

## 2011 Paper 8 Question 7

### E-Commerce

- (a) What is meant by the abbreviations CPC, CTR, CPA, ARPU, CLV in relation to online marketing? [5 marks]
- (b) You decide to offer an online ecommerce course. The target sales price is £995.
- (i) How will you market and promote the course online? [5 marks]
- (ii) How will you monitor your marketing campaigns? [5 marks]
- (iii) The table below gives Google estimates of typical keywords. Should you bid for any of these? Justify your answer. [5 marks]

Keyword	Global Monthly Searches	Local Monthly Searches	Estimated Avg. CPC	Estimated Ad Position	Estimated Daily Clicks	Estimated Daily Cost
ecommerce	1,500,000	201,000	£3.02	1.64	62	£191.94
business course	110,000	18,100	£2.63	1.32	8	£21.95
marketing course	60,500	8,100	£2.92	1.3	2	£8.81