## **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

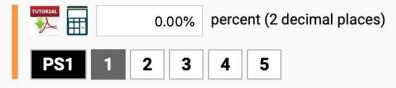
## Sample question from problem set:

**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 (%)?



SUBMIT ANSWER

EXIT

