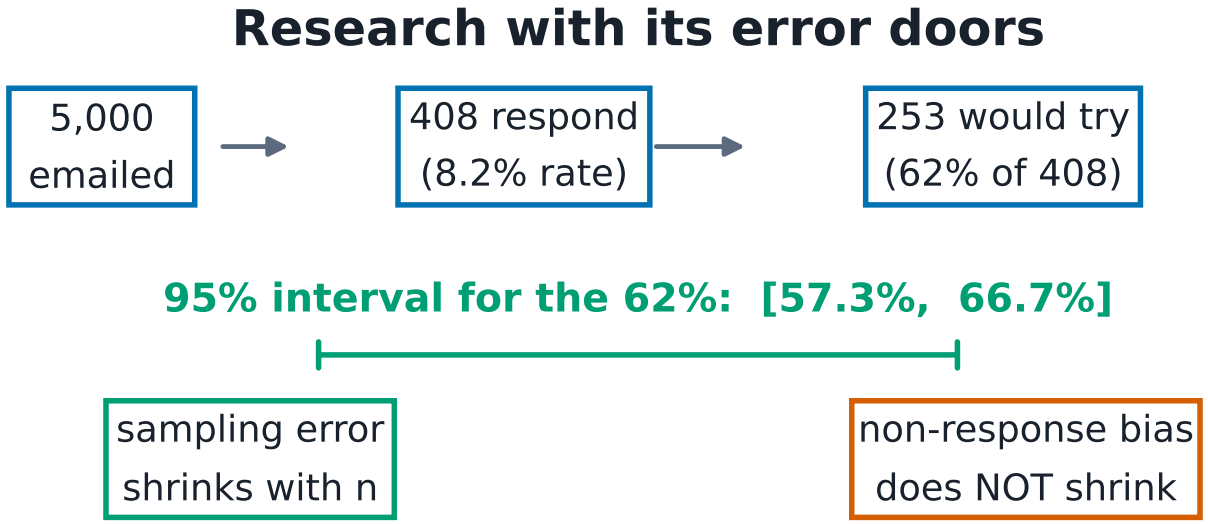
Exercise walk-through

7.7
Marketing ethics

University Business

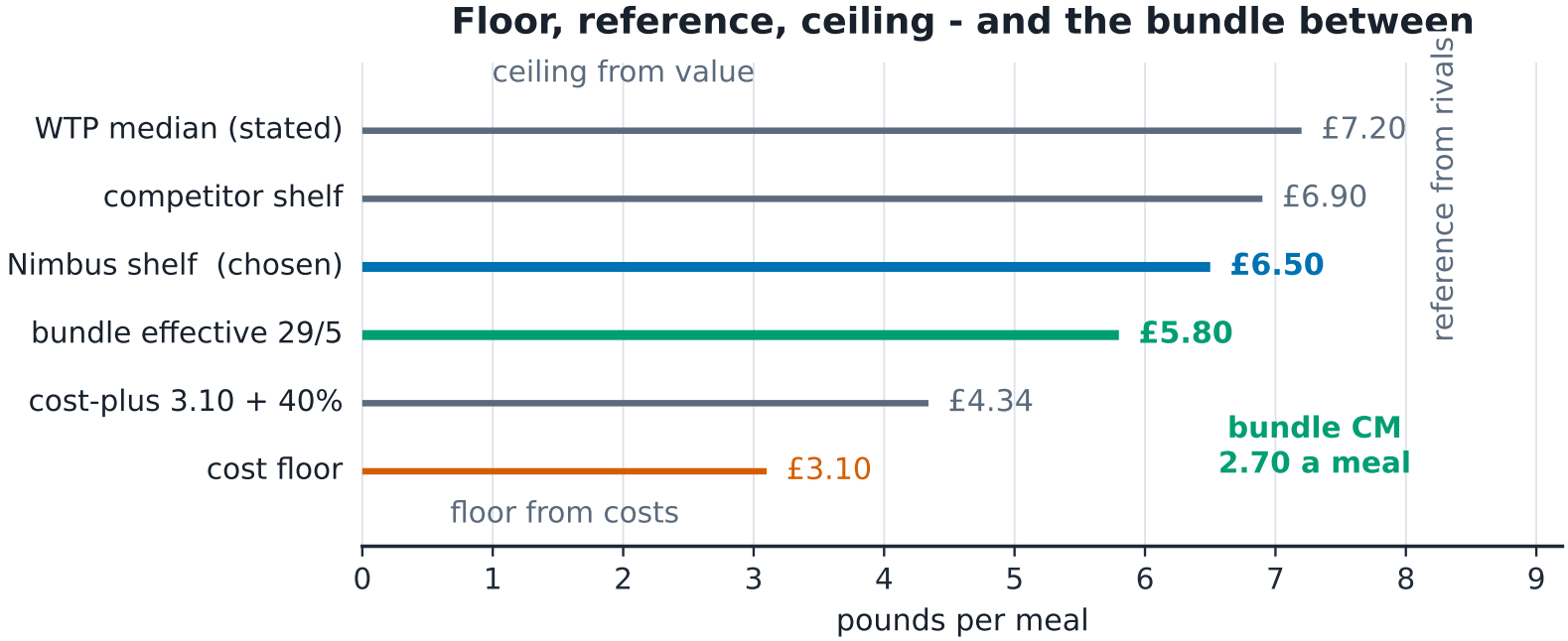
Research: make the belief killable



the survey aims; the A/B offer to 200 (27 accept, 13.5%) decides

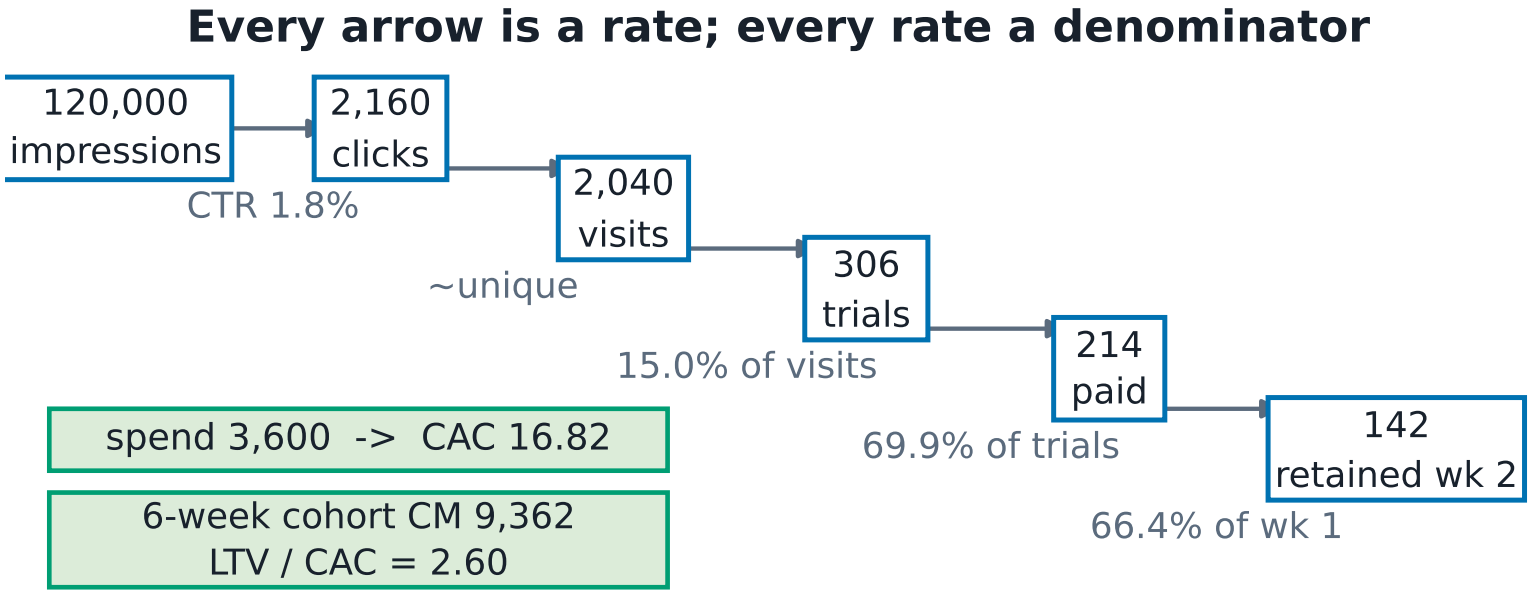
5,000 emailed, 408 replied: 62% intent, interval [57.3, 66.7].

Pricing: floor, reference, ceiling



Floor from cost 3.10, reference from rivals 6.90, ceiling from **value** 7.20.

Promotion: honest denominators



120,000 impressions become 142 retained: CAC 16.82, LTV/CAC 2.60.

Exercises 2.1·2.2

2.1 Compute the consent share and the non-consent share; state whether the default-ON design passes the consent gate, and why. [3]

2.2 The ad claims “users lose 5 kg in a month”; the trial median is 2.1 kg (top decile 5 kg). Rewrite the claim honestly. [2]

Exercises 2.1·2.2

2.1 Compute the consent share and the non-consent share; state whether the default-ON design passes the consent gate, and why. [3]

2.1

- Consent = 15,600/20,000 = 78%; non-consent 22%.
- Default-ON with a buried toggle fails: consent must be opt-IN, informed, easily withdrawn.
- The 4,400 are not a rounding error – they are the licence.

2.2 The ad claims “users lose 5 kg in a month”; the trial median is 2.1 kg (top decile 5 kg). Rewrite the claim honestly. [2]

2.2

- “The top 10% of users lose 5 kg in a month; the median is 2.1 kg” – the number the evidence carries.
- An absolute claim on a decile is false for 90% of buyers.

Exercises 2.3·2.4

2.3 The win-back offer (3 months half price) goes only to the 2,400 churn-flagged accounts. State two fairness problems and one repair. [3]

2.4 The app stores full location history forever ”to improve features”. Which principle fails, and what does compliance look like? [2]

Exercises 2.3·2.4

2.3 The win-back offer (3 months half price) goes only to the 2,400 churn-flagged accounts. State two fairness problems and one repair. [3]

2.3

- Problems: punishes loyal users (they see no offer) and trains “threaten to leave = discount”.
- Repair: a loyalty floor (never worse than new-user pricing) plus an open retention budget at some level.

2.4 The app stores full location history forever ”to improve features”. Which principle fails, and what does compliance look like? [2]

2.4

- Purpose limitation and minimisation: indefinite location history is not needed by any stated purpose.
- Compliance: defined retention window, stated purpose, deletion on request – collect what the purpose needs.