**Chapter 14: Measuring and Evaluating Web Marketing Programs**

**MULTIPLE CHOICE**

1. One of the important priorities of the Papa Gino’s metrics program described in the text was:

a. improve the effectiveness of their email marketing.

b. redesign their website.

c. collect data about pizza topping preferences.

ANS: A REF: p. 376

1. The Sybase metrics program described in the text showed that:

a. it is not possible for a B2B company to use website metrics effectively.

b. it is not possible to combine data from offline and online marketing campaigns in metrics programs.

c. combining website metrics and data from regional sales forces can shed light on the effectiveness of marketing activities.

ANS: C REF: pp. 376-377

1. Which of the following is a true statement about the nature of participants in a usability test?

|  |  |
| --- | --- |
| a. | Participants need to have a high level of computer expertise. |
| b. | Fifteen participants can identify virtually all the usability problems. |
| c. | A large sample is required. |

ANS: B REF: p. 381

1. A site that is partly or fully functioning but that has not yet been released to the public is called a:

|  |  |
| --- | --- |
| a. | concept site. |
| b. | model. |
| c. | prototype. |

ANS: C REF: p. 379

1. The primary purpose of a usability test is to:

a. ensure that the site works properly to assure good customer experience.

b. give programmers the data they need to produce a usable site.

c. help marketers estimate the volume of sales the site will produce.

ANS: A REF: p. 379

1. Usability tests should be conducted:

|  |  |
| --- | --- |
| a. | at various points during a site's life cycle. |
| b. | before the site is first deployed onto the Internet. |
| c. | both of the above. |

ANS: C REF: p. 381

1. The two categories of website metrics are:

a. file loading time and successful page loads.

b. business performance and technical site performance.

c. marketing metrics and operations metrics.

ANS: B REF: p. 381

1. Which of the following is appropriate when designing a usability test?

|  |  |
| --- | --- |
| a. | Restricting participants to only selected pages on the site. |
| b. | Requiring a random sample of the Internet-using population. |
| c. | Asking participants to perform specific tasks on the site. |

ANS: C REF: p. 380

1. Which of the following is a true statement about Internet metrics?

|  |  |
| --- | --- |
| a. | Hit counters provide useful data about the characteristics of the audience that visits a site. |
| b. | Usability testing assess how well the site works from the customer's perspective. |
| c. | Marketers and IT technicians are both direct users of website performance statistics. |

ANS: B REF: pp. 380-383

1. Which of the following data items is**not**recorded by server request logs?

|  |  |
| --- | --- |
| a. | A code that indicates whether the request was successful or not. |
| b. | The e-mail address of the requesting computer. |
| c. | The site from which the visitor was referred. |

ANS: B REF: p. 385

1. IT technicians monitor performance by studying metrics on:

|  |  |
| --- | --- |
| a. | click-throughs from advertising campaigns. |
| b. | the ability of users to perform desired tasks. |
| c. | the performance of each file on a web page. |

ANS: C REF: p. 384

1. Which of the following is a true statement about tagged web pages?

a. The user must give permission to have web pages tagged.

b. The marketer can turn tagged pages off and on at will.

c. Neither of the above.

ANS: C REF: p. 387

1. Which of the following are traffic measures?

|  |  |
| --- | --- |
| a. | Unduplicated audience and consumer panels |
| b. | Hits and server logs |
| c. | Hits and ad impressions |

ANS: C REF: p. 389

1. Tagged web pages and cookies work together to:

a. produce useful metrics for marketers.

b. ensure efficient site performance.

c. they don’t work together.

ANS: A REF: p. 388

1. The type of cookie that remains on a user's computer for a specified period of time is called:

|  |  |
| --- | --- |
| a. | a session cookie. |
| b. | a persistent cookie. |
| c. | no cookie remains on a computer longer than a single website visit. |

ANS: B REF: p. 387

1. The best way to assess Internet usage patterns of individuals both at home and at work is to use:.

|  |  |
| --- | --- |
| a. | consumer panels. |
| b. | cookies. |
| c. | special measurement software. |

ANS: A REF: p. 389

1. The time frames available for Internet metrics are:

a. chosen at the time the metrics platform is installed.

b. include by day, week, or month.

c. are controlled by the supplier of the metrics platform.

