

Growth marketing specialist

 Test duration: 45 minutes  Difficulty level: Moderate



1. Which of the following is the primary focus of growth marketing?

- A) Brand awareness
- B) Sales enablement
- C) Customer acquisition, retention, and revenue growth
- D) Public relations

Correct answer: C) Customer acquisition, retention, and revenue growth

2. When analyzing the performance of a digital marketing campaign, which metric is most crucial to understand customer acquisition cost (CAC)?

- A) Click-through rate (CTR)
- B) Cost per impression (CPI)
- C) Cost per acquisition (CPA)
- D) Conversion rate

Correct answer: C) Cost per acquisition (CPA)

3. Which of the following growth strategies involves leveraging existing customers to attract new ones?

- A) Paid advertising
- B) Content marketing
- C) Referral marketing
- D) Search engine optimization (SEO)

Correct answer: C) Referral marketing

4. What does the term 'A/B testing' refer to in growth marketing?

- A) Creating two different marketing campaigns and running them simultaneously
- B) Testing two versions of a webpage, email, or ad to determine which performs better
- C) Analyzing customer segments A and B for targeted campaigns
- D) Testing two different pricing strategies

Correct answer: B) Testing two versions of a webpage, email, or ad to determine which performs better

5. In the context of growth marketing, what is a 'north star metric'?

- A) A key performance indicator that guides the overall strategy and measures long-term success
- B) The metric with the highest value in a campaign report
- C) A vanity metric that looks impressive but has little impact on growth
- D) A secondary metric used for internal reporting

Correct answer: A) A key performance indicator that guides the overall strategy and measures long-term success

6. Which of the following best describes the concept of 'growth hacking'?

- A) Traditional marketing practices focused on long-term brand building
- B) Short-term, data-driven experiments aimed at rapidly scaling a business
- C) Investing heavily in paid media to drive growth
- D) Focusing solely on SEO to drive organic traffic

Correct answer: B) Short-term, data-driven experiments aimed at rapidly scaling a business

7. When conducting a cohort analysis, what is the primary goal?

- A) To identify which marketing channels are most effective
- B) To track and analyze groups of customers who share similar behaviors over time
- C) To compare the performance of two different marketing campaigns
- D) To determine the best time of day to run ads

Correct answer: B) To track and analyze groups of customers who share similar behaviors over time

8. Which of the following is a critical consideration when optimizing the customer journey for growth?

- A) Ensuring the user experience is seamless across all touchpoints
- B) Reducing the number of customer touchpoints
- C) Focusing solely on the acquisition stage
- D) Increasing the frequency of promotional emails

Correct answer: A) Ensuring the user experience is seamless across all touchpoints

9. What is the purpose of implementing a 'growth loop' in marketing?

- A) To create a feedback mechanism that drives continuous improvement and customer acquisition
- B) To develop a cycle of content updates for SEO
- C) To test multiple marketing strategies simultaneously
- D) To manage the timing of seasonal promotions

Correct answer: A) To create a feedback mechanism that drives continuous improvement and customer acquisition

10. In performance marketing, what does 'ROAS' stand for and why is it important?

- A) Return on Advertising Spend; it measures the revenue generated for every dollar spent on advertising
- B) Rate of Active Subscribers; it tracks subscription renewals
- C) Revenue on All Sales; it calculates total sales from all marketing channels
- D) Ratio of Average Spend; it compares customer spend across different segments

Correct answer: A) Return on Advertising Spend; it measures the revenue generated for every dollar spent on advertising