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Question 1

Question Type: **MultipleChoice**

What HML merge field should be included in an email to allow prospects to manage their email preferences?

Options:

A- {{Unsubscribe}} or {{EmailPreferenceCenter}}

B- {{OptOut}} or [{EmailPreferenceCenter}}

C- {{OptOut}} or {{ReportSpam}}

D- {{Unsubscribe}} or {{Opt_Out}}

Answer:

B

Explanation:

The HML merge field that should be included in an email to allow prospects to manage their email preferences is {{OptOut}} or {{EmailPreferenceCenter}}. The {{OptOut}} merge field inserts a link that allows prospects to opt out of receiving emails from the sender. The {{EmailPreferenceCenter}} merge field inserts a link that allows prospects to choose which types of emails they want to receive from the sender. The {{Unsubscribe}} merge field is not valid in HML, as it is only used in PML. The {{ReportSpam}} merge field is not recommended, as it can negatively affect the sender's reputation.The {{Opt_Out}} merge field is not valid in HML, as it uses an underscore instead of a camel case1. Reference:1: HML Merge Fields

Question 2

Question Type: MultipleChoice

A marketer needs to create a new field for a Marketing Cloud Account Engagement form.

Which statement accurately describes how to create the new field?

Options:

A- The field Is created and added to the form in Engagement Studio.

B- The field is created as a custom prospect field in the form editor.

C- The field is created as a custom prospect field on the Prospect Fields page.

D- The field Is created as a default account field in the form editor.

Answer:

C

Explanation:

In Pardot, new custom fields for prospects are created in the Prospect Fields page under the admin settings. Once a field is created here, it can then be added to forms as needed. This process ensures that all data captured through forms is aligned with the prospect data structure already established in the system, allowing for consistent data management and integration with Salesforce CRM fields if required. This separation of field creation and form editing ensures organized management of prospect data attributes.

Question 3

Question Type: MultipleChoice

A user is creating an automation rule and isn't certain that they have the correct criteria in use.

What Is the best way for the user to test that the criteria only matches the intended prospects?

Options:

A- Run the rule to see who matches and change criteria If needed.

B- Pull a Salesforce report of the same criteria and view results.

C- Use the preview matches feature before running the rule.

D- Resume the rule and use the undo action feature if necessary.

Answer:

C

Explanation:

The preview matches feature in Pardot's automation rule setup is an essential tool for ensuring that the criteria set for a rule accurately targets the intended prospects. Before activating the rule, this feature allows the administrator to verify which prospects currently match the specified criteria without affecting the database or running the rule prematurely. This method is effective for refining and confirming criteria to avoid unintended targeting and to refine the selection process.

Question 4

Question Type: MultipleChoice

Which trigger step would a user place in an engagement studio program to look for a Marketing Cloud Account Engagement form submission that is on an Account Engagement landing page?

Options:

A- Landing page trigger

B- Custom redirect trigger

C- Form trigger

D- Activity trigger

Answer:

A

Explanation:

A trigger step is a type of step in an Engagement Studio program that allows marketers to check whether a prospect has completed a specific activity, such as submitting a form, clicking a link, or opening an email. The trigger step that a user would place in an Engagement Studio program to look for a Marketing Cloud Account Engagement form submission that is on an Account Engagement landing page is a landing page trigger. A landing page trigger checks whether a prospect has viewed or submitted a landing page that is hosted by Marketing Cloud Account Engagement.A custom redirect trigger, a form trigger, or an activity trigger are not suitable for looking for a Marketing Cloud Account Engagement form submission that is on an Account Engagement landing page, as they either check for different types of activities, or require a different type of form or landing page3. Reference:3: Engagement Studio Triggers

Question 5

Question Type: **MultipleChoice**

What is a capability of a completion action?

