

MKT 6352.0W1 - Marketing Web Analytics and Insights - Su24

Assessments

Review Test Submission: Quiz 1

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|-------------------|---|
| User | Rahul Kotian |
| Course | MKT 6352.0W1 - Marketing Web Analytics and Insights - Su24 |
| Test | Quiz 1 |
| Started | 6/12/24 2:57 PM |
| Submitted | 6/12/24 3:12 PM |
| Due Date | 6/12/24 11:59 PM |
| Status | Needs Grading |
| Attempt Score | Grade not available. |
| Time Elapsed | 14 minutes out of 15 minutes |
| Results Displayed | All Answers, Submitted Answers, Correct Answers, Feedback, Incorrectly Answered Questions |

Question 1

0 out of 1 points




Assume that Page Views were recorded at the following times from one unique cookie (Visitor) on the same day: 8:00am, 9:31am, 09:50am, 10:00am, 11:00pm, 11:02pm
How many visits are there?

Selected Answer:  2 Visits

Answers: 1 Visit

2 Visits

 3 Visits


none of the shown answers

Question 2

1 out of 1 points



What are the key characteristics of an Event?

Selected Answer:  numeric count, available sitewide or tied to an eVar

Answers: qualitative variable, not persistent, can only be tied to traffic metrics

numeric count , persistent, can be tied to revenue

✔ numeric count, available sitewide or tied to an eVar

qualitative variable, persistent, can be tied to events

Question 3

Needs Grading



For January 2023, calculate:

1. Average daily number of Visits
 2. Average weekly Conversion
 3. Monthly Conversion for PC as device
 4. Monthly Units for new visitors coming from Social as Marketing Channel
- (BONUS!!!)**

Selected

Answer:

1. Average daily number of Visits = 7178 (Visits as rows , exported to excel and calucated average)
2. Average weekly Conversion = 5.32% (Week as rows , exported to excel and calucated average)
3. Monthly Conversion for PC as device = 5% (Month as row and used "Mobile Device type" as filter over "Conversion rate "
4. Monthly Units for new visitors coming from Social as Marketing Channel = 48,227 (50.9%) -> Use Freemform table with "New &Repeat Visitors" as the rows and used the Marketing Channel="Social" in the Segment filter

Correct

[None]

Answer:

Response

[None Given]

Feedback:

Question 4

0.5 out of 0.5 points



Page Views >= Visits >= Unique Visitors >= Unique Customers

Selected Answer: ✔ True

Answers: ✔ True
False

Question 5

0 out of 0.5 points



Numeric success event increases the count by 1 each time the event is set

Selected Answer: ✘ True

Answers: True
✓ False

Question 6

0 out of 0.5 points



Numeric success event allows you to pass any number you want to the event

Selected Answer: ✗ False

Answers: ✓ True
False

Question 7

0.5 out of 0.5 points



Page Views >= Visits >= Unique Customers >= Unique Visitors

Selected Answer: ✓ False

Answers: True
✓ False

Wednesday, June 12, 2024 4:19:31 PM CDT

← OK