

# Fundamentals of Next-Gen Marketing Practice Test (Sample)

## Study Guide



**Everything you need from our exam experts!**

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# Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

**Remember:** successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

# How to Use This Guide

**This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:**

## **1. Start with a Diagnostic Review**

**Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.**

## **2. Study in Short, Focused Sessions**

**Break your study time into manageable blocks (e.g. 30 - 45 minutes). Review a handful of questions, reflect on the explanations.**

## **3. Learn from the Explanations**

**After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.**

## **4. Track Your Progress**

**Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.**

## **5. Simulate the Real Exam**

**Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.**

## **6. Repeat and Review**

**Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.**

**There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!**

## Questions

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- 1. In the ABM framework, which element is described as essential to success?**
  - A. The right technology**
  - B. The fastest time-to-close**
  - C. The largest budget**
  - D. The best content**
  
- 2. When should you engage the entire buying team within accounts?**
  - A. When engagement is trending in the right direction, when new competitors show up, and the key personas that need to be engaged are identified**
  - B. Only after closing the deal**
  - C. Never engage more than two personas**
  - D. At the very first contact only**
  
- 3. The shift from Chief Marketing Officer to Chief Market Officer signals a focus on what?**
  - A. Market understanding**
  - B. Advertising spend**
  - C. Public relations**
  - D. HR management**
  
- 4. To prevent deadlines from dragging, toward which event should you look?**
  - A. Sales Kickoff**
  - B. Annual General Meeting**
  - C. Industry Awards**
  - D. Town Hall**
  
- 5. In Heinz Research report, what percent said their lead scoring process is broken?**
  - A. 25%**
  - B. 50%**
  - C. 60%**
  - D. 75%**

- 6. Casey Carey, CMO of Kazoo, commented that what percentage of opportunities created are in decision and purchase stages?**
- A. 77%**
  - B. 50%**
  - C. 25%**
  - D. 60%**
- 7. In the Dark Funnel framework, when should you send the signal to prioritize outreach on an account?**
- A. After evaluating persona, recency, and frequency**
  - B. Immediately after any interaction**
  - C. Only after the deal closes**
  - D. After a quarterly review**
- 8. What do you need to be able to do to make predictions about pipeline?**
- A. Forecasts only**
  - B. Analyzes data only**
  - C. Understands market signals only**
  - D. All of the above**
- 9. Which of the following is a valid combination of outreach methods explicitly listed for in-market accounts?**
- A. LinkedIn messenger; Drift videos; LinkedIn voicemails**
  - B. TV advertising; Radio spots; Print ads**
  - C. Email newsletters; Direct mail; Cold calls**
  - D. Social media posts; Influencer outreach; Webinars**
- 10. Which label correctly describes 'Accounts purchasing tangential solutions' in the external/internal scheme?**
- A. I**
  - B. E**
  - C. Both**
  - D. Neither**

## Answers

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1. A
2. A
3. A
4. A
5. B
6. A
7. A
8. D
9. A
10. B

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## **Explanations**

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**1. In the ABM framework, which element is described as essential to success?**

- A. The right technology**
- B. The fastest time-to-close**
- C. The largest budget**
- D. The best content**

In ABM, success hinges on having the right technology to unify data, automate workflows, and orchestrate personalized, account-level experiences across marketing and sales. This tech stack lets you identify target accounts, understand their signals, tailor messages for each account, and track engagement and outcomes in a coordinated way. Without the proper technology, strong content, speed, or budget won't be enough to scale and align efforts across teams, so the overall program can't reach its full potential.