ANS: B REF: p. 390

1. The primary criterion for choosing which web metrics are required to measure effectiveness is:

|  |  |
| --- | --- |
| a. | the metrics that are available from the server logs. |
| b. | the objectives of Internet marketing. |
| c. | the ability of web metrics firms to provide the necessary data. |

ANS: B REF: p. 390

1. \_\_\_\_\_\_\_\_ is a summary display of metrics data for the marketer's desktop.

|  |  |
| --- | --- |
| a. | Top-line |
| b. | Dashboard |
| c. | Report |

ANS: B REF: p. 391

1. Path analysis metrics are important:

|  |  |
| --- | --- |
| a. | to marketers who need to understand how their advertising programs are working. |
| b. | to marketers who need to understand how visitors are using the site. |
| c. | to IT technicians who need to understand which pages are most used. |

ANS: B REF: p. 398

1. Comparative data about various websites is available:

a. from the user’s own metrics platform.

b. from interactive advertising agencies.

b. from platforms that produce metrics from user panels.

ANS: C REF: p. 400

1. The best description of Key Performance Indicators (KPIs) is:

a. metrics that measure how the business is performing against objectives.

b. KPIs are collected using a special type of web bot.

c. KPIs are focused only on sales objectives.

ANS: B REF: pp. 402-403

1. Which is a type of metrics not readily available on conventional web metrics platforms?

a. Social media marketing metrics

b. Mobile marketing metrics

c. Neither of the above

ANS: A REF: p. 402

1. When describing their ability to measure the effectiveness of Internet marketing most marketers say they are:

a. confident they are measuring ROI effectively.

b. working to improve their measurement capabilities.

c. not satisfied with the commercial metrics platforms.

ANS: B REF: p. 403

**TRUE/FALSE**

1. Most marketers find measuring their performance across all channels a difficult challenge.

ANS: T REF: p. 377

1. Enterprise metrics include traffic, audience and campaign metrics.

ANS: T REF: p. 378

1. Website usability is concerned with the customer's ability to use the site easily to complete tasks.

ANS: T REF: p. 379

1. It is important that marketers take a technical perspective in assessing website usability.

ANS: F REF: p. 379

1. A prototype is a website that is not yet fully functional.

ANS: T REF: pp. 380-381

1. Only enterprises with sophisticated testing laboratories can conduct meaningful usability tests.

ANS: F REF: p. 380

1. It is necessary to have a large random sample in order to conduct a usability test that uncovers most website problems.

ANS: F REF: p. 381

1. Marketers are able to choose which data items from the clickstream to record on the server logs.

ANS: F REF: p. 385

1. Site performance data provides a key set of metrics for IT technicians to use in assessing the success of their programs.

ANS: T REF: pp. 383-384

1. Hits are the most useful of the Internet metrics.

ANS: F REF: p. 385

1. Traffic, audience and campaign measures are all important in evaluating the business effectiveness of a website.

ANS: T REF: p. 384

1. A tag is a small piece of code that allows marketers to track visitor’s movement from one page to another.

ANS: T REF: p. 386

1. A cookie is a few lines of computer code that is placed on the user's computer.

ANS: T REF: p. 387

1. Tagged pages and cookies work together to produce useful metrics for the marketer.

ANS: T REF: p. 388

1. Panel data allows marketers to obtain Internet usage data from identified users.

ANS: T REF: p. 388

1. Audience measures include profile data about all website visitors.

ANS: F REF: p. 390

1. It is not possible for marketers to obtain metrics from campaigns that take place off the website.

ANS: F REF: p. 390

1. The number of Internet metrics that can be obtained from websites and marketing programs is almost infinite.

ANS: T REF: p. 390

1. It is important to choose relevant metrics with marketing program objectives in mind.

ANS: T REF: p. 391

1. Metrics platforms allow marketers to analyze Internet metrics by audience segment.

ANS: T REF: p. 397

1. Path analysis helps marketers understand how their customers are using the site.

ANS: T REF: p. 398

1. A commercial metrics platform identifies KPIs for each customer.

ANS: F REF: p. 402

1. Mobile marketing websites produce essentially the same types of metrics as traditional websites.

ANS: T REF: p. 403

1. The issues surrounding Internet metrics have generally been resolved and marketer can trust that they are using satisfactory measures going forward.

