



Certified Marketing Analytics Specialist (CMAS)

Ten Sample Questions

These ten questions are written at the difficulty of the live exam. Six carry a figure, a data table, a configuration or a code listing; four are plain scenario questions, as on the live paper. Every one is a scenario a working marketing analytics specialist would meet, and none of them appears in the live question bank.

The live exam is multistage adaptive: how you score on one stage selects the difficulty of the next, so no two candidates sit the same paper. It is a performance-based exam: each form can carry up to 5 to 12 performance-based questions alongside the multiple-choice questions, which means you build, sequence or complete something rather than only choosing from a list. Answers and full explanations follow each question here; the live exam does not disclose item-level answers.

Question 1

Domain 1: Marketing Analytics Foundations

DATA

Emma Wilson maps each analytics term to its meaning, with one meaning missing.

Term	Meaning
Dimension	Attribute to group by
Metric	(to choose)
Segment	Subset of users
Funnel	Ordered steps to goal

Table 1.1 Terms and meanings.

What does a metric represent?

- ☐ A Numeric measure
- ☐ B A page background colour
- ☐ C A single user comment
- ☐ D The cookie consent bar

Correct answer: A

A metric is a quantitative measure such as sessions, conversions or revenue that you count or aggregate. Dimensions are the attributes you group those numbers by, while comments, colours and consent bars are not measures at all.

Question 2

Domain 2: Data Collection and Tracking

CONFIG

James Carter reviews a campaign link that carries UTM tracking parameters.

```
https://site.example/page
?utm_source=newsletter
&utm_medium=email
&utm_campaign=spring_sale
&utm_content=header_link
```

Listing 2.1 A tagged campaign link.

Which parameter names the referring source?

- ☐ A utm_medium
- ☐ B utm_source
- ☐ C utm_campaign
- ☐ D utm_content

Correct answer: B

The utm_source parameter records where the traffic came from, in this case the newsletter. The utm_medium records the channel type such as email, utm_campaign names the promotion, and utm_content distinguishes creative variations.

Question 3

Domain 3: Metrics, KPIs and Attribution

DATA

Olivia Davis maps each attribution model to its credit rule, with one rule missing.

Model	Credit rule
First touch	All to first click
Last touch	All to last click
Linear	(to choose)
Time decay	More to recent touches

Table 3.1 Attribution models.

How does linear attribution assign credit?

- ☐ A All to first click only
- ☐ B Only to last touch
- ☐ C Split evenly

- D** None to any touch

Correct answer: C

Linear attribution splits credit evenly across every touchpoint in the path, so each interaction shares the outcome equally. First touch and last touch load all credit onto a single interaction, and time decay weights the most recent touches more heavily.

Question 4

Domain 4: Analysis and Experimentation

DATA

Liam Anderson reviews an A/B test summary before deciding whether to ship variant B.

Variant	Visitors	Signups
A control	5000	250
B variant	5000	300
Uplift	-	+20%
Status	-	Running

Table 4.1 Test results so far.

What should be confirmed before declaring B the winner?

- A** The button colour
- B** The office wifi name
- C** The team lunch menu
- D** Result significance

Correct answer: D

An apparent uplift can come from random noise, so you confirm the result reaches statistical significance with enough sample before shipping. The test is still marked running here, and the colour, wifi and lunch details have no bearing on the decision.

Question 5

Domain 5: Reporting, Dashboards and Visualization

DATA

Ava Thompson maps each chart to its best use, with one use missing.

Chart	Best for
Line chart	Trend over time
Bar chart	(to choose)
Pie chart	Share of a whole
Table	Exact values

Table 5.1 Charts and their uses.

What is a bar chart best suited to?

- A** A single big number

- ☐ B Category compare
- ☐ C One timestamp only
- ☐ D Hiding all data

Correct answer: B

A bar chart is best for comparing values across categories, since the eye reads bar length easily side by side. Line charts show trends over time, pie charts show a share of a whole, and a table lists exact values.

Question 6

Domain 6: Data Governance, Privacy and Strategy

CONFIG

Sarah Miller reviews a consent configuration that runs before any tracking loads.

```
consent_default: denied
analytics_storage: denied
ad_storage: denied
wait_for_update: 500ms
region: [EU]
```

Listing 6.1 A default consent state.

What does this configuration enforce?

- ☐ A Deny until opt-in
- ☐ B Track everyone always
- ☐ C Sell all raw data
- ☐ D Ignore all regions

Correct answer: A

The configuration denies analytics and ad storage by default and waits for a consent update, so nothing is tracked until the visitor opts in. This gives a privacy-first default for the listed region rather than tracking by default or sharing raw data.

Question 7

Domain 1: Marketing Analytics Foundations

A team reports that pageviews keep rising, but it cannot say whether marketing drove any revenue because no outcome is tracked. What is most needed?

- ☐ A More pageviews
- ☐ B A bigger banner
- ☐ C Daily email blasts
- ☐ D Set clear goals

Correct answer: D

Without defined conversion goals, traffic counts alone cannot show business impact, so the team needs to set clear goals tied to outcomes such as signups or sales. More pageviews, banners or email volume add activity but still leave the value question unanswered.

Question 8

Domain 3: Metrics, KPIs and Attribution

A dashboard shows a sudden spike in sessions, but the spike comes from bot traffic that was never filtered out of the data. What does this most distort?

- ☐ A The office layout
- ☐ B The logo file size
- ☐ C The true metrics
- ☐ D The paper budget

Correct answer: C

Unfiltered bot traffic inflates sessions and dilutes conversion rates, so the reported figures no longer reflect real visitors and the true metrics are distorted. Filtering known bots restores an accurate baseline, while office, logo and paper details are unrelated.

Question 9

Domain 4: Analysis and Experimentation

A marketer stops an experiment the moment day one results look good and declares a winner, before enough data has been collected. What error is this?

- ☐ A Peeking too early
- ☐ B Waiting too long
- ☐ C Adding more colours
- ☐ D Testing nothing new

Correct answer: A

Calling a result early on a tiny sample is peeking, and early swings often reverse as more data arrives, giving a false winner. The fix is to size the test in advance and let it run to its planned sample before deciding.

Question 10

Domain 6: Data Governance, Privacy and Strategy

A company puts raw customer email addresses into analytics reports that are shared widely across many teams. What practice best reduces the privacy risk?

- ☐ A Email everyone more
- ☐ B Store more raw data
- ☐ C Share reports wider
- ☐ D Anonymise the data

Correct answer: D

Personal identifiers do not belong in broadly shared analytics, so anonymising or hashing the data before it enters reports limits exposure. Storing more raw identifiers or widening access increases risk rather than reducing it.

