

Congratulations! You passed!
Grade received 75%
To pass 75% or higher
Go to next item

1. Which of the following are concepts related to marketing campaign results? Select all that apply. 0.75 / 1 point

☒ Metrics

☒ Correct
Metrics are quantifiable measurements that are used to track and assess a business objective. Think of metrics as data, but with additional context. They help you make sense of raw data. Other concepts related to marketing campaign results are data and key performance indicators (KPIs).

☒ Key performance indicators (KPIs)

☒ Correct
KPIs are a measurement used to gauge how successful a business is in reaching a goal. For email marketing, KPIs can be metrics you decide are important to your campaign's success. Other concepts related to marketing campaign results are data and metrics.

☒ Demographics

☐ This should not be selected
Demographics are not an email marketing concept. Concepts related to marketing campaign results are data, metrics, and KPIs.

☒ Data

☒ Correct
Data refers to a collection of facts, numbers, or information. Generally, data is without context. When data has context, it is considered metrics. Other concepts related to marketing campaign results are metrics and key performance indicators (KPIs).

2. Which of the following are metrics professionals commonly use in email marketing? Select all that apply. 0.75 / 1 point

☒ Close rate

☐ This should not be selected
Close rate is not a metric commonly used in email marketing. Common metrics include open rate, click-to-open rate, and unsubscribe rate.

☒ Open rate

☒ Correct
An open rate is the percentage of users that open your email. The open rate is important because it indicates how engaged your subscribers are. Other common metrics in email marketing are the click-to-open rate and unsubscribe

rate.

☒ Unsubscribe rate



Correct

The unsubscribe rate is the percentage of email recipients who unsubscribe from your list after opening an email. This metric is useful because it indicates whether you are delivering content that your audience enjoys. Other common metrics in email marketing are the open rate and the click-to-open rate.



Click-to-open rate



Correct

The click-to-open rate factors in the amount of email recipients who clicked on one or more links in an email. This metric is often used in A/B testing where two versions of an email are sent to determine which receives more positive results. Other common metrics in email marketing are the open rate and the unsubscribe rate.

3. Which of the following are metrics an organization may use to determine if an email campaign is successful? Select all that apply.

0.75 / 1 point



Email bounce rate



Correct

The email bounce rate is the percentage of emails sent that could not be delivered to the recipient's inbox. A bounced email is typically caused by incorrect or inactive email addresses. Other metrics include the conversion rate and complaint rate.



Complaint rate



Correct

The complaint rate is the percentage of complaints sent to mailbox providers after recipients receive your email. Most experts agree to an industry standard of about .01 percent. Other metrics include the conversion rate and email bounce rate.



Conversion rate



Correct

The conversion rate is the percentage of email recipients who click on a link in your email and take a desired action. A high conversion rate typically means you are selling more products or services without increasing the budget. Other metrics include the email bounce rate and complaint rate.



Email sign-up rate



This should not be selected

While a sign-up rate may determine if a marketing campaign is successful, it will not provide information about a specific email campaign. Some email campaign metrics are the conversion rate, email bounce rate, and complaint rate.

4. Which of the following are three additional metrics an organization may use to determine if an email campaign was successful? Select three.

0.75 / 1 point

☒ Impressions

☐ This should not be selected
Impressions are how many people see a piece of content, and it often refers to advertising, not email. Metrics an organization may use to determine if an email campaign was a success are return on investment (ROI), list growth rate, and forward rate.

☒ List growth rate

☒ Correct
The list growth rate is the rate at which your list adds additional email addresses. This number is helpful to track because a higher list growth rate may translate to a higher sales volume. Other metrics include return on investment (ROI) and the forward rate.

☒ Return on investment (ROI)

☒ Correct
Return on investment is the ratio of money made to money spent. This metric tells you whether your email marketing strategy is productive. Other metrics include list growth rate and forward rate.

☒ Forward rate

☒ Correct
A forward rate is the percentage of recipients who click on the “share” button to post to social media. Or, it can be the recipients who click the “forward” button to send the email to others. Other metrics include return on investment (ROI) and the list growth rate.