



Course: Certification for Email Marketing  
Assessment: Exam  
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In which way can you request data from your recipients in order to use them for your personalization strategy? 0 / 1

- By registration form (data as mandatory fields)
- Per unsubscription form
- Per contact profile update form

Correct Answer

Per contact profile update form

What features in Brevo's email marketing software will help you use personalisation in your email? 1 / 1

- Placeholders, spell checking, module personalisation, if-then-other conditions
- if-then-other conditions, placeholders, module personalization, alt texts
- Block personalization, alt texts, image personalization, text markers
- Placeholder, block personalization, if-then-other conditions, image personalization

Correct Answer

Placeholder, block personalization, if-then-other conditions, image personalization

True or false? A small database is not sufficient for meaningful personalization. 1 / 1

- True
- False

Correct Answer

False

Which contact actions are you able to track in your email reports?  
(multiple choice) 1 / 1

- Forwarding of the newsletter
- Clicked Link
- Unsubscribe from the newsletter
- Responding to the newsletter
- Complaints about the newsletter

Correct Answers

- Clicked Link
- Unsubscribe from the newsletter
- Complaints about the newsletter

How many recipients should you have to perform a meaningful A/B test? 1 / 1

- 1,000 recipients
- 5,000 recipients
- more than 10,000 recipients
- The number of recipients can vary, it's more important that the results are statistically significant in the end. Even with a large number of recipients, this cannot always be assumed, but it's usually better with more contacts.

Correct Answer

The number of recipients can vary, it's more important that the results are statistically significant in the end. Even with a large number of recipients, this cannot always be assumed, but it's usually better with more contacts.

What should you test in an A/B test if you want to optimize the click rate?  
1 / 1

- Subject line

- Sending time
- Call-To-Action button
- Newsletter design
- Sender name

Correct Answers

- Call-To-Action button
- Newsletter design

Ideally, how many hypotheses should you test in an A/B test? 1 / 1

- None
- One
- Several at the same time

Correct Answer

One

Why is it recommended to include a newsletter archive in your registration form? 1 / 1

- Because it is required by law.
- Because the recipient should be comprehensively informed.
- So that the recipient can get a feel for the type of content included in the newsletter.

Correct Answer

So that the recipient can get a feel for the type of content included in the newsletter.

Which locations on your website are suitable for the placement of your signup form? (multiple choice) 1 / 1

- In the footer
- In the sidebar
- On the blog

● On the contact page

Correct Answers

- In the footer
- In the sidebar
- On the blog
- On the contact page

What is the most common reason for subscribing to a newsletter? 0 / 1

- Discounts & offers
- New products
- Exclusive content
- Information about the brand

Correct Answer

New products

What are the most common reasons for unsubscribing from a newsletter?  
1 / 1

- Content is not interesting & newsletter is sent too often
- Newsletter is sent too often & Inbox cleanup
- Inbox cleanup & content is not interesting

Correct Answer

Content is not interesting & newsletter is sent too often

What is the Single-Opt-Out procedure? 1 / 1

- The single opt-out procedure is the process of letting contacts unsubscribe from the newsletter via a profile update form.
- The single opt-out procedure is the process of letting contacts subscribe to the newsletter with just one click.
- The single opt-out procedure is the option to unsubscribe from a newsletter with just one click.

Correct Answer

The single opt-out procedure is the option to unsubscribe from a newsletter with just one click.

Which of the following are examples of personal data? (multiple choice) 1 / 1

- Name: John Smith
- E-mail address: info@mycompany.com
- IP address: 193.147.1.139
- Pseudonym: XY5

Correct Answers

- Name: John Smith
- IP address: 193.147.1.139
- Pseudonym: XY5

True or false? Before you upload data of your contacts into an email marketing software platform, you must conclude a data processing agreement in order to be in compliance with the GDPR. 1 / 1

- True
- False

Correct Answer

True

Which metrics serve as success indicators in email marketing? (multiple choice) 1 / 1

- Open rate
- Second Open Rate
- Communication rate
- Conversion rate
- Complaint rate

### Correct Answers

- Open rate
- Conversion rate
- Complaint rate

A newsletter was sent to 5980 recipients. 17,5% of them clicked on a link in the newsletter. The bouncerate was 1.76%. 1588 recipients opened the newsletter. How many recipients have received the newsletter? 1 / 1

