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Question 1

Question Type: MultipleChoice

A marketing user has created an email content record using the enhanced Pardot email experience.

How can they send this email in an engagement program?

Options:

- A- Select the desired engagement program from the email
- B- Copy the email HTML and recreate it as an email template Pardot.
- C- Convert the email content record to an email template.
- D- Activate the email for use in automation.

Answer:

C

Explanation:

In Salesforce Pardot's enhanced email experience, the process to use a created email content in an engagement program requires converting the email content into an email template.

Convert the email content record to an email template: This functionality allows marketers to leverage the rich content created in the email content record format and utilize it within the structured framework of an engagement program. The conversion process standardizes the email content into a template format, which can then be seamlessly integrated into various Pardot automation tools including engagement programs. This ensures that the aesthetic and functional integrity of the email content is maintained across different marketing campaigns and workflows.

Options such as selecting the engagement program directly from the email or activating the email for use in automation do not align with Pardot's current capabilities regarding email integration in engagement programs, as they require the email to be in a template format to be used effectively.

Question 2

Question Type: MultipleChoice

A sales manager wants to understand which of their accounts are top-tier candidates based on prior opportunity creation data and engagement metrics. They want to surface these insights on their account records.

What feature can help them see this?

Options:

- A- Einstein Behavior Score
- B- Pardot grade
- C- Pardot score
- D- Einstein Key Accounts Identification

Answer:

D

Explanation:

Salesforce's Einstein Key Accounts Identification feature is designed to help sales managers and teams identify and focus on their most important accounts based on a variety of metrics, including historical data and engagement levels.

Einstein Key Accounts Identification: This feature uses advanced machine learning algorithms to analyze past opportunity creation data and various engagement metrics to pinpoint which accounts are likely to be the most valuable or have the highest potential. This can help sales managers prioritize their efforts and resources more effectively. The insights generated by this tool are integrated directly into the Salesforce account records, providing easily accessible and actionable data for sales teams.

This contrasts with options like the Einstein Behavior Score, Pardot grade, and Pardot score, which, while useful for assessing individual lead or contact engagement and readiness, do not provide the holistic account-level insight that Einstein Key Accounts Identification does.

Question 3

Question Type: MultipleChoice

A Marketing Cloud Account Engagement administrator wants to enable bot protection on their forms.

Which two Account Engagement form settings would accomplish this?

Choose 2 answers

Options:

A- Enable HTTPS

B- reCaptcha

C- Dependent Fields

D- Honeypot Technique

Answer:

B, D

Explanation:

In Salesforce Pardot, enhancing form security and preventing bot submissions can be effectively managed using two specific settings: reCaptcha and the Honeypot Technique.

reCaptcha: This is a service provided by Google that helps protect websites from spam and abuse. A 'CAPTCHA' is a turing test to tell human and bots apart. It is easy for humans to solve, but hard for 'bots' and other malicious software to figure out. By integrating reCaptcha, forms can verify that the person submitting the form is indeed a human, thus adding a layer of security against automated attacks.

Honeypot Technique: This is a clever and non-intrusive method of detecting bots. It involves adding an additional field to the form that is invisible to human users but visible to bots. The principle here is that while a human won't see or interact with this hidden field, a bot will typically attempt to fill it out. When the form is submitted, if data is found in the honeypot field, the submission can be flagged as coming from a bot and thus be ignored or handled differently.

Both options are specifically tailored to enhance the security of forms in Pardot, helping to mitigate unwanted bot traffic and ensuring that engagement and leads generated are genuine.

Question 4

Question Type: MultipleChoice

A repeating engagement program is set to allow prospects to be eligible to re-enter every 90 days and has a total entries limit of 5.

A user decides that the total entries limit should be changed to 10. The user pauses the program, changes the total entries limit to 10 and restarts the program.

What will happen to the prospects who landed on the End step more than 90 days ago and previously reached the 5 total entries limit?

Options:

- A- Prospects will re-enter the program after waiting another 90 days.
- B- Prospects will re-enter the program immediately.
- C- Prospects will remain ineligible to re-enter the program.
- D- Prospects will NOT re-enter the program until manually approved to re-enter.

Answer:

B

Explanation:

The answer that correctly describes what will happen to the prospects who landed on the End step more than 90 days ago and previously reached the 5 total entries limit is that prospects will re-enter the program immediately. A repeating engagement program is a type of program that allows prospects to re-enter the program after a certain period of time, such as 90 days, and up to a certain number

of times, such as 5. If a user changes the total entries limit to a higher number, such as 10, the prospects who have already reached the previous limit, but are eligible to re-enter based on the time period, will re-enter the program as soon as the user restarts the program. Prospects will not re-enter the program after waiting another 90 days, remain ineligible to re-enter the program, or not re-enter the program until manually approved, as these are not the effects of changing the total entries limit². Reference: [2: Repeating Engagement Programs](#)

Question 5

Question Type: MultipleChoice

A marketer is creating a new segmentation rule in Marketing Cloud Account Engagement.

Which option accurately defines the capabilities of a segmentation rule?

