Review Test Submission: Lecture 01 Quiz

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Course	MKT 6321.0W1 - Interactive and Digital Marketing - S24
Test	Lecture 01 Quiz
Started	1/19/24 9:37 AM
Submitted	1/19/24 9:43 AM
Due Date	1/22/24 11:59 PM
Status	Completed
Attempt Score	9 out of 9 points
Time Elapsed	6 minutes
Results Displayed	All Answers, Submitted Answers, Correct Answers, Feedback, Incorrectly Answered Questions

Question 1
1 out of 1 points

A customer journey examines all of the following steps except for _____.

Selected Answer: ✅ c. Collaboration

Answers:
    a. Awareness

    b. Decision

    ✅ c. Collaboration

    d. Purchase

Question 2
1 out of 1 points

The correct formula for Calculating the CAC (cost to acquire a customer) is?

Selected Answer: ✅ c.

Total marketing campaign costs to acquire a customer/total customers acquired

Answers:
    a. Promotional expenses/ROI

    b. Revenue-Cost of goods on a per acquired customer basis

✅ c.

Total marketing campaign costs to acquire a customer/total

customers acquired

d. LTV/Cost to acquire a customer

Question 3

1 out of 1 points

Which of the following is an example of primary data?

Selected Answer: ✅ c. Split A/B testing

Answers:
    a. Adword's Keyword Planner

    b. Syndicated market research

✅ c. Split A/B testing

    d. Google Trends

Question 4

1 out of 1 points

The allowable is one metric used to determine what conversion rate you need to break even

Selected Answer: ✅ True

Answers: ✅ True

    False

Question 5

1 out of 1 points

Product differentiation must always be real and not just a perception

Selected Answer: ✅ False

Answers: True

✅ False

Question 6

1 out of 1 points

The following is an example of a possible strategy

Selected
Answer: ✅ b. Product differentiation

Answers: a.

Spending 60% of the marketing budget on Facebook and Google ads

✅ b. Product differentiation

An engaging social media competition

c.

d. Develop a Mobile app for our target audience

Question 7

1 out of 1 points

All of the following are examples of secondary data except for _____.

Selected Answer: ✅ a. surveys

Answers: ✅ a. surveys

b. Google search

c. White papers

d. blogs

Question 8

1 out of 1 points

The ideal acquisition cost for a prospect is best expressed by this ratio

Selected Answer: ✅ c. CLTV to CAC 3:1

Answers: a. Breakeven

b. 2X your average net profit

✅ c. CLTV to CAC 3:1

d. CLTV to CAC 1:3

Question 9

1 out of 1 points

The ideal LTV to CAC (customer acquistion cost) ratio is 1:1

Selected Answer: ✅ False

Answers: True

✅ False

Friday, January 19, 2024 9:43:29 AM CST

← **OK**