

Certified Ecommerce Professional Practice Test Questions and Answers

1. What is the primary metric used to measure the effectiveness of an ecommerce conversion funnel?

- A) Page load speed
- B) Conversion rate from visitors to customers
- C) Total number of website visitors
- D) Social media engagement rates

2. In ecommerce analytics, what does "cart abandonment rate" measure?

- A) The percentage of customers who return products
- B) The percentage of users who add items to cart but don't complete purchase
- C) The average time spent browsing products
- D) The number of items removed from wishlists

3. Which payment security standard is essential for ecommerce professionals to understand and implement?

- A) SSL Certificate only
- B) PCI DSS (Payment Card Industry Data Security Standard)
- C) GDPR compliance only
- D) Basic password protection

4. What is the most effective strategy for reducing cart abandonment in ecommerce?

- A) Requiring customer account creation before checkout
- B) Simplifying checkout process and offering multiple payment options
- C) Adding more product recommendations during checkout
- D) Requiring phone verification for all orders

Answers: 1-B 2-B 3-B 4-B

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