

**Sardar Patel College of Engineering, Bakrol**  
**Information Technology Department**  
**INSWA**  
**Assignment-3**

1. How to measure multi-channel marketing strategy?
2. Write an equation for finding.
  - a) Conversion Rate
  - b) Cart abandonment Rate
  - c) Customer Retention Rate
3. What are the key challenges of multi-channel marketing?
4. List out the popular marketing channel.
5. Write down the benefits of multi-channel marketing?
6. Explain what to be considered in e-mail regulations.

Subject Coordinator:

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