

Marketing Automation For Agencies Practice Test Questions and Answers

1. What exactly is a dynamic list?

- A) A list of users who purchased inconsistently from the business.
- B) A list of users who dynamically chose which email subscription to choose from
- C) A list of users who do not engage with the business for a specified time.
- D) A list of users created from an existing list that meet specific criteria.

2. What is 'last-touch attribution'?

- A) Giving 100% of conversion credit to the final marketing touchpoint before a conversion occurred
- B) Recording the last email opened by a contact before they unsubscribed
- C) Measuring the most recent campaign sent to a contact before their deal closed
- D) Attributing revenue to the last sales activity logged in the CRM

3. A drip campaign is a catch-all phrase for

- A) A sequence of social posts
- B) Series of blogs around a specific content campaign
- C) A sequence of emails
- D) A monthly paid advertising campaign

4. What is a 'hard bounce' in email marketing?

- A) A permanent delivery failure caused by an invalid, nonexistent, or blocked email address
- B) An email that bounced back due to the recipient's inbox being temporarily full
- C) A campaign that received an unusually high unsubscribe rate
- D) A technical error that prevents an email from being sent by the platform

Answers: 1-D 2-A 3-C 4-A

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