**2. When should you engage the entire buying team within accounts?**

- A. When engagement is trending in the right direction, when new competitors show up, and the key personas that need to be engaged are identified**
- B. Only after closing the deal**
- C. Never engage more than two personas**
- D. At the very first contact only**

Engaging the entire buying team makes the most impact when you're seeing positive engagement momentum inside the account and you've identified the key personas who influence the decision. This timing lets you coordinate messaging across stakeholders, address each role's concerns, and move the deal forward more efficiently. If new competitors appear, widening the team you engage helps you defend your position and close gaps quickly by speaking to all relevant concerns. You wouldn't wait until after the deal is closed, since you'd miss shaping the decision and building consensus earlier. Limiting engagement to only two personas would neglect other influencers and decision-makers who can derail or slow the purchase. And starting with the whole team at the very first contact ignores the need to map roles and tailor messages as you learn the account's structure.

**3. The shift from Chief Marketing Officer to Chief Market Officer signals a focus on what?**

- A. Market understanding**
- B. Advertising spend**
- C. Public relations**
- D. HR management**

Shifting to a Chief Market Officer signals prioritizing deep knowledge of the market and how to reach it. This role focuses on understanding customer needs, market trends, segmentation, and the competitive landscape to drive growth and go-to-market strategy, rather than just running promotional activities. Advertising spend is a tactical budget choice tied to communications, not the overarching focus of leadership. Public relations and HR management are more about communications and internal people processes, not market insights. So, the emphasis on understanding the market and shaping strategy around real customer and market dynamics is what the title change communicates.

**4. To prevent deadlines from dragging, toward which event should you look?**

- A. Sales Kickoff**
- B. Annual General Meeting**
- C. Industry Awards**
- D. Town Hall**

Anchoring deadlines to a scheduled, high-visibility event creates urgency and alignment. A Sales Kickoff is typically a company-wide milestone with a fixed date, compelling teams to finish planning, content, and readiness ahead of the event so that sales conversations, product messaging, and enablement materials are polished in time to support the kickoff. This external anchor helps prevent tasks from slipping because there's a concrete deadline, cross-functional coordination, and executive focus around revenue goals tied to that event. In contrast, the Annual General Meeting centers on governance and reporting, Industry Awards timing is external and not tied to internal execution calendars, and a Town Hall is more about updates and morale than a guaranteed deadline driver. So centering deadlines around the Sales Kickoff keeps momentum and ensures readiness.

**5. In Heinz Research report, what percent said their lead scoring process is broken?**

- A. 25%
- B. 50%**
- C. 60%
- D. 75%

Lead scoring aims to rank leads by how likely they are to convert, using a mix of fit data (demographics, firmographics) and signals of buyer intent (behavior). When a large share of respondents say the process is broken, it signals that the scoring model isn't reliably aligning with real buyer behavior or with how sales teams use the scores. In the Heinz Research report, about half of participants reported this breakdown, which reflects real and actionable dissatisfaction: criteria that are outdated, data quality gaps, poor integration with the CRM, or scoring weights that don't capture current buying signals. This level of frustration is common enough to show up as a substantial but not universal figure, making 50% the best choice among the options. The other percentages would imply much smaller or much larger levels of trouble that don't as closely match typical survey patterns in this space. Addressing this usually involves refreshing the scoring criteria, adding behavioral and intent signals, improving data quality, and ensuring sales feedback and CRM integration drive ongoing calibration.

**6. Casey Carey, CMO of Kazoo, commented that what percentage of opportunities created are in decision and purchase stages?**

- A. 77%**
- B. 50%
- C. 25%
- D. 60%

The idea being tested is how opportunities are distributed across the different stages of the buyer journey, especially how many are already in decision and purchase when created. A large share in these late stages means marketing is capturing buyers who are evaluating vendors and ready to commit, not just attracting early awareness. Choosing the figure 77% shows that roughly four out of five opportunities come in at the decision or purchase stage. This indicates a high level of buyer intent and a strong sales handoff: marketing is delivering opportunities that are closer to closing, often involving requests for proposals, quotes, product demos, or procurement discussions. It underscores the value of aligning content and enablement with sales to accelerate conversions at the moment buyers are weighing options and making a purchase decision. Contextually, this suggests focusing on materials that support late-stage buying—ROI analyses, case studies, pricing and terms, proof of value, and procurement-friendly packaging—while ensuring sales teams are ready to engage quickly with these high-intent opportunities. If the share were much lower, it would imply more opportunities are stuck in earlier stages of awareness or consideration, which would point to a different marketing emphasis and slower pipeline progression.

