Growth Marketing Certification Practice Test Questions and Answers

1. What is the primary focus of growth marketing?

A) Brand awareness only
B) Data-driven experiments to optimize the customer acquisition funnel
C) Traditional advertising campaigns
D) Social media follower growth

2. Which metric is most important for measuring product-market fit?

A) Website traffic
B) Net Promoter Score (NPS) and user retention
C) Social media engagement
D) Email open rates

3. What does the acronym AARRR represent in growth marketing?

A) Acquisition, Activation, Retention, Referral, Revenue
B) Analytics, Advertising, Research, Results, ROI
C) Awareness, Attention, Action, Advocacy, Analysis
D) Assessment, Alignment, Acceleration, Achievement, Accountability

4. Which approach is fundamental to growth marketing strategy?

A) Large-scale campaigns only
B) A/B testing and rapid experimentation
C) Traditional marketing methods
D) Focus on single channel marketing

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

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