

Questions answered incorrectly:

- Which of the following statements is true?
- When applying email analytics to your email marketing strategy, what step must be completed before you analyze the data?
- Which of the following is NOT a variable you can test in an email marketing A/B test?
- Fill in the blank: _____ could be described as the first door an email must pass through.
- What is the most effective email marketing campaign strategy?
- Imagine you're a furniture retailer who sends weekly emails to your subscribers. You've created segments based on their purchase history and include their first name in the email body. Your email includes a CTA that reads, "Click here." Your open rates are high-performing, but your click-through rates are low. Which of the following is the most viable reason?
- What is the recommended amount of characters for preview text?
- Consider the following scenario. You work for a fashion retail company and have asked your customers' for their favorite fashion brands in your loyalty program sign-up form. You create a segment of customers who prefer designer fashion brands and have also purchased products from your luxury collection in the past 6 months. What is this demonstrating?
- You're running an email campaign. The last email you sent had a click-through rate of 2.7%, while your campaign's average CTR is 3.1%. Is your last email's CTR high-performing or low-performing?
- Which of the following is the HubSpot tool that can help you incorporate automated follow-up into your email marketing strategy?
- Select all that apply. Which of the following are common mistakes in writing email copy?

Questions answered correctly:

- True or false? Open rates are a reliable metric and can serve as the foundation of any deliverability strategy.
- True or false? When you conduct email A/B testing and create test groups, both groups should be a sample of your overall audience (in size and in representation of your contacts).
- What does 'CTA' stand for?
- Which of the following is NOT a way to increase your chances of landing in the primary inbox?
- What is another term for A/B testing?
- What is the primary issue with how Apple's iOS15 and Mail Privacy Protection feature impacts email metrics?
- Which form of email authentication attaches your brand's logo to your messages to authenticate your emails?
- Why should you ask 'What is your goal?' before creating an email marketing strategy?
- True or false? Most ESPs' acceptable use policies are less stringent than both the CAN-SPAM and GDPR.
- Fill in the blanks: A customer fills out a form to download an ebook and checks the box asking for further promotional materials. You send a follow-up email asking for confirmation that they want to receive marketing promotional materials. This can be described as _____ and _____.
- True or false? In email marketing, explicit consent is the only form of acceptable consent.
- Select all that apply. Why is data important in your email marketing?
- Fill in the blank: _____ is the likelihood an email will land in the primary inbox.
- True or false? A best practice for creating CTAs is using 'Click Here' as often as possible.
- Sending a different discount email to certain contacts based on the region a contact resides, is an example of which email marketing concept?
- True or false? When sending emails from a new domain, you begin with a positive reputation and your role is to maintain it.

- A contact receives a follow-up email with a discount two days after signing up for a newsletter. This is an example of which email marketing concept?
- Why is the following example an insufficient SMART goal? 'Increase email engagement rate by improving email subject lines, personalizing content, and optimizing CTA placement.'
- What is segmentation?
- In which scenario, would you consider implementing a sunset policy?
- You send out a marketing email and it does not bounce, but it lands in the spam folder. What is this example demonstrating?
- Imagine you're a marketer for a project management software company. You send monthly emails to your contacts with relevant content regarding industry news, blog posts, and new product features. You segment your subscribers based on their industry, job title, and company size. You address your contacts by their first name in the email body and suggest specific content related to their industry. Your CTA of the last email you sent reads, "Download our ebook." You notice that your open rates are high for both mobile and browser users, but your click-through rates for browser users are significantly higher. Which step might you have forgotten when creating your marketing email?
- Which of the following is NOT a component of building a strong brand voice?
- Which of the following is NOT a core component of a successful CTA?
- What's a click-through rate?
- True or false? The following is an example of persuasive copywriting that incorporates storytelling and emotional appeal: "Your furry friend deserves only the best, and that's exactly what our dog toy subscription box delivers every month. Our carefully curated selection of toys is designed to provide hours of entertainment and joy for your pup. With each delivery, your dog will be eager to rip open the box and discover new toys that are perfect for their size and play style. Treat your furry friend to a monthly surprise and watch their tail wag with joy. Sign up now and give your dog the gift of happiness."
- Select all that apply. What are reasons to avoid using a 'no-reply' sender name?
- 'The process of collecting, measuring, and analyzing data related to your email campaigns' is the definition of what term?
- 'Comparing two versions of marketing material to determine which performs better' is the definition for what term?
- Which of the following is NOT a benefit of A/B testing?
- Fill in the blanks: _____ brings intentionality to the individual emails that land in your contacts' inbox, but _____ allows you to bring intentionality to your entire email marketing infrastructure.
- Which of the following statements is true?
- True or false? In A/B testing, you should always send your emails simultaneously.
- Select all that apply. As the privacy landscape in email marketing changes, what are important factors to keep in mind?
- True or false? The GDPR is not only a privacy law, but also a human rights law.
- 'A software that provides delivery infrastructure for email marketing' describes which of the following terms?
- What's a conversion rate?
- Fill in the blank: Your sender reputation - which is impacted by contact interactions and your email authentication - is a score that the _____ assigns to your organization as it receives emails from your brand.
- Fill in the blank: You're more likely to successfully re-engage your customers by _____.
- True or false? Your segmentation strategy will partially rely on the industry you're in.
- In email marketing, email authentication can be related to which of the following metaphors?
- You're applying email analytics to your email marketing strategy and have just reviewed your goals and created a hypothesis. What step comes next?

- Fill in the blanks: A customer makes a purchase from your company and submits the form with a box checked to receive marketing emails. This box was checked by default. You proceed to send them marketing emails. This can be described as _____ and _____.
- Which of the following incorporates best practices in email design?
- Which of the following is NOT a crucial factor for developing an effective send time optimization strategy?
- True or false? Regardless of your industry, you should send marketing emails celebrating every major holiday to your contacts.
- Why is segmentation important in email marketing?
- Why should the goals set in your email marketing strategy be relevant to the overall business strategy?
- Fill in the blank: When performing email A/B tests, _____.