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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 | Completed |
| Attempt Score | 5.5 out of 7 points |
| 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

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|  |  | | | |
| Incorrect | 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: | Incorrect  2 Visits | | Answers: | 1 Visit | |  | 2 Visits | |  | Correct  3 Visits | |  | none of the shown answers | |  |  |  |

* **Question 2**

1 out of 1 points

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| Correct | What are the key characteristics of an Event? |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  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 | |  | Correct  numeric count, available sitewide or tied to an eVar | |  | qualitative variable, persistent, can be tied to events | |  |  |  |

* **Question 3**

3.5 out of 3 points

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| Correct | 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 Answer: | [None] | | Response Feedback: | * 1. Average daily number of Visits **7,178**   2. Average weekly Conversion  **5.32%**   3. Monthly Conversion for PC as device ***5.23%***   4. Monthly Units for new visitors coming from Social as Marketing Channel ***(BONUS!!!) 100*** | |  |  |  |

* **Question 4**

0.5 out of 0.5 points

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| Correct | Page Views >= Visits >= Unique Visitors >= Unique Customers |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  True | | Answers: | Correct  True | |  | False | |  |  |  |

* **Question 5**

0 out of 0.5 points

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| Incorrect | Numeric success event increases the count by 1 each time the event is set |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Incorrect  True | | Answers: | True | |  | Correct  False | |  |  |  |

* **Question 6**

0 out of 0.5 points

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| Incorrect | Numeric success event allows you to pass any number you want to the event |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Incorrect  False | | Answers: | Correct  True | |  | False | |  |  |  |

* **Question 7**

0.5 out of 0.5 points

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| Correct | Page Views >= Visits >= Unique Customers >= Unique Visitors |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  False | | Answers: | True | |  | Correct  False | |  |  |  |

Sunday, June 23, 2024 11:43:05 AM CDT