ANS: F REF: p. 403

**ESSAY**

1. Explain in detail the nature and purposes of usability testing. Be sure to discuss whether usability testing can and should be done for websites of any size or age.

ANS:

Dr. Nielsen's approach is described in the text. I likened it to a focus group, with which it shares many methodologies. The key is to determine whether visitors can perform desired tasks on the site, preferably smoothly and efficiently. Usability testing can be done at the concept, prototype or completion (full functionality) stage. I describe the best approach to usability testing as "early and often," especially if the metrics suggest there may be problems.

REF: pp. 379-381

2. The two basic approaches to producing in-depth traffic and audience metrics are server log data and the collection of panel data. Describe each in detail, indicating both how they are similar and how they differ from one another. Give an example of a metric produced by each.

ANS:

Server logs collect each file request as pages are served as well as data about the origin of the request. Panel data collects web use data from a statistically valid sample of identified Internet users.

Both collect audience, traffic and campaign data. Panels have the additional benefits of being able to combine profile data of panel members and to offer comparative measures like traffic to competitor sites.

REF: pp. 385-389

3. It is important for marketers to use objectives to guide their selection of relevant metrics. Discuss in detail the meaning and implications of this statement.

ANS:

This question is intended to get students to articulate the huge volume of data that is available to the marketer. The only way to determine what data are needed is to start with objectives. The issue is "what data items are needed to answer the question of whether we have achieved our objectives or not." This question should guide the selection of metrics to be purchased and/or followed. It is the only way to prevent drowning in the torrent of data produced by the Internet.

REF: pp. 401-402

4. Construct a brief, one paragraph, description of a user Internet session. Explain what specific metrics this session might produce and how a marketer might use the metrics to evaluate or improve some aspect of the firm's Internet marketing.

ANS:

This is a thought question not covered in this manner in the chapter. It does go back to the discussion of scenarios in Chapters 9 and 12. It also draws from the discussion of path analysis, but basically it is an attempt to get students to put together metrics content with material covered in previous chapters in a logical manner.

REF: p. 398

**Chapter 15: Social and Regulatory Issues: Privacy, Security, and Intellectual Property**

**MULTIPLE CHOICE**

1. Among the actions businesses should take to improve trust in themselves and their brands are:

a. align their business mission with the social good.

b. conduct advertising campaigns to tell why they should be trusted.

c. neither of the above.

ANS: A REF: p. 410

1. Actions taken by consumers to protect the privacy of their data include:

a. boycotting websites.

b. email campaigns.

c. rejecting cookies.

ANS: C REF: p. 411

1. The dimensions of trust on the Internet include:

a. organizations that monitor behavior of websites.

b. security of personal data.

c. public relations activities of enterprises.

ANS: B REF: p. 411

1. Brands that are trusted by Internet consumers benefit by:

a. reduced cost of customer acquisition.

b. wider visibility.

c. more visitors to their websites.

ANS: A REF: p. 411

1. Which of the following online marketing activities is most disliked by consumers:

a. banner advertising.

b. email newsletters.

c. behavioral tracking.

ANS: C REF: p. 413

1. What actions are marketing trade groups taking to try to calm the concerns of consumers about behavioral tracking:

a. educating consumers about online behavioral advertising.

b. introducing an icon for advertisers who comply with industry policies.

c. both of the above.

ANS: C REF: p. 414

1. What kinds of data do consumers tend to consider sensitive?

a. health-related.

b. goods and services purchased.

c. websites visited.

ANS: A REF: p. 416

1. Privacy on social networks:

a. presents difficult issues for both consumers and marketers.

b. is guaranteed by the social networks.

c. is not generally an issue of concern.

ANS: A REF: pp. 416-417

1. In the United States, laws have **not** been passed regulating the collection and use of personal information about:

a. financial activities of consumers.

b. people over 65 years of age.

c. information collected from children.

ANS: B REF: pp. 419-422

1. \_\_\_\_\_\_\_\_ is the law that protects the medical data of patients.

a. FTC

b. COPPA

c. HIPPA

ANS: C REF: pp. 422-423

1. Among the business practices recommended by the Federal Trade Commission are:

a. greater transparency in consumer data collection policies and practices.

b. a standard privacy policy to be used by all business entities.

c. survey consumers about their attitudes toward the company’s privacy policies.

