

Congratulations! You passed!  
Grade received 81.25%  
To pass 75% or higher  
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1. Fill in the blank: An email sent to a current customer with the intent of keeping them as a customer is called a \_\_\_\_\_. 1 / 1 point

- ☐ promotional email
- ☒ retention email
- ☐ acquisition email
- ☐ welcome email

✓ Correct  
An email sent to a current customer with the intent of keeping them as a customer is called a retention email.

2. Which of the following should be included in a retention email? Select all that apply. 0.75 / 1 point

✓ Expiring promotional discount

✗ This should not be selected  
The goal of a retention email is to keep a current customer. To help do that, personalized, empathetic, and inviting language, and a call to action should all be included in a retention email.

✓ Empathetic and inviting language

✓ Correct  
The goal of a retention email is to keep a current customer. To help do that, personalized, empathetic, and inviting language, and a call to action should all be included in a retention email.

✓ A call to action

✓ Correct  
The goal of a retention email is to keep a current customer. To help do that, personalized, empathetic, and inviting language, and a call to action should all be included in a retention email.

✓ Personalization

✓ Correct  
The goal of a retention email is to keep a current customer. To help do that, personalized, empathetic, and inviting language, and a call to action should all be included in a retention email.

3. Fill in the blank: \_\_\_\_\_ is the practice of categorizing contacts by a predefined set of identifiers, so that each email feels relevant to every subscriber.

1 / 1 point

- ☐ Investment
- ☐ Call to action
- ☐ Acquisition
- ☒ Segmentation

✓ Correct  
Segmentation is the practice of categorizing contacts by a predefined set of identifiers, so that each email feels relevant to every subscriber.

4. Which of the following are effective ways to get feedback from subscribers about email frequency in order to prevent them from unsubscribing? Select all that apply.

0.5 / 1 point

- ☒ Continue sending daily emails until receiving an unsubscribe request
- ☒ This should not be selected  
Including a quick survey asking how often subscribers want to receive emails is an effective way to get feedback from subscribers and can help prevent them from unsubscribing. Sending a welcome email right when a subscriber signs up, asking them for feedback is also effective.
- ☒ Send a welcome email right when a subscriber signs up, asking them for feedback
- ☒ Correct  
Including a quick survey asking how often subscribers want to receive emails is an effective way to get feedback from subscribers and can help prevent them from unsubscribing. Sending a welcome email right when a subscriber signs up, asking them for feedback is also effective.
- ☒ Include a quick survey asking how often subscribers want to receive emails
- ☒ Correct  
Including a quick survey asking how often subscribers want to receive emails is an effective way to get feedback from subscribers and can help prevent them from unsubscribing. Sending a welcome email right when a subscriber signs up, asking them for feedback is also effective.
- ☒ Ask for feedback only after a customer unsubscribes, then send daily subscription requests until they resubscribe
- ☒ This should not be selected  
Including a quick survey asking how often subscribers want to receive emails is an effective way to get feedback from subscribers and can help prevent them from unsubscribing. Sending a welcome email right when a subscriber signs up, asking them for feedback is also effective.