Questions answered incorrectly:

- How can audience segmentation enhance your inbound marketing efforts?
- True or False? An effective content distribution strategy is all about getting your content in front of the most people.
- Which of the following content would be the most helpful to Dog-owner Dia in the consideration stage? Review the following scenario to answer the question.

Questions answered correctly:

- Addressing data privacy is a portion of which part of your internal processes?
- You should conduct buyer persona interviews with all of the following people EXCEPT:
- Why are chatbots a great tool for strategically using marketing automation and AI?
- Database segmentation, marketing automation, and multichannel communication are examples of strategies that happen at which stage of your marketing flywheel?
- Fill in the blank. Behavioral marketing empowers your ability as a marketer to personalize your customers' experience. Personalization is about creating _____.
- Fill in the blank. Explicit segmentation is synonymous with _____.
- Fill in the blank: In order to determine when you should deliver certain content to your audience, you need to understand _____.
- Fill in the blank; In the concept, "fire bullets, then cannonballs," bullets represent ----, while cannonball represent ----.
- Fill in the blank: Most tools require you have a confidence threshold of ----, in order to declare a winner in an A/B test.
- Fill in the blank. As an inbound marketer, you don't just want your touchpoints to be efficient, you want them to be _____.
- Fill in the blank. Effective segmentation identifies where your customers are in the _____, and assists your customers in taking the appropriate next step in their_____.
- Fill in the blank. Marketing automation is a software platform designed to help marketers automate _____ tasks.
- How can you ensure your blog content initiates action? Select all that apply.
- How can you ensure your podcast content initiates action? Select all that apply.
- How can you ensure your video content initiates actions? Select all that apply.
- How can you refine your content distribution strategy?
- How do you set an effective content distribution goal? Select all that apply.
- How does the full path attribution model calculate credit?
- How many buyer persona interviews should you aim to complete?
- If you're trying to improve customer lifetime value, which phase should you focus on in your marketing flywheel?
- Leveraging the data that's already accessible to you is a part of which step of implementing behavioral marketing and customer segmentation?
- Noticing spikes or dips in specific behaviors and quantifying them is an example of which step of implementing behavioral marketing and customer segmentation?
- Passing on a group of customers directly to the sales team is an example of an action you can take in which step of implementing behavioral marketing and customer segmentation?
- Roughly how long should your buyer persona interviews take?

- **The following content distribution goal is missing a SMART goal element. What is missing? // Since we generated 300 leads from our previous e-Book, we want to generate 400 leads when we promote our next e-Book. This will support our inbound marketing initiatives to increase our number of qualified leads this year.**
- **True or false? Behavioral marketing and customer segmentation can help you rectify your mistakes and rebuild trust effectively.**
- **True or false: If neither variation in an A/B is statistically better, you pick the variation you like best and proceed to make the change.**
- **True or false? It's appropriate to offer monetary incentives for buyer persona interviews.**
- **True or false? People are protective of their privacy and do not want their experiences to be highly personalized.**
- **True or false? Segmentation is a process that helps you understand your leads and customers better, and behavioral marketing is how you categorize them based on the understanding you gain.**
- **True or false: Statistical significance is an optional part of A/B testing.**
- **True or false: The "independent variable" in an A/B test is the control or the variation that remains unchanged.**
- **True or False? The most effective way to initiate a buyer persona interview request is through a phone call.**
- **True or False? When conducting buyer persona interviews, make sure to include your colleagues who were involved in the sales process.**
- **True or False? You should have at least 3 buyer personas.**
- **Using software to enroll every person who downloads a specific ebook into a month-long email campaign is an example of what?**
- **What are some ways you can deliver personalized experiences to your visitors? Select all that apply.**
- **What is a buyer persona?**
- **What is a marketing experiment?**
- **Fill in the blank: A negative persona is a person who_____.**
- **What is an attribution model?**
- **What is the difference between the buyer's journey and customer journey?**
- **What role can a CRM play in effective martech stack?**
- **Select all that apply. What role can attribution play in your reporting strategy? Select all that apply.**
- **What should you consider when identifying a marketing channel to test? Select all that apply.**
- **What tools should you consider to help streamline your content creation process? Select all that apply.**
- **What's the difference between single source attribution and multi-touch attribution models?**
- **When implementing marketing automation and AI into your internal processes, journey mapping can be helpful to which aspect?**
- **Which distribution channels allow you the most control over your content? Select all that apply.**
- **Which distribution channels help drive new audiences? Select all that apply.**
- **Which of the following is NOT a way to strategically utilize marketing automation and AI in your customer-facing processes regarding cadence and content?**
- **From an inbound perspective, why is it important to know your audience and who you're trying to reach online?**
- **Why should you create a negative persona?**
- **Why should you curate a buyer persona story?**
- **You're on a social media team for a outdoors brand called Appalachia. They've decided to revitalize their Pinterest account and see if they can engage customers there. What ways might you bring inbound marketing into the content creation process for this channel? Select all that apply.**

- **You're on the lead generation team at a wine reseller called Partners in Wine. You've noticed that the user open rate of your emails has dropped over the last couple of months. What are some first steps you could take to solve this issue?**
- **Which of the following content would be the most helpful to Dog-owner Dia in the decision stage? Review the following scenario to answer the question.**