

HubSpot Administrator Certification Practice Test Questions and Answers

1. What is the primary purpose of HubSpot's contact segmentation feature?

- A) To delete unwanted contacts
- B) To organize contacts into targeted groups for personalized marketing
- C) To increase database storage
- D) To backup contact information

2. Which HubSpot tool is used to create automated email sequences?

- A) Social Media Tools
- B) Workflows
- C) Landing Pages
- D) Blog Editor

3. What does a HubSpot lead score help determine?

- A) Contact's email preferences
- B) How sales-ready a prospect is based on their engagement and fit
- C) Contact's social media followers
- D) Geographic location

4. Which feature allows HubSpot users to track website visitor behavior?

- A) Email templates
- B) HubSpot tracking code and analytics
- C) Contact forms only
- D) Social media scheduler

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

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