

# WEB METRICS

## DESCRIPTION:

This module covers the concepts of pageviews, visits, visitors, clickthrough rates, cost per click, cost per order, cost per customer acquired, bounce rate, and abandonment rate.

**Tutorial:** 20 slides  
**Problem Sets:** 4 problem sets; 20 questions  
**Average Time:** 50 minutes

## Sample question from problem set:

**Course:** Faculty Access (All Modules in Alphabetical Order)

**Module:** Web Metrics / Problem Set ID: 1033

An online advertisement linked to Nutri, a dietary supplement shop, was served to **84%** of the customers on a sports enthusiast website that attracted **46,000** visits. A total of **530** clickthroughs were recorded. Nutri spent **\$810** on online advertising last month. One in **9** clicks resulted in a purchase.

**What is the clickthrough rate (%)?**



0.00% percent (2 decimal places)

PS1

1

2

3

4

5

SUBMIT ANSWER

EXIT

Problem Sets

0

4

Total Questions

0

20

