

Congratulations! You passed!
Grade received 90%
Latest Submission Grade 90%
To pass 80% or higher
Go to next item

1. Consider the following SMART goal:

1 / 1 point

Use the email marketing software to remove all list subscribers that have not opened a message in over six months by March 31st.
What part of the goal is *time-based*?

- ☐ "Use the email marketing software"
- ☐ "remove all list subscribers"
- ☒ "by March 31st"
- ☐ "that have not opened a message in over six months"

☒ Correct

2. Which of the following SMART goals are measurable?

1 / 1 point

- ☐ Use email marketing software for the campaign
- ☒ Remove all list subscribers by the end of the month
- ☐ Increase revenue in six months
- ☐ Gain new followers by March 20th

☒ Correct

3. Consider the following SMART goal:

1 / 1 point

Increase the click-to-open rate on sales emails to at least 8% within six months through more persuasive copy and clear calls to action.
What part of the goal is *specific*?

- ☐ "to at least 8%"
- ☐ "within six months"
- ☒ "increase the click-to-open rate"
- ☐ "on sales emails"

☒ Correct

4. As a digital marketer for a tutoring business, you are segmenting your email list to send more relevant emails to customers. Which of the following questions would help you segment by *psychographic characteristics*? Select all that apply. 1 / 1 point
- ☐ How far do you live from the tutoring center?
- ☒ How often do you help your child with homework?
- ✓ Correct
- ☐ What grade is your child in?
- ☒ How many days a week does your child do homework?
- ✓ Correct
5. As a digital marketer for a sportswear brand, you are segmenting your email list to reach couples between the ages of 25-45 who can afford to pay for monthly fitness programs. What did you segment this list according to? 1 / 1 point
- ☐ Geographic factors
- ☐ Psychographic characteristics
- ☐ Behavioral data
- ☒ Demographic data
- ✓ Correct
6. As a digital marketer for an online jewelry business, you are segmenting your email list to send more relevant emails to customers. Which of the following questions would help you segment by *behavioral data*? Select all that apply. 1 / 1 point
- ☐ What is your typical price range for a piece of jewelry?
- ☒ How often do you make a purchase from our website?
- ✓ Correct
- ☐ Are you interested in following jewelry trends?
- ☒ What jewelry products have you purchased in the past?
- ✓ Correct
7. When crafting an email, which element begins with a verb, is no more than five words in length, and may encourage the reader to make a purchase? 1 / 1 point
- ☐ Signature

- ☐ Subject line
- ☒ Call to action
- ☐ Message body

☒ Correct

8. A digital marketer monitors an email list to determine the rate at which the list grows. They emailed 60,345 recipients and gained 2,500 new subscribers and 530 unsubscribes. How would they calculate the list's growth rate? 1 / 1 point

- ☐ $[(60,345 - 2,500) / 530] \times 100$
- ☐ $[(60,345 - 530) / 2,500] \times 100$
- ☒ $[(2,500 - 530) / 60,345] \times 100$
- ☐ $[(530 - 2,500) / 60,345] \times 100$

☒ Correct

9. In your last email send, you delivered 106,417 emails with 41,067 email opens, 12,449 link clicks, and 2,980 purchases. How would you calculate the purchase conversion rate? 0 / 1 point

- ☐ $12,449 / 2,980$ (link clicks / purchases)
- ☐ $2,980 / 106,417$ (purchases / emails delivered)
- ☐ $2,980 / 12,449$ (purchases / link clicks)
- ☒ $2,980 / 41,067$ (purchases / emails opened)

☒ Incorrect

Please review [the video on common email marketing metrics](#).

10. As a digital marketer, you send 250,070 emails as part of an email marketing campaign. The emails received 48,320 unique opens and 4,813 clicks. How would you calculate the click-to-open rate? 1 / 1 point

- ☐ $250,070 / 4,813$ (emails delivered / total clicks)
- ☐ $4,813 / 250,070$ (total clicks / emails delivered)
- ☒ $4,813 / 48,320$ (total clicks / unique opens)
- ☐ $48,320 / 4,813$ (unique opens / total clicks)

☒ Correct