

FUNDAMENTALS OF NEXT-GEN MARKETING PRACTICE TEST (SAMPLE)

STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

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THE FULL VERSION STUDY GUIDE

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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. Outbound calls should be based on which information?**
 - A. Their role, what aspect of the business they are most interested in, and where they are in the buying journey
 - B. Their role
 - C. What aspect of the business they are most interested in
 - D. Where they are in the buying journey
- 2. What five focus areas are named for the role of the modern digital marketer?**
 - A. Understand buyer intent; Measure engagement; Focus on the experience; Develop content and tools; Make friends
 - B. Understand buyer intent; Measure engagement; Focus on the experience; Manage campaigns; Build pipelines
 - C. Know the audience; Track clicks; Content creation; Social strategy; Brand management
 - D. Market analysis; Product pricing; Channel mix; Customer service; Data privacy
- 3. After two quarters of prioritization, 56% of effort targeted in-market accounts, which generated what share of revenue?**
 - A. 79%
 - B. 60%
 - C. 50%
 - D. 90%
- 4. Which metric is not listed as an account engagement metric?**
 - A. View-through rate (VTR)
 - B. Cost per result (CPR)
 - C. Account velocity through buying stages
 - D. Click-through rate (CTR)
- 5. Which statement best captures the idea behind 'We're On the Same Team' in organizational culture?**
 - A. Unity Across Teams
 - B. Rivalry Between Departments
 - C. Isolated Decision Making
 - D. Top-Down Obedience

- 6. Which of the following is considered a source of third-party intent data?**
- A. Search engines
 - B. CRM
 - C. Email campaigns
 - D. MAP analytics
- 7. Which statement is an attribute included in the quality outreach score?**
- A. The right accounts are targeted.
 - B. Use of a single channel is emphasized.
 - C. Personalizing should be avoided.
 - D. Gifting and calling are not used.
- 8. Which metric tracks the materials and content consumed by accounts?**
- A. Relevant content consumed
 - B. Account velocity through buying stages
 - C. Buying team engagement
 - D. Number of ICP accounts
- 9. Personalization extends to every channel: true or false?**
- A. True
 - B. False
 - C. Not specified
 - D. Sometimes
- 10. Which statement about marketing's role in the revenue operating model is correct?**
- A. Marketing can and should have an impact at all stages of the revenue operating model.
 - B. Marketing should only focus on brand awareness.
 - C. Marketing does not influence revenue outcomes.
 - D. Marketing should only engage after sales begins.

Answers

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

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Explanations

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1. Outbound calls should be based on which information?

- A. Their role, what aspect of the business they are most interested in, and where they are in the buying journey
- B. Their role
- C. What aspect of the business they are most interested in
- D. Where they are in the buying journey

Personalized outbound outreach should be based on three dimensions of the prospect: their role, what they're interested in, and where they are in the buying journey. Knowing their role helps you tailor the voice, authority, and relevance to the stakeholder who would be involved in the decision. Understanding what aspect of the business they care about shows you can connect your solution to their specific priorities and pain points. Knowing where they are in the buying journey tells you what information they need and what the next step should be, whether it's awareness, consideration, or a concrete next action. When you combine all three, your message feels timely, relevant, and credible, which increases engagement and speeds progress. Relying on only one piece—like just their role or just their interests—can miss important context and reduce impact. In practice, you gather these signals from CRM data, past interactions, and signals like content engagement or intent signals, then tailor your outreach to match.

