

# Marketing Automation Software Practice Test Questions and Answers

## 1. What does CRM stand for?

- A) Create, review and manage
- B) Create, read, update and delete
- C) Consultant relationship management
- D) Create, read, and manage data

## 2. What is a lead nurture track?

- A) A reporting dashboard for lead performance
- B) A defined series of automated communications tailored to a specific lead segment or buyer persona
- C) A form submission pathway on a landing page
- D) A manual process for sales reps to follow up with leads

## 3. What is an email automation workflow?

- A) A manual process for reviewing email campaigns
- B) A series of automated actions triggered by subscriber behavior or conditions
- C) A tool for designing email HTML templates
- D) A billing system for email service providers

## 4. What is the purpose of email marketing?

- A) Communicating value
- B) Generating leads
- C) Capturing leads
- D) Conveying a message

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

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