

CompanyName

#marketing-sales-team

Quiz 1

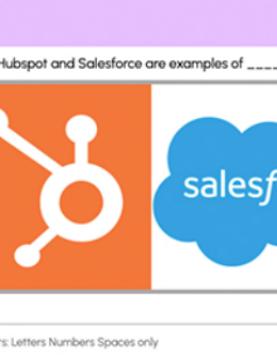
Due: 7 PM, Thu, 2021-06-17

[See Rules](#)**Q1: Basic Metric**

Categories: Marketing, Sales

Difficulty: Easy

_____ is the predicted net profit associated with the future relationship with a customer.



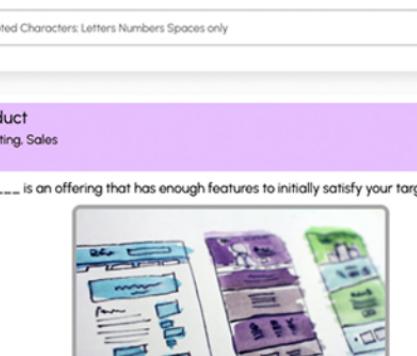
Accepted Characters: Letters Numbers Spaces only

**Q2: Software Platforms**

Categories: Marketing, Sales

Difficulty: Easy

Hubspot and Salesforce are examples of _____ tools.



Accepted Characters: Letters Numbers Spaces only

**Q3: Facebook Ads Launch**

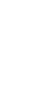
Categories: Marketing, Sales

Difficulty: Hard

What year was Facebook ads launched? (Answer format: YYYY)



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**Q4: Initial Product**

Categories: Marketing, Sales

Difficulty: Medium

_____ is an offering that has enough features to initially satisfy your target market.



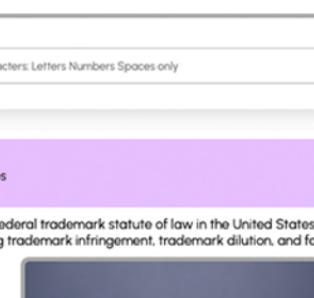
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**Q5: Customer Drop off**

Categories: Marketing, Sales

Difficulty: Medium

The percentage of customers who cancel a product or service or leave within a specified time period is known as _____.



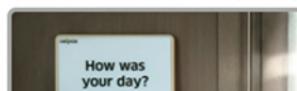
Accepted Characters: Letters Numbers Spaces only

**Q6: Salesforce HQ**

Categories: Marketing, Sales

Difficulty: Medium

What city is Salesforce headquartered in?



Accepted Characters: Letters Numbers Spaces only

**Q7: Founders Club**

Categories: Marketing, Sales

Difficulty: Medium

Dharmesh Shah and Brian Halligan are the founders of what company? This company is a developer and marketer of software products for inbound marketing, sales, and customer service.

Accepted Characters: Letters Numbers Spaces only

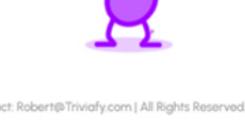
**Q8: Google Ads Released**

Categories: Marketing, Sales

Difficulty: Medium

What year was Google Ads first launched? (Answer format: YYYY)

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Submit

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