

Ecommerce Marketing Practice Test Questions and Answers

1. What is the most effective way to reduce shopping cart abandonment in ecommerce?

- A) Adding more product images
- B) Simplifying the checkout process and offering guest checkout
- C) Increasing product prices
- D) Adding more payment options only

2. Which metric is most important for measuring ecommerce success?

- A) Total website visits
- B) Social media followers
- C) Customer lifetime value (CLV)
- D) Number of blog posts published

3. What is retargeting in ecommerce marketing?

- A) Changing product prices frequently
- B) Showing ads to users who previously visited your website
- C) Targeting new customers only
- D) Optimizing website loading speed

4. Which strategy is most effective for increasing average order value?

- A) Reducing product descriptions
- B) Cross-selling and upselling related products
- C) Limiting payment options
- D) Removing customer reviews

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

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