2. What five focus areas are named for the role of the modern digital marketer?

- A. Understand buyer intent; Measure engagement; Focus on the experience; Develop content and tools; Make friends
- B. Understand buyer intent; Measure engagement; Focus on the experience; Manage campaigns; Build pipelines
- C. Know the audience; Track clicks; Content creation; Social strategy; Brand management
- D. Market analysis; Product pricing; Channel mix; Customer service; Data privacy

The idea this item tests is what a modern digital marketer focuses on to drive value across the customer journey. The best set covers five interrelated focus areas that sit at the heart of effective digital marketing today. Understanding buyer intent means recognizing why someone is looking for a solution, what problem they're trying to solve, and where they are in their decision process. When you know intent, you tailor messaging, channels, and offers so what you present is relevant and timely, which makes engagement more likely. Measuring engagement is about looking beyond vanity metrics to see how people actually interact with content and across touchpoints—things like time spent, actions taken, and the quality of interactions. This data informs what works and what should be adjusted. Focusing on the experience highlights the importance of a seamless, personalized journey across all channels and devices. A positive, frictionless experience keeps potential customers moving forward rather than bouncing away. Developing content and tools emphasizes that content is central to attracting, educating, and nurturing prospects, and the tools (like templates, landing pages, automation, and analytics) enable scalable, efficient marketing that supports the journey. Building relationships, or "making friends," stresses ongoing trust-building with customers and communities—turning initial interest into long-term loyalty and advocacy rather than one-off transactions. Other options miss one or more of these elements, focusing too narrowly on clicks, campaigns, brand tasks, or operational areas rather than the integrated, customer-centered approach that defines the modern digital marketer.

3. After two quarters of prioritization, 56% of effort targeted in-market accounts, which generated what share of revenue?

- A. 79%**
- B. 60%
- C. 50%
- D. 90%

Prioritizing high-potential accounts yields outsized returns. Here, 56% of the effort was focused on in-market accounts, and those accounts generated 79% of revenue. That means more than three-quarters of revenue came from a little more than half the work, showing a strong efficiency gain from concentrating resources on the top targets. The remaining 44% of effort went to other accounts and produced about 21% of revenue, highlighting diminishing returns when spreading effort beyond the prioritized group. So the share of revenue generated by the targeted effort is 79%.

4. Which metric is not listed as an account engagement metric?

- A. View-through rate (VTR)
- B. Cost per result (CPR)
- C. Account velocity through buying stages
- D. Click-through rate (CTR)**

Account engagement metrics capture how target accounts interact with your content across multiple touchpoints and stages of the buyer's journey, not just a single ad interaction. View-through rate fits this idea because it shows when an account is engaged after an impression, even if there's no immediate click. Tracking account velocity through buying stages measures how quickly an account progresses through the funnel, another account-wide signal of engagement. Cost per result aligns with the efficiency of achieving meaningful engagement or outcomes for an account, tying engagement to the value of results at the account level. Click-through rate, on the other hand, is primarily an ad-level measure of how often people click a specific creative after seeing it. It reflects the immediate attractiveness of one ad to an individual rather than the broader engagement signals across an account's journey. That's why it isn't listed as an account engagement metric.

5. Which statement best captures the idea behind 'We're On the Same Team' in organizational culture?

- A. Unity Across Teams**
- B. Rivalry Between Departments
- C. Isolated Decision Making
- D. Top-Down Obedience

The main idea being tested is unity across the organization and cross-team collaboration. When a culture emphasizes "We're on the same team," it signals that departments should act as partners with shared goals rather than as isolated fiefdoms. This means teams align around common outcomes, communicate openly, and coordinate efforts to serve the same mission or customer needs. It also encourages breaking down silos, building trust, and sharing information and resources to accelerate value delivery. You'll see joint projects, common metrics, and leadership modeling collaboration, all of which reinforce the sense that everyone is contributing to one integrated effort. Rivalry between departments contradicts this mindset because it thrives on competition rather than cooperation. Isolated decision making blocks the flow of insight and alignment across the organization. Top-down obedience emphasizes structure over shared ownership and cross-functional input, which undermines the collaborative spirit implied by being on the same team.

