**NMIMS Global Access**

**School for Continuing Education (NGA-SCE)**

**Course: Module 6 - Continue: Building loyal consumers and driving brand advocacy**

**Internal Assignment Applicable for April 2023 Examination**

**1. Your target audience is frequent flyers. You have created an e-commerce website to sell travel insurance. Explain the key metrics you can monitor for measuring engagement of these travelers from your website data. Elaborate on the types of loyalty programs you can use for customer retention & illustrate the marketing funnel for customer purchases.**

**Ans: Introduction:** An e-Commerce loyalty program is a [customer retention tool](https://www.campaignmonitor.com/blog/email-marketing/12-effective-ecommerce-customer-retention-strategies/) geared towards keeping and engaging your existing customers, so they will buy in higher quantities, shop more often, or interact with your brand more frequently. The best programs are easy-to-understand, show a clear path to higher tiers and rewards, and offer a fun experience!

The world of e-Commerce sales is generally characterized by high purchase frequency and equally high churn rates. Many companies belie

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**2. You are selling digital cameras with the help of an online store website you created. Elaborate how can you search for the right influencers to promote your website; elaborate on various tools you can use to find them. What would be your criteria for selecting influencers?**

**Ans: Introduction:** It will need to approach the influencer first, build a connection with them, send some samples, and request for a mention on social media. When someone with significant influence on your target audience says something positive about the product, it's going to build hype and establish trust among the audience through selling digital cameras with the help of an online store

**3. The demand for home loans has increased after recovery from pandemic. M/s ABC, a leading bank, has launched a new application “Instant loan” and wants to leverage the emerging technologies to drive business growth. The loan applicants can apply on the website & submit documents to check their eligibility.**

**a. Explain which are the technologies company can use to create a seamless user experience?**

**Ans: Introduction:** For your [business](https://www.commercient.com/tag/business/) to succeed in the Age of the Customer, it is important that you delight your customers with personalized customer experiences. We’ve found that by leveraging the certain technologies, businesses can easily satisfy and retain their customer bases and improve the customer experience.

**Content:** Here are a few