

# Certified Marketing Analyst Practice Test Questions and Answers

**1. What is the primary purpose of customer lifetime value (CLV) analysis in marketing?**

- A) To calculate advertising costs
- B) To predict the total value a customer will bring to a business over their entire relationship
- C) To determine product pricing
- D) To measure brand awareness

**2. Which metric best measures the effectiveness of a marketing campaign's ability to generate qualified leads?**

- A) Click-through rate (CTR)
- B) Cost per acquisition (CPA)
- C) Lead conversion rate
- D) Return on ad spend (ROAS)

**3. What is attribution modeling in digital marketing analytics?**

- A) Assigning credit to different touchpoints in the customer journey
- B) Creating customer personas
- C) Calculating market share
- D) Setting advertising budgets

**4. Which statistical method is commonly used for market segmentation analysis?**

- A) Linear regression
- B) K-means clustering
- C) Chi-square test
- D) ANOVA

Answers: 1-B 2-C 3-A 4-B

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