6. Which of the following is considered a source of third-party intent data?

- A. Search engines**
- B. CRM
- C. Email campaigns
- D. MAP analytics

Third-party intent data captures signals about a consumer's interest from sources outside your own organization, reflecting what people are actively researching or considering. Search engines fit this idea well because when someone types a query, the engine records that interest and intent signals across many users. Marketers can use these signals to reach people who are showing interest in topics or products related to what they offer, even if those individuals haven't interacted with their brand yet. The other options come from data you directly own or generate through your own activities: a CRM holds your existing customer data, email campaigns target people on your own contact list, and MAP analytics analyzes behavior within your own marketing technology. Those are typically considered first-party data and don't provide external intent signals.

7. Which statement is an attribute included in the quality outreach score?

- A. The right accounts are targeted.**
- B. Use of a single channel is emphasized.
- C. Personalizing should be avoided.
- D. Gifting and calling are not used.

Quality outreach score measures how well outreach activities align with the target audience and potential value. Targeting the right accounts is essential because it makes messages relevant to people who are likely to benefit from the offering, which increases engagement, response rates, and overall score. When you reach out to the wrong accounts, the effort feels off, outcomes suffer, and the score declines. Using a single channel tends to limit reach and touchpoints, whereas quality outreach benefits from multiple channels to improve visibility and reaction. Personalization enhances relevance and trust, so stating that personalization should be avoided is at odds with quality outreach practices. Gifting and calling policies relate to ethics and governance, but they're not the core attribute that determines the quality outreach score; the key factor is hitting the right accounts.

8. Which metric tracks the materials and content consumed by accounts?

- A. Relevant content consumed**
- B. Account velocity through buying stages
- C. Buying team engagement
- D. Number of ICP accounts

Tracking materials and content consumed by accounts means looking at what assets an account actually engages with—downloads, views, time spent, completions, and other interactions with content. The metric that represents this is about capturing which content is being consumed and how relevant it is to the account's needs. When you measure this, you can see which topics or formats resonate, gauge interest levels, and tailor follow-up and messaging to move the account forward along the buying journey. Other metrics focus on different things: moving through buying stages measures progression in the purchase process, not the specific content touched; buying team engagement tracks how the account's decision-makers interact with your team rather than which assets they've consumed; and the number of ICP accounts counts fit or reach, not engagement with materials.

9. Personalization extends to every channel: true or false?

- A. True**
- B. False
- C. Not specified
- D. Sometimes

Cross-channel personalization hinges on treating each customer as a single, recognizable individual and using data to tailor experiences wherever they engage with your brand. With a solid data foundation and an orchestration system, you can recognize the same person across websites, mobile apps, email, text messages, social channels, ads, and even in-store interactions, then deliver relevant messages or offers in each place. This unified approach makes it feasible to extend personalization to every channel, providing a cohesive and timely experience rather than isolated, channel-by-channel messages. In practice, achieving this relies on how well you unify data and resolve identities, plus respecting privacy and consent, but the capability itself is real and increasingly expected. If you thought it couldn't apply to all channels, or that the information wasn't specified, you'd miss how modern marketing tech connects data to action across touchpoints, and if you thought it's only sometimes true, you'd overlook how orchestration and unified profiles enable consistent personalization everywhere.

10. Which statement about marketing's role in the revenue operating model is correct?

- A. Marketing can and should have an impact at all stages of the revenue operating model.**
- B. Marketing should only focus on brand awareness.
- C. Marketing does not influence revenue outcomes.
- D. Marketing should only engage after sales begins.

Marketing influences revenue across the entire journey, not just one part. In a revenue operating model, different stages—attracting interest, nurturing leads, converting to customers, and driving expansion and retention—rely on marketing's work: compelling messaging, targeted campaigns, valuable content, and data-driven optimization. When marketing is active from the start and continues through the lifecycle, it shapes buyer decisions, fuels the pipeline, and supports sales and customer success in turning interest into revenue. Focusing only on brand awareness misses the ongoing demand generation and nurturing needed to create and preserve revenue. Saying marketing doesn't influence revenue contradicts how messaging and campaigns drive conversions and customer growth. Waiting to engage after sales begins ignores the early influence on buyer choices and the later opportunities for expansion and retention.

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.

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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