ANS: A REF: p. 423

1. \_\_\_\_\_\_\_\_ is one of the fair information practice principles.

|  |  |
| --- | --- |
| a. | Choice |
| b. | Authentication |
| c. | Entitlement |

ANS: A REF: p. 424

1. A true statement about consumer practices related to the security of their data is:

a. most users are confident that they can identify a phishing email.

b. most users are not sure they are protected from malware.

c. neither of the above.

ANS: B REF: p. 428

1. Software that tracks consumer's activities on the web, usually without their knowledge, is called:

|  |  |
| --- | --- |
| a. | openware. |
| b. | spyware. |
| c. | traceware. |

ANS: B REF: p. 428

1. \_\_\_\_\_\_\_\_ is generally considered the most important data security problem on and off the Internet:

a. Viruses

b. Spam

c. Identity theft

ANS: C REF: p. 430

1. The law that attempts to bring intellectual property regulation into the digital age is:

|  |  |
| --- | --- |
| a. | Fair Information Practices Law. |
| b. | Treaty of Rome. |
| c. | Digital Millennium Copyright Act. |

ANS: C REF: p. 431

1. Which of the following are is **not** a true statement about intellectual property issues on the Internet?

a. P2P file sharing is acceptable in the eyes of copyright law.

b. The Internet has magnified the problem of protecting intellectual property.

c. Businesses show little concern for intellectual property protection.

ANS: A REF: pp. 431-432

1. Creative Commons is a:

a. government program to protect intellectual property.

b. voluntary alternative to traditional copyright law.

c. oftware program that protects against malicious content.

ANS: B REF: p. 433

**TRUE/FALSE**

1. Trust, always at the heart of our economic system, has become even more important in the Internet Age.

ANS: T REF: pp. 410-411

2. Businesses have a long run competitive advantage as a result of having trusted brands.

ANS: T REF: p. 411

3. The rise of social media has added another dimension to consumer concerns about the privacy of PII.

ANS: T REF: p. 412

4. There is no way for Internet sites to collect data about consumers without the consumers being aware that data is being collected.

ANS: F REF: p. 413

5. When consumers are informed about the nature of behavioral tracking they become more comfortable with its use.

ANS: F REF: p. 413

6. Consumers consider all personal data to be roughly equivalent in terms of its sensitivity.

ANS: F REF: p. 416

7. Marketers are not able to collect much useful consumer data from social networks.

ANS: F REF: pp. 415-416

8. In recent years users have become concerned about the privacy of PII on their mobile devices.

ANS: T REF: p. 418

9. The provisions of COPPA apply only to children under 6 years of age.

ANS: F REF: p. 422

10. Financial services institutions in the U.S. are required by law to notify consumers about their privacy policies.

ANS: T REF: p. 421

11. Privacy policies should be prominently posted on the corporate website.

ANS: T REF: p. 423

12. Under the fair information practice principles the consumer should be able to obtain redress for injuries suffered as a result of business violations.

ANS: T REF: p. 424

13. Privacy seals are part of the U.S. government's program to increase Internet security.

ANS: F REF: p. 425

.

14. Fake websites can be set up for the purpose of stealing data such as credit card numbers.

ANS: T REF: p. 429

15. Identity theft is a consumer problem, not a concern of business.

ANS: F REF: p. 430

16. Intellectual property includes only works that have been legally copyrighted by the owner.

ANS: F REF: p. 431

17. Except for music, issues concerning intellectual property have not changed much as a result of the Internet.

ANS: F REF: p. 433

18. Creative Commons is an effort to promote sharing of content while protecting the rights of the creator.

ANS: T REF: p. 433

**ESSAY**

1. There are a number of actions that businesses can take to increase the level of trust that consumers have in them. Identify three specific actions and explain why they are important in creating trust.

