

Marketing Integration Practice Test Questions and Answers

1. CRM procedure:

- A) allows for a one-size-fits-all approach to digital marketing.
- B) is useful only for outbound marketing programs.
- C) is driven by customer information.
- D) makes segmentation obsolete

2. CRM analytics comprises:

- A) performance measurement
- B) selective targeting
- C) database enhancement.
- D) All of the above

3. What is a 'MarTech stack'?

- A) The collection of marketing technology tools a company uses to execute, manage, and analyze marketing activities
- B) A type of software development framework
- C) A stack of printed marketing materials
- D) A database of customer email addresses

4. What is a 'brand style guide'?

- A) A document that defines brand standards including logo usage, color palette, typography, and tone of voice
- B) A manual for training new marketing employees
- C) A guide for creating print advertisements
- D) A list of approved social media hashtags

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

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