Options:

- A-** Segmentation rules are used to create new forms for prospects to fill out.
- B-** Segmentation rules are used to segment prospects based on their activities and demographic data.
- C-** Segmentation rules are used to score and grade prospects.

D- Segmentation rules are used to assign prospects to users in Salesforce.

Answer:

B

Explanation:

The option that accurately defines the capabilities of a segmentation rule is that segmentation rules are used to segment prospects based on their activities and demographic data. A segmentation rule is a type of rule that allows marketers to segment their prospects based on specific criteria, such as field values, activities, or scores. A segmentation rule can be used to create dynamic lists, add prospects to campaigns, or apply tags or completion actions. Segmentation rules are not used to create new forms, score and grade prospects, or assign prospects to users in Salesforce, as these are different functions that require different tools¹.

Reference:1:Segmentation Rules

Question 6

Question Type: MultipleChoice

A marketing user would like to send out a new whitepaper to their prospects and track who opens the PDF.

What Is the recommended way to accomplish this?

Options:

- A- Upload the whitepaper PDF as a content block and attach It to the email.
- B- Upload the whitepaper PDF as a content file and link to it in the body of the email.
- C- Upload the whitepaper PDF as a content file and attach it to the email.
- D- Upload the whitepaper PDF as a content block and link to It In the body of the email.

Answer:

B

Explanation:

The recommended way to accomplish sending out a new whitepaper to prospects and tracking who opens the PDF is to upload the whitepaper PDF as a content file and link to it in the body of the email. A content file is a type of file that can be uploaded and stored in the Content Builder, which is a tool that allows marketers to create and manage content assets. A content file can be linked to in the body of an email, which allows prospects to access the file by clicking the link. By linking to a content file, marketers can also track who opens the PDF, as the link will generate a tracking code that records the open activity. Uploading the whitepaper PDF as a content block, attaching it to the email, or embedding it in the email are not recommended ways to accomplish sending out a new whitepaper to prospects and tracking who opens the PDF, as they either do not allow linking, do not allow tracking, or do not display properly.

Reference: : Content Files

Question 7

Question Type: MultipleChoice

When reviewing the report for a Marketing Cloud Account Engagement email, a marketer notices the total clicks metric is much higher than the unique clicks metric. There was only one call-to-action link in the email.

What could explain this discrepancy?

Options:

- A-** Prospects clicked the unsubscribe link.
- B-** Prospects clicked the call-to-action link multiple times.
- C-** Prospects were removed from the recipient list after clicking the call-to-action link.
- D-** Prospects were deleted after clicking the call-to-action link.

Answer:

B

Explanation:

The possible explanation for the discrepancy between the total clicks and the unique clicks metrics in the report for a Marketing Cloud Account Engagement email is that prospects clicked the call-to-action link multiple times. The total clicks metric counts the total number of times that a link in an email was clicked by any prospect, regardless of how many times they clicked it. The unique clicks metric counts the number of unique prospects who clicked a link in an email, regardless of how many times they clicked it. Therefore, if a prospect clicked the same link more than once, it would increase the total clicks metric, but not the unique clicks metric. Prospects clicking the unsubscribe link, prospects being removed from the recipient list, or prospects being deleted are not possible explanations for the discrepancy, as they would not affect the click metrics⁴. Reference: ⁴ Email Metrics

Question 8

Question Type: MultipleChoice

What aspect of a Prospect record represents their overall level of interest?

Options:

A- Grade

- B- Score
- C- Profile
- D- Account

Answer:

B

Explanation:

The aspect of a Prospect record that represents their overall level of interest is Score. The score is a numerical value that measures the implicit interest of a prospect based on their engagement with marketing activities, such as opening emails, clicking links, and visiting landing pages. The score can increase or decrease based on the actions that a prospect takes, and can help marketers prioritize and segment their prospects. Grade, Profile, and Account are not aspects of a Prospect record that represent their overall level of interest, as they measure different attributes of a prospect, such as their explicit fit, their completeness, or their company information³. Reference:³ Scoring and Grading Prospects

Question 9

Question Type: MultipleChoice

How can a marketer avoid emailing prospects more than once in a ten day span?

Options:

- A- Use an automation rule to create a frequency suppression list.
- B- Use the global account setting to suppress frequently emailed prospects.
- C- Use a segmentation rule to create a frequency suppression list.
- D- Use a dynamic list to create a frequency suppression list.

Answer:

D

Explanation:

The way that a marketer can avoid emailing prospects more than once in a ten day span is to use a dynamic list to create a frequency suppression list. A dynamic list is a type of list that automatically updates based on specific criteria, such as field values, activities, or scores. A frequency suppression list is a type of list that excludes prospects who have been emailed within a certain time frame, such as ten days. By using a dynamic list with a frequency suppression criteria, a marketer can ensure that they do not email prospects who have already received an email recently. Using an automation rule, a global account setting, or a segmentation rule are not ways that a marketer can avoid emailing prospects more than once in a ten day span, as they either do not create lists, do not update automatically, or do not run continuously. Reference:2: [Dynamic Lists](#)

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