ANS:

Being transparent about data collection and use, via privacy policies and other actions, is one way. Use of one or more privacy seals may be another. Adhering to the FIPPA, and making that known to consumers, would be another. Being vigilant about data security, and again, making this evident to consumers is another. There is probably nothing more damaging to corporate trust than a well-publicized data breach? Should they not use behavioral tracking, adware and spyware? It would be difficult to target ads without the behavioral tracking allowed by adware, but companies could probably do without spyware. Less obviously, but perhaps equally importantly, companies can be an active force in their industry supporting consumer-friendly data practices. They can also engage in programs that support the communities in which they have a presence and/or engage in cause-related marketing.

Trust takes long effort to build and can be destroyed quickly.

2. Consumers do not need to be concerned about the privacy of their PII on social networks. Take a position on that statement and give reasons that support your position.

ANS:

Most experts would agree that consumers do need to be concerned. The degree of concern is another matter. A cynic would say that consumers should not post any information—content, images, whatever—that they do not want to be shared.

On the other hand, businesses can and do collect a great deal of data about the activities of consumers on social networks. While that data is not supposed to be shared with other businesses without opt-in permission there is a lot of concern about data leaks between corporate accounts and various apps. The Facebook campaign manager example in the Social CRM section of Chapter 11 showed that it is possible for companies to obtain, with permission, all the activity data that Facebook has stored on them.

It is also true that consumers share with one another and that could open their data to sharing that has been authorized, not by themselves, but by their friends.

The opportunities for businesses to obtain data are many. It is up to the consumer to ensure that there is no damaging data that can be obtained.

3. There are several security issues that affect consumers. Choose two specific issues. Explain the nature of the issue, what consumers can do to protect themselves, and what business should be doing to protect consumers.

ANS:

Some of the issues include:

* Spyware and adware; what damage these actually do is questionable, but they are of concern to consumers.
* Phishing, pfarming, and spoofing are intended to defraud and are potentially quite damaging.
* Recent events imply that data security breaches, of data stored by organizations of all types, like the credit card breach of 2012 or even of data in transmission as in the earlier TJX breach, all show that intrusion into systems is a huge problem.
* Consumers are correctly concerned about theft of credit card and other financial information both on and offline.
* It could be that all of this equals the fear of identity theft.

While there are specific business actions that could be associated with each consumer concern, the imperative seems to be for organizations to upgrade the security of their systems and to stay one step ahead of disgruntled employees or outside hackers. That is obviously a huge undertaking.

4. Digital property rights represent a contentious subject among many groups associated with the Internet. Explain why it is a problem and how it affects both Internet users and businesses.

ANS:

Music is probably the context most students will use because they are more familiar with it. People want to enjoy the music they like and many are not too fond of the music industry. For instance, consumers have long complained that they have been forced to buy entire CDs to get only one song they like. iTunes has made that situation better; should it receive some credit for the fact that illegal downloading seems to have decreased a bit? Students may be aware of the degree to which some prominent rock groups have railed against illegal downloading, including support of SOPA in the U.S. Some individuals and groups going so far as to say that new music, new musical groups may not be able to evolve in an environment in which intellectual property is not respected. Publishers also have their obvious interest in this area.

Students may also be aware of the impact that IP issues, particularly the Digital Millennium Copyright Act, have had on information provision in libraries and in the way we supply information directly to them. They may also be users of on-demand and streaming media and have paid attention to the way that type of content is protected from illegal downloads.

**Chapter 16: Mobile Marketing and Related Developments**

**MULTIPLE CHOICE**

1. The adoption stage in which a new product has become a part of the user’s lifestyle is called:

a. permanent adoption.

b. loyalty.

c. internalization.

ANS: C REF: p. 441

1. \_\_\_\_\_\_\_\_ is a product characteristic that determines ease of adoption.

a. Relative advantage

b. Sustainable advantage

c. Substitutability

ANS: A REF: p. 441

1. Among the strategic implications of pervasive computing are:

a. marketers must wait for customers to contact them.

b. marketers must be able to contact customer near the time and place of purchase.

c. content will become less important than context.

ANS: B REF: p. 443

1. Dimensions of the pervasive computing environment include:

a. anywhere.

b. any time.

c. both of the above.

ANS: C REF: p. 443

1. True statements about the global mobile environment include:

a. some countries have already passed 100% penetration of cell phones.

b. mobile is expected to be the dominant method of accessing the Internet in a few years.

c. both of the above.

