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1. A digital marketer creates an email marketing report. They analyze different metrics, data, and the relationship between them. Which of the following refers to metrics and data? 1 / 1 point
- ☐ Metrics and data are the same concept
 - ☐ Metrics are data without additional context
 - ☐ Data are metrics with additional context
 - ☒ Metrics are data with additional context
- ☒ Correct
2. Which question should you ask to determine which metrics should be KPIs? 1 / 1 point
- ☐ Which metrics cost the least to track?
 - ☒ Which metrics should we prioritize for success?
 - ☐ Which metrics cost the most to track?
 - ☐ Which metrics are trending in our industry?
- ☒ Correct
3. What metric is calculated by dividing the number of people who opened the email by the number who received the email? 1 / 1 point
- ☐ Conversion rate
 - ☐ Click-to-open rate
 - ☐ Unsubscribe rate
 - ☒ Open rate
- ☒ Correct
4. As an email marketer, you are determining how many people clicked on one or more links in an email. Which calculation should you use? 0 / 1 point
- ☒ Total clicks / number of unique clicks
 - ☐ Total clicks / number of unique opens

- ☐ Number of total opens / total clicks
- ☐ Number of unique opens / total clicks

☒ Incorrect

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

5. Fill in the blank: _____ is the percentage of emails sent that could not be delivered to the recipient's inbox.

1 / 1 point

- ☐ Email denied rate
- ☒ Email bounce rate
- ☐ Email complaint rate
- ☐ Email spam rate

☒ Correct

6. After emailing their subscriber list, a marketer divides the number of conversions by the number of emails delivered. What metric are they calculating?

1 / 1 point

- ☐ Interaction rate
- ☐ Complaint rate
- ☒ Conversion rate
- ☐ Bounce rate

☒ Correct

7. As a digital marketer, you are trying to calculate the return on investment (ROI) on an email send. The total revenue was \$44,955 USD. The total cost was \$1,810 USD. What is the calculation for ROI?

1 / 1 point

- ☒ $(\$44,955 / \$1,810) \times 100$
- ☐ $(\$44,955 / \$1,810) / 100$
- ☐ $(\$867 / \$1,810) \times 100$
- ☐ $(\$1,810 \times 100) / \$44,955$

☒ Correct

8. As a digital marketer you are calculating your email list growth rate for the past month. The list gained 1,398 new subscribers. It had 177 unsubscribes. The list total is 29,495 subscribers. How do you calculate the list growth rate for the past month? 1 / 1 point
- ☒ $[(1,398 - 177) / 29,495] \times 100$
 - ☐ $[(29,495 - 1,398) / 177] \times 100$
 - ☐ $[(29,495 - 177) / 1,398] \times 100$
 - ☐ $[(177 - 1,398) / 29,495] \times 100$
- ☒ Correct
9. As a marketer, you include KPIs representing a campaign's progress and use graphs to communicate information visually. When is this approach particularly important? 1 / 1 point
- ☐ When sharing unsuccessful results about an email marketing campaign's progress
 - ☒ When presenting information about an email marketing campaign's progress
 - ☐ When requesting an increase in budget for an email marketing campaign
 - ☐ When assessing campaign success levels for an email marketing campaign
- ☒ Correct
10. When giving a presentation on email marketing metrics, you create a formal and structured presentation for your external client. The external client is not familiar with the metrics, so you include few abbreviations and avoid jargon. Which tip for presenting does this represent? 1 / 1 point
- ☐ Be concise
 - ☐ Speak clearly and slowly.
 - ☒ Know your audience
 - ☐ Allow for pauses
- ☒ Correct