

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

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:

Nirali.S.Darji