ANS: C REF: p. 444, 445

1. Strategic drivers of wireless technology include:

a. localization.

b. larger screens.

c. new methods of advertising.

ANS: A REF: p. 448

1. \_\_\_\_\_\_\_\_ is one of the strategic drivers of mobile marketing.

a. Advertising

b. 1-click payment mechanisms

c. Decrease in consumer concern about the privacy and security of their personal data

ANS: B REF: p. 447

1. Expanded permission marketing is necessary in the mobile marketing environment because:

a. government regulations establish the kind of permissions that are necessary.

b. mobile customers want control over how much information they receive and when.

c. it is required by geographical location software.

ANS: B REF: p. 447, 448

1. A channel that is **not** a mobile marketing channel are

a. display ads.

b. videos.

c. neither of the above.

ANS: C REF: p. 448

1. A true statement about mobile marketing campaigns is:

a. a mobile marketing campaign needs elements of traditional online or offline marketing.

b. careful attention must be given to metrics that will be used to measure the success of the campaign.

c. marketers can assume that younger consumers are better targets for a mobile campaign.

ANS: B REF: p. 449

1. An element **not** included in mobile marketing campaigns should be:

a. email lists purchased from third-party list brokers.

b. a call to action.

c. metrics specific to the campaign itself.

ANS: A REF: p. 451

1. Mobile apps are primarily of interest to:

a. young consumers with active lifestyles.

b. older, more affluent consumers.

c. it depends on the app and the target audience.

ANS: C REF: p. 452, 454

1. Location-based mobile marketing is:

a. banned in the United States.

b. accessible to small, local retailers.

c. available from any web hosting service.

ANS: B REF: p. 455, 456

1. Groupon represents the type of location-based marketing that:

a. takes advantage of consumers’ desire to get a special deal

b. makes offers to only a specialized groups of highly-targeted consumers

c. is popular with all marketers because it brings in so many customers

ANS: A REF: p. 456

1. The barcodes used in mobile marketing include:

a. only 2 dimensional bar codes.

b. both QR codes and NFC.

c. both of the above.

ANS: B REF: p. 457, 458

1. Shopping apps can be used to:

a. check prices at the point of purchase.

b. register complaints with retailers.

c. neither of the above.

ANS: A REF: p. 459

1. \_\_\_\_\_\_\_\_ technology is a way two devices located in close proximity can communicate with one another.

a. OR code

b. NFC

c. Apps

ANS: B REF: p. 459

1. One mobile marketing channel that has not experienced robust growth over the last few years is:

a. podcasting

b. search

c. email

ANS: A REF: p. 460

1. Digital convergence is explained by:

a. increasing ability of a single device to fulfill all user needs.

b. significant changes in the structure of the media industry.

c. technology that allows for centralized control of communications technologies.

ANS: B REF: p. 462

1. \_\_\_\_\_\_\_\_ is the acronym that describes the converged media environment

a. Pervasive computing

b. Microtargeting

c. SoLoMo

ANS: C REF: p. 462

**TRUE/FALSE**

1. The adoption chasm is a concept that suggests many high technology products do not make it past the Early Adopter stage of adoption.

ANS: T REF: p. 441

1. The pace of adoption of innovative products seems to have been decreasing in recent years.

ANS: F REF: p. 442

1. Data suggests that consumers in developing countries have been slow to adopt mobile devices including cell phones.

ANS: F REF: p. 444

1. Experts predict that mobile is expected to be the dominant way of accessing the Internet within the next few years.

ANS: T REF: p. 445

1. SIM cards are removable devices that identify the owner of a cell phone.

ANS: T REF: P. 447

1. Since mobile marketing campaigns are usually part of larger Internet marketing campaigns it is not necessary to develop specific plans for them.

ANS: F REF: pp. 449-451

1. Smartphones and tablets are the driving force behind the explosion of mobile apps.

ANS: T REF: p. 452

1. Mobile apps are primarily target to young adult males.

ANS: F REF: pp. 453, 454

1. Services like Google Places make location-based marketing accessible to even small businesses.

ANS: T REF: p. 455

1. Foursquare offers consumers the ability to check in on their phones and receive location-based promotions.

ANS: T REF: p. 455

1. Retailers are uniformly pleased with the cost-effective traffic delivered by Groupon.

ANS: F REF: p. 456

1. QR codes are limited to a small amount of data describing the product.

ANS: F REF: p. 457

1. QR codes are limited in the media channels on which they can appear.

ANS: F REF: p. 457

1. NFC stands for new format communications, an emerging competitor to QR codes.

ANS: F REF: p. 459

1. The criteria for self-regulation of mobile marketing are significantly different from those previously applied to the wired Internet.

