Test task

If you have any questions or misunderstandings concerning test task or the vacancy – please don't hesitate to ask your manager.

1. What are the three most popular webmail services in the world at present? Give their market shares. Which of them is growing fastest?

2. Give definitions of the following terms (in the context of email marketing):

CTR
OR
CTA
Blacklist
FBL
MX record
Postmaster
Mail Transfer Agent

3. What is the main difference between spam and legitimate email marketing?

4. What is single opt-in and double opt-in in terms of email marketing? What risks does double opt-in reduce for the sender?

5. What key functions does email marketing perform on different stages of customer lifecycle?

6. Describe an interaction scheme of MUA, MTA and MDA

7. Give an explanation of SPF, DKIM and DMARC

8. What is the difference between hard and soft bounces? Provide examples of hard and soft bounces (smtp code errors).

9. How to avoid having emails blocked by spam-filters? What does email delivery depend on?

10. Describe benefits from whitelisting and certification processes? Who can provide these kind of services?

11. How will you measure the success of Email campaign? What metrics will you look at? How will you measure an inbox placement of your campaigns?

12. How should the sender find the optimal frequency and number of emails sent to his subscribers? Please give some recommendations.

13. What companies - in your opinion – are the examples of good and effective email marketing? Why?

14. You need to optimize the performance of an existing email marketing campaign (promoting an additional paid service to the list of your subscribers). Please give a list of actions/experiments you are going to try (at least 5-10 ideas).

15. Two email marketing campaigns were delivered to the same target audience. Which of them was more successful and why?

	Email campaign A	Email Campaign B
Sent emails	1,000,000	400,000
Clickthrough % (CTR)	0.7%	1.6%
Sales	45	50
Avg Sale	20 USD	15 USD

16. In the appendix there are mock-ups of letters for dispatch. Describe weak points in structure / design / content of letters.

TOGETHER
N E T W O R K S

Appendix 1

BENAUGHTY

Please confirm your email on BeNaughty!

Confirm email

You can use the below activation code to complete your registration. Just copy & paste it on the site's confirmation page.

8726

If the button doesn't work, simply copy and paste the link below into the browser.
https://www.benaughty.com/sal/NpDEKd41AAB9mglAAAAAAABiyky4pwGuHtHkT_mvXqWUuJHHIA==

Confirmed users get the following benefits:

- Updates on new messages and profiles
- Best matches near your area
- Additional offers

⚠️ If you find this email in your **Spam** folder, please click **Not Spam** above the email subject.

TOGETHER
N E T W O R K S

BENAUGHTY

You have a new private message!

From: **mehdimm**

Click to Read

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B99biKCRQo_Cx08DuYaAIA==

TOGETHER

NETWORKS

BE NAUGHTY

3-DAY TRIAL MESSAGES

You will be able to:

Send and read messages

Know when someone has read your message

View photos in full size

Chat with no limits

Activate >>