

# Marketing Analytics Certification Practice Test Questions and Answers

## 1. What is the primary purpose of A/B testing in marketing analytics?

- A) To reduce marketing costs
- B) To compare two versions of a marketing element to determine which performs better
- C) To increase website traffic
- D) To analyze competitor strategies

## 2. Which metric measures the total value a customer brings to a business over their entire relationship?

- A) Customer Acquisition Cost (CAC)
- B) Customer Lifetime Value (CLV)
- C) Conversion Rate
- D) Return on Ad Spend (ROAS)

## 3. What does CTR stand for in digital marketing analytics?

- A) Cost to Revenue
- B) Customer Transaction Rate
- C) Click-Through Rate
- D) Conversion Tracking Report

## 4. Which attribution model gives equal credit to all touchpoints in the customer journey?

- A) First-click attribution
- B) Last-click attribution
- C) Linear attribution
- D) Time-decay attribution

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

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