ANS: F REF: p. 461

1. Digital convergence refers to a single large device that can satisfy all the requirements of a user.

ANS: F REF: p. 462

1. SoLoMo is an acronym that describes the converged media environment.

ANS: T REF: p. 462

1. Huffington Post has a business model that mirrors that of offline print newspapers.

ANS: F REF: p. 464

**ESSAY**

1. Construct a scenario about a day in the life of a consumer in an environment that is characterized by pervasive computing and media convergence.

ANS:

This is an update of an essay question designed to get students to think about the world in which we all are living. You could make it more specific—“a student,” for example but it tends to work well to let students choose their own context.

Do hold them to some discussion of pervasive computing and of media convergence (you might or might not want to make the question specific about that). It will be good if they use their creative imagination, but they should stick with the technology available or at least visible on the horizon at present. There is plenty of that to make life interesting without going into cartoon-type adventure fantasy.

1. Discuss in detail the nature of the strategic drivers of wireless adoption. Give a brief example of each.

ANS:

The drivers are:

* Context (both localization and personalization) (a coupon delivered as a shopper walks by a store in a shopping mall)
* Time sensitivity (the coupon is also a good example here)
* High value (seems obvious, but the coupon must be of sufficient value to warrant the intrusion)
* Availability of one-click payment mechanisms (entering a substantial amount of data on small keyboards is difficult and prone to error; that makes the coupon a good idea, since it is redeemed at the retail point of purchase)
* Security (how does the marketer convince the consumer that it is safe to accept and use the coupon)
* Respect for privacy (if mobile marketers spam the consumer, a way will be found to cut them off)
* Use of expanded permission marketing (ask the consumer when, where, how, and how often she is willing to be contacted; then develop systems that confirm to her wishes, which is harder). What if she has already received two wireless promotions this week, and that is the limit she has set?

1. Mobile apps have become a staple of contemporary life. Why are they so popular with consumers? Why have they become so important to marketers?

ANS:

From a consumer perspective it is probably summed up by, “There’s an app for that.” The range of app content seems infinite and therefore the segments to which they can appeal seem endless. Add to that the “anywhere, anytime” pervasiveness, and their appeal seems obvious.

From a marketer perspective the limitless options are also important. That allows marketers to develop apps for specific segments, individual promotions or events, particular types of content and probably a lot more. Add to that the fact that app development is cost effective and relatively quick as compared to say, developing a website, and the usefulness seems obvious.

You might want to ask students to give an example of an app that exemplifies the consumer appeal and one that demonstrates the marketing effectiveness.

4. Mobile marketing offers numerous opportunities to small businesses. Explain why that is true and give examples of specific technologies or tools that are within the reach of most small businesses.

ANS:

The text points out that many of the tools are self-service and many are relatively low in cost. In addition, small businesses are likely already using some of the channels like email, and it is relatively easy to add a mobile option. They offer possibilities for localization and consequently reaching a target market in a highly-cost effective manner.

Examples include:

* Mobilizing channels already in use like email and video
* Making sure that social media channels are mobilized (usually an option provided by the platform)
* Text messaging programs, often reminders or retention
* QR codes, which are easy to do one’s self. NFC tags can also be made on available platforms, although that seems less common at present.
* Delivering coupons via platforms like Groupon and LivingSocial
* Using location-based services like Foursquare to deliver promotions
* Encouraging sharing, including mobile promotions.
* Commissioning mobile apps. Mobile apps require skilled developers, not the forte of most small business people, and they can get a bit pricey, but it is a possibility.
* Commissioning a mobile website. That, too, is not free, but both Google and Yahoo! are encouraging small businesses that make use of directory services to go mobile, so you will probably see more of them doing it.
* and probably others I haven’t thought of. It is a substantial list, and to it needs to be added all the social media platforms, all of which can be mobilized rather easily.