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1. A digital marketer can use website prompts, display ads, social ads, and referrals to do what with email marketing? 1 / 1 point

- ☐ Remove an email list
- ☐ Send a transaction to an email list
- ☐ Clean up an email list
- ☒ Build an email list

✓ Correct

2. What is the practice of dividing an email subscriber list into smaller groups based on criteria like interest, location, or purchase history? 1 / 1 point

- ☐ Separating
- ☒ Segmentation
- ☐ Operating
- ☐ Summarization

✓ Correct

3. What should you consider when segmenting an email list according to psychographics? 0 / 1 point

- ☒ It is based on fairly consistent information.
- ☐ It targets people over a certain age.
- ☐ It is more likely to change frequently.
- ☐ It is the most reliable type of data.

✗ Incorrect  
Please review [the video on segmenting an email list](#).

4. You're writing an email and you include "Try it for free now" after your body copy. What is this an example of? 1 / 1 point

- ☐ Subject button
- ☐ Shop button

- ☐ Sign-off button
- ☒ Call-to-action button

☒ Correct

5. Fill in the blank: In email writing, you should always address your readers by using \_\_\_\_\_ language. This point of view is used for giving directions, offering advice, or providing an explanation.

1 / 1 point

- ☒ second person
- ☐ first person
- ☐ third person
- ☐ fourth person

☒ Correct

6. Which of the following are benefits of email marketing automation? Select all that apply.

1 / 1 point

☒ Allows more focus to complete other tasks

☒ Correct

☒ Makes the email marketing process simpler and smoother

☒ Correct

☐ Speeds up the email writing process

☒ Ensures the campaign stays organized and on track

☒ Correct

7. A marketer sets up an email marketing campaign. They consider using a tool to automate the process while they focus on other parts of the campaign. Which of the following tools can assist them? Select all that apply.

0.75 / 1 point

☒ HubSpot

☒ Correct

☒ Hootsuite

☒ This should not be selected

☐ Search Console

☒ Mailchimp

☒ Correct

8. What is an example of a personalization mistake in email marketing?

1 / 1 point

- ☐ Sending an email that hyperlinks to an external website with an error message
- ☐ Sending an email to a younger age group instead of an older age group
- ☐ Sending an email with a URL that is spelled incorrectly
- ☒ Sending an email that reads "Happy birthday, [First name]!"

☒ Correct

9. In the context of email marketing, what is the process to ensure that the email you send does not have mistakes?

1 / 1 point

- ☐ Quality send
- ☒ Quality control
- ☐ Quality review
- ☐ Quality planning

☒ Correct

10. Imagine you are sending an email to announce a product launch. You write about how the product creators came up with the product idea, what motivated them to create it, and the problem the product solves. This represents which tip for writing effective emails?

1 / 1 point

- ☒ Craft the narrative in your email.
- ☐ Add a call to action in your email.
- ☐ Set the tone of your email.
- ☐ Determine the purpose of your email.

☒ Correct