- 1588
- 5875
- 1046
- 105

### Correct Answer

5875

What advantages does email marketing offer? (multiple choice) 0 / 1

- 60:1 return on investment
- Ubiquitous across all demographics
- Independent of algorithms and third-party providers

### Correct Answers

- Ubiquitous across all demographics
- Independent of algorithms and third-party providers

When creating a newsletter with responsive design, what should you pay attention to? (multiple choice) 1 / 1

- Greeting
- Text in images
- Length of the menu bar
- View of multi-column blocks

### Correct Answers

- Text in images
- Length of the menu bar
- View of multi-column blocks

What is the average industry click rate? 0 / 1

- 2.05%
- 4.11%
- 6.43%

### Correct Answer

4.11%

True or false? A subject line personalized with the contact's name ensures a lower open rate because recipients react negatively to their name. 1 / 1

- True
- False

### Correct Answer

False

What is a sender reputation? 1 / 1

- The online reputation is the reputation of a recipient on the Internet. The number of unopened e-mails, spam e-mails and advertising e-mails in the recipient's mailbox has a direct impact on online reputation. With a good online reputation, more e-mails sent to this recipient are successfully delivered.
- The online reputation is the reputation of a sender on the Internet. The number of bounces, complaints and unsubscriptions has a direct impact on online reputation. With a good online reputation, more e-mails sent from this sender are successfully delivered.

### Correct Answer

The online reputation is the reputation of a sender on the Internet. The number of bounces, complaints and unsubscriptions has a direct impact on online reputation. With a good online reputation, more e-mails sent from this sender are successfully delivered.

What does AIDA stand for in the AIDA model? 1 / 1

- Attraction, Interest, Desire, Activity
- Attraction, Interest, Dream, Action
- Attention, Interest, Desire, Action
- Attention, Interest, Desire, Activity

Correct Answer

Attention, Interest, Desire, Action

Which phases are included in the email marketing conversion funnel?  
(multiple choice) 0 / 1

- Click on the link
- Open the newsletter
- Sales promotion
- Delivering of the newsletter
- Scan the newsletter
- Recipient becomes a customer

Correct Answers

- Click on the link
- Open the newsletter
- Sales promotion
- Delivering of the newsletter
- Scan the newsletter
- Recipient becomes a customer

What options do you have to keep your email list clean? (multiple choice)  
1 / 1

- Inactive contacts can be excluded during sending.

- Inactive contacts can be automatically excluded with automation or using the "Unengaged contacts" feature.
- Inactive contacts can be added to the blacklist via automation.

#### Correct Answers

- Inactive contacts can be excluded during sending.
- Inactive contacts can be automatically excluded with automation or using the "Unengaged contacts" feature.
- Inactive contacts can be added to the blacklist via automation.

True or false?

Google Analytics helps you to find the ideal delivery time for your newsletter. 0 / 1

- True
- False

#### Correct Answer

True

What is Dark Mode? 1 / 1

- Dark Mode is a setting on the recipient's smartphone that causes the newsletter to be displayed in a brighter mode.
- Dark mode is a setting on the recipient's smartphone that causes newsletters with pictures not to be displayed at all.
- Dark Mode is a setting on the recipient's smartphone that causes the newsletters to be displayed with white backgrounds replaced with black to ease eye strain.

#### Correct Answer

Dark Mode is a setting on the recipient's smartphone that causes the newsletters to be displayed with white backgrounds replaced with black to ease eye strain.

What is the most preferred sending frequency among recipients generally? 0 / 1

- Daily

- Weekly
- Monthly

Correct Answer  
Monthly

What is a contact profile? 1 / 1

- A contact profile is a form that can be used to offer recommendations.
- A contact profile is a form that allows the contact in your database to update his/her information.
- A contact profile is a form used to motivate new recipients to register for additional emails.

Correct Answer  
A contact profile is a form that allows the contact in your database to update his/her information.

What does the abbreviation SPF stand for? (The SPF is a procedure for authenticating a newsletter sender. With this procedure, additional information about the sent mail servers of a domain is stored in the DNS records of this domain). 1 / 1

- Sender Policy Framework
- Sender Permitted Framework
- Sender Provider Framework

Correct Answer  
Sender Policy Framework

True or false? Unsubscribe links should be included in every newsletter. 1 / 1

- True
- False

Correct Answer  
True