**7. In the Dark Funnel framework, when should you send the signal to prioritize outreach on an account?**

- A. After evaluating persona, recency, and frequency**
- B. Immediately after any interaction**
- C. Only after the deal closes**
- D. After a quarterly review**

In the Dark Funnel approach, you raise outreach priority only after you've assessed that an account truly fits your audience and shows meaningful, ongoing engagement. This means evaluating three things: persona, recency, and frequency. If the account matches your ideal customer profile (persona), has recent activity (recency), and demonstrates ongoing interest rather than a one-time touch (frequency), it earns a signal to prioritize outreach. This ensures you target accounts most likely to convert and use your outreach time efficiently. Immediate signaling after any interaction can waste effort on low-intent signals, and waiting until the deal closes misses opportunities to influence outcomes. Waiting for a quarterly review is too slow for catching momentum in real time.

**8. What do you need to be able to do to make predictions about pipeline?**

- A. Forecasts only**
- B. Analyzes data only**
- C. Understands market signals only**
- D. All of the above**

To predict a sales pipeline well, you need to bring together three things: forecasts, data analysis, and market signals. Forecasts give the numerical projection of future pipeline opportunities based on models, trends, and assumptions. Data analysis digs into historical results to uncover patterns, seasonality, and drivers that should feed and validate the forecast. Market signals capture external factors like changing demand, competitor moves, pricing shifts, regulatory changes, and macro conditions that can alter the pipeline's trajectory. Relying on any one element alone leaves you vulnerable: forecasts without context can miss shifts, data analysis without external context may miss future changes, and market signals without numbers can be too vague to act on. Using all three together yields a more accurate, robust prediction and better informs planning and prioritization.

9. Which of the following is a valid combination of outreach methods explicitly listed for in-market accounts?

- A. LinkedIn messenger; Drift videos; LinkedIn voicemails**
- B. TV advertising; Radio spots; Print ads**
- C. Email newsletters; Direct mail; Cold calls**
- D. Social media posts; Influencer outreach; Webinars**

Targeted, account-focused outreach is best served by direct, professional channels that enable personalized engagement with decision-makers in the accounts you're pursuing. LinkedIn messenger, Drift videos, and LinkedIn voicemails fit that approach: they are direct touchpoints within professional networks or on your site that support real-time or near-immediate, personalized outreach, which is essential for in-market account strategies. The other options rely on broader, broadcasting or generic marketing activities (mass media or general content efforts) that aren't the explicit, targeted methods described for in-market accounts in the material, making them less aligned with that specific outreach playbook.

10. Which label correctly describes 'Accounts purchasing tangential solutions' in the external/internal scheme?

- A. I**
- B. E**
- C. Both**
- D. Neither**

In this framework, you decide whether a purchase is internal or external based on whether it primarily serves the buying organization's internal operations or its external value to customers. Tangential solutions are add-ons that enhance the core offering but aren't core internal processes; they're used to deliver value to the external market, often through partnerships or third-party tools that customers rely on. That makes them External rather than Internal. So the correct label is External. The other options don't fit because internal would imply the purchase directly supports the account's own internal operations, which tangential solutions do not; both would require the item to serve both internal and external roles simultaneously, which isn't the case here; and neither would be appropriate since there is a clear external application to the purchase.

## Next Steps

**Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.**

**As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.**

**If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at [hello@examzify.com](mailto:hello@examzify.com).**

**Or visit your dedicated course page for more study tools and resources:**

**<https://fundofnextgenmktg.examzify.com>**

**We wish you the very best on your exam journey. You've got this!**

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