

Email Marketing Practice Test Questions and Answers

1. What does DKIM stand for?

- A) Domain Keys Identified Mail
- B) Direct Key Internet Messaging
- C) Digital Keychain Integrated Mail
- D) Domain Knowledge Integration Method

2. What is 'scannable' email copy?

- A) Copy that passes spam filter scanning tools
- B) Copy structured with short paragraphs, bullet points, and bold text so key information is visible without reading every word
- C) Copy that is indexed by search engines
- D) Copy that passes plagiarism checks

3. What is a 'transactional email'?

- A) An email promoting a sale or discount
- B) An automated email triggered by a user action like a purchase confirmation or password reset
- C) A weekly newsletter sent to all subscribers
- D) An email requesting customer reviews

4. What is an 'email drip campaign'?

- A) A single email sent to your entire list
- B) A series of pre-written emails sent automatically based on time or triggers
- C) An email with animated GIF content
- D) A campaign focused only on promotional offers

Answers: 1-A 2-B 3-B 4-B

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