advertisers pay end users directly for their attention to ads.
	It replicated the "4P's" of marketing (i.e. product, placement, price, and promotion) on a blockchain, rather than through traditional broadcast-media.
	Brave Software took over the role of Google and Facebook as an advertising intermediary.
	All of the above
	Incorrect Please review the video on "The CMO" for more information.
3.	How can blockchain technology be used to improve a brand?  1/1 point
	It can enable organizations to provide verifiable proofs, rather than claims, about their brands.
	It can enable CMOs to find and reward those who are improving brand and reputation experiences.
	It can enable brand managers to deliver verifiable trust that is transparent for all to see.





## ✓ Correct

All of the above represent ways that blockchain technology can be used to improve a brand.