

Congratulations! You passed!  
Grade received 87.50%  
To pass 75% or higher  
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1. Fill in the blank: In email marketing campaigns, \_\_\_\_\_ are sent to gain new customers. 1 / 1 point

- ☐ attainment emails
- ☒ acquisition emails
- ☐ investment emails
- ☐ survey emails

✓ Correct  
In email marketing campaigns, acquisition emails are sent to gain new customers. They are part of the awareness section of the marketing funnel and are important to the growth of a company.

2. Which of the following are important to include in an acquisition email? Select all that apply. 0.75 / 1 point

✓ New or educational information

✓ Correct  
There are several important things to include in an acquisition email. These can include downloadable guides, product catalogs, PDFs, free trials, or a glimpse into what the product or service will give customers. Acquisition emails can also share new or educational information with customers.

✓ A customer satisfaction survey

✗ This should not be selected  
There are several important things to include in an acquisition email. These can include downloadable guides, product catalogs, PDFs, free trials, or a glimpse into what the product or service will give customers. Acquisition emails can also share new or educational information with customers.

✓ A glimpse into what the product or service will give customers

✓ Correct  
There are several important things to include in an acquisition email. These can include downloadable guides, product catalogs, PDFs, free trials, or a glimpse into what the product or service will give customers. Acquisition emails can also share new or educational information with customers.

✓ Downloadable guides, product catalogs, PDFs, or free trials

✓ Correct  
There are several important things to include in an acquisition email. These can include downloadable guides, product catalogs, PDFs, free trials, or a glimpse into what the product or service will give customers. Acquisition emails can also share new or educational information with customers.

3. In email marketing campaigns, what type of emails are sent out to brand new customers or subscribers?

1 / 1 point

- ☐ Customer emails
- ☐ Closing emails
- ☒ Welcome emails
- ☐ Acquisition emails



Correct

In email marketing campaigns, welcome emails are sent out to brand new customers or subscribers. They serve as a virtual first impression a company makes with an email recipient.

4. Which of the following are important to include in a welcome email? Select all that apply.

0.75 / 1 point



A brief summary that tells customers the story of the brand



Correct

A welcome email should be written in a conversational and inviting tone. It is also important to include a brief summary that tells customers the story of the brand, and a call to action.



Mentions of trending topics, pop culture, or current events



This should not be selected

A welcome email should be written in a conversational and inviting tone. It is also important to include a brief summary that tells customers the story of the brand, and a call to action.



A call to action



Correct

A welcome email should be written in a conversational and inviting tone. It is also important to include a brief summary that tells customers the story of the brand, and a call to action.



A conversational and inviting tone



Correct

A welcome email should be written in a conversational and inviting tone. It is also important to include a brief summary that tells customers the story of the brand, and a call to action.