**TRUE/FALSE (5 questions)**

**Indicate whether the following sentences or statements are true or false.**

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_\_\_\_\_ | Data analytics is the process of collecting and analyzing information in a way that helps a business or brand to improve marketing performance. |
| 2. | \_\_\_\_\_\_\_ | Data analytics is straightforward and easy to perform. |
| 3. | \_\_\_\_\_\_\_ | Consumer data can never be sold. |
| 4. | \_\_\_\_\_\_\_ | PII data does not offer any personal consumer information for marketers. |
| 5. | \_\_\_\_\_\_\_ | Anything that helps a company understand consumer attitudes toward a specific product or service, or perception of a brand, is considered attitudinal data. |

## MULTIPLE CHOICE (5 questions)

**Identify the letter of the choice that best completes the statement or answers the question.**

\_\_\_\_\_\_\_1. Which of the following are methods of collecting consumer data?

a. Online forms b. Internet analytics

c. CRM d. All of the above

\_\_\_\_\_\_\_ 2. A \_\_\_\_\_\_\_ is a small text file that a website places on an individual user’s computer that allows the website to monitor the user’s activity.

a. CRM b. Privacy statement

c. cookie d. brownie

\_\_\_\_\_\_\_ 3. \_\_\_\_\_\_\_\_\_\_\_ data helps businesses to learn more about the decisions consumers make throughout the customer   
 experience journey, and includes details about purchases, loyalty program details, product usage, and browsing   
 habits.

a. Attitudinal b. Behavioral

c. Engagement d. Consumer

\_\_\_\_\_\_\_ 4. Consumer data can be separated into two categories \_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_.

a. PII & Non-PII b. Social media and email

c. Search history & purchases d. Attitudinal and behavioral

\_\_\_\_\_\_\_ 5. \_\_\_\_\_\_\_\_\_ represents one of the biggest concerns regarding how consumer data is used.

a. Efficiency b. Analytics

c. Customer service d. Privacy

## SHORT ANSWER (2 questions)

1. Identify two examples of engagement data.

2. List the seven primary sources for collecting consumer data.