Options:

A- Send a list email to a prospect

B- Remove a prospect from a list

C- Increase a prospect's grade

D- Adjust a prospect's account field

Answer:

B

Explanation:

A completion action is a type of action that allows marketers to define what happens after a prospect completes a specific activity, such as submitting a form, clicking a link, or opening an email. One of the capabilities of a completion action is to remove a prospect from a list. This can be useful for managing list membership, suppressing prospects from future sends, or moving prospects to different lists based on their behavior.A completion action cannot send a list email to a prospect, increase a prospect's grade, or adjust a prospect's account field2. Reference:2: Completion Actions

Question 6

Question Type: **MultipleChoice**

How many times does a segmentation rule run?

Options:

A- Continuously, whenever new prospects are created.

B- Up to five times., as long as the user enables the repeat setting.

C- As many times as the user specifies when they create the rule.

D- Once, as soon as the user completes the rule creation process.

Answer:

D

Explanation:

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 runs only once, as soon as the user completes the rule creation process. The rule will not run again, unless the user manually re-runs it or schedules it to run at a later date.A segmentation rule does not run continuously, up to five times, or as many times as the user specifies when they create the rule1. Reference:1: Segmentation Rules

Question 7

Question Type: MultipleChoice

A Marketing Cloud Account Engagement administrator would like to provide access to their eBook once their form has been submitted.

Which the methods would accomplish this?

Choose 2 answers

Options:

A- Use a form completion action to Initiate an auto-download of the eBook.

B- Include a link to the eBook in the Below Form section of the form.

C- Use a form completion action to send an autoresponder email with the eBook.

D- Re-direct the prospect to the eBook instead of showing the forms Thank You Content.

Answer:

C, D

Explanation:

Two methods that would accomplish providing access to an eBook once a form has been submitted are using a form completion action to send an autoresponder email with the eBook, and re-directing the prospect to the eBook instead of showing the form's Thank You Content. A form completion action is a way of defining what happens after a prospect submits a form, such as sending an email, adding to a list, or adjusting a score. An autoresponder email is a type of email that is automatically sent to a prospect when they perform a specific action, such as submitting a form. A Thank You Content is a web page that is displayed after a prospect submits a form, such as a confirmation message or a link to a resource.Using a form completion action to initiate an auto-download of the eBook, or including a link to the eBook in the Below Form section of the form are not methods that would accomplish providing access to an eBook once a form has been submitted, as they either involve downloading the eBook before submitting the form, or displaying the link to the eBook before submitting the form4. Reference:4: [Create a Form]

Question 8

Question Type: **MultipleChoice**

Which Marketing Cloud Account Engagement asset would an administrator create to advertise an upcoming event's schedule without requesting information from those who visit?

Options:

A- Landing page with a form

B- Landing page with a form handler

C- Email template with a form embedded into the HTML

D- Landing page without a form

Answer:

D

Explanation:

A landing page without a form is the Marketing Cloud Account Engagement asset that an administrator would create to advertise an upcoming event's schedule without requesting information from those who visit. A landing page is a web page that can display any

content, such as text, images, videos, or links. A form is a web element that can collect information from visitors, such as name, email, or preferences.A landing page with a form, a landing page with a form handler, or an email template with a form embedded into the HTML are not suitable for advertising an event's schedule without requesting information, as they all involve forms that require visitor input3.
Reference:3: [Landing Pages and Forms]

Question 9

Question Type: **MultipleChoice**

Which action removes the [[crm_deleted]] flag from a prospect record?

Options:

A- Undeleting the record in Salesforce

B- Re-submitting a form by a prospect

C- Unchecking 'CRM Deleted- on the prospect record

D- Removing the prospect from the Marketing Cloud Account Engagement recycle bin

Answer:

A

Explanation:

The [[crm_deleted]] flag is a system field that indicates whether a prospect record has been deleted in Salesforce. The only action that removes this flag from a prospect record is undeleting the record in Salesforce.Re-submitting a form by a prospect, unchecking "CRM Deleted" on the prospect record, or removing the prospect from the Marketing Cloud Account Engagement recycle bin will not remove the flag, as the prospect will still be deleted in Salesforce2. Reference:2: [System Fields]