

# The CMO

LATEST SUBMISSION GRADE

66.66%

1. How will blockchain technology disrupt marketing?

1 / 1 point

- ☐ 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

**Correct**

All of the above represent ways that blockchain technology will disrupt marketing.

2. How did the company, Brave Software, implement blockchain technology in its development of the Brave web browser?

0 / 1 point

- ☐ 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.

☒ All of the above



**Correct**

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