

Exam Hacking - Glossary

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- Brand Awareness
- Brand Loyalty
- Customer Engagement
- What is ROI
- Difference between Digital Marketing and Growth Hacking
- What is social proof effect (me too)
- What is Verbatim Effect
- What is product market fit
- What is a focus group

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- What is a focus group
- What is A/B testing
- What is a stunt
- What is Viral Coefficient \ K factor
- Which K factor can be considered successful
- Do an example of an incentive (to share or spread)
- What is stickiness
- What is a conversion
- Conversion rate

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- What is cohort analysis
- What is bounce rate
- What is gamification
- What is user retention and why is so important
- What is gamification