Free Questions for PDX-101

Shared by Mendoza on 04-10-2024

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Question 1

A marketing user pauses an Engagement Studio program and adds a new recipient list.

What will happen to the newly added prospects when the program is resumed?

Options:

A- Prospects will not begin the program until all existing prospects reach an end step.

B- Prospects will skip any Action steps the existing prospects have already completed, but will be evaluated on Trigger and Rule steps.

C- Prospects will begin the program on the first step regardless of where the existing prospects are In the program.

D- Prospects will skip steps to start the program on the same steps the existing prospects are on.

Answer:

B

Explanation:

When a marketing user pauses an Engagement Studio program and adds a new recipient list, the newly added prospects will skip any Action steps the existing prospects have already completed, but will be evaluated on Trigger and Rule steps when the program is resumed.This is because Action steps are time-based and cannot be retroactively applied, while Trigger and Rule steps are condition-based and can be applied at any point in the program1. Reference:1: [Engagement Studio FAQ]

Question 2

Question Type: **MultipleChoice**

What must be created using the classic email builder in order to send an autoresponder?

Options:

A- Test email

B- One-to-one email

C- Email template

D- List email

Answer:

C

Explanation:

An autoresponder is a type of email that is automatically sent to a prospect when they perform a specific action, such as filling out a form, downloading a file, or registering for an event. To send an autoresponder, a marketer must create an email template using the classic email builder in Marketing Cloud Account Engagement. An email template is a reusable email design that can be customized with dynamic content and personalization. A test email, a one-to-one email, and a list email are not suitable for sending an autoresponder, as they are either not reusable, not automated, or not personalized. Reference: : Create an Autoresponder Email

Question 3

Question Type: MultipleChoice

A user wants to develop a lead qualification model based on implicit prospect interest and explicit information provided by prospects.

What feature Is needed for this model?

Options:

A- Marketing Cloud Account Engagement Score 6* lifecycle Stage

B- Prospect Audit & Profile

C- Engagement Studio & Lists

D- Marketing Cloud Account Engagement Score & Grade

Answer:

D

Explanation:

A lead qualification model based on implicit prospect interest and explicit information provided by prospects requires the feature of Marketing Cloud Account Engagement Score and Grade. 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 grade is a letter value that measures the explicit fit of a prospect based on the information they provide, such as industry, company size, and job title.By combining the score and grade, marketers can segment and prioritize their prospects more effectively3. Reference:3: Scoring and Grading Prospects

Question 4

Question Type: MultipleChoice

A marketer conducts an A/B test list send email. When viewing the report., they find that the winning version shows the percentage by which it out-performed the other version as 0%.

What can the marketer share with their stakeholders about the performance of the A/B test?

Options:

A- The winning variation did not have any clicks.

B- The A/B test v/as a tie between the two variations.

C- The winning variation did not have any opens.

D- The A/B test winning variation has not been determined.

Answer:

B

Explanation:

An A/B test list send email is a type of email send that allows marketers to test different versions of an email and measure their performance based on metrics such as opens, clicks, and conversions. The winning version is the one that has the highest percentage of the selected metric.If the winning version shows the percentage by which it out-performed the other version as 0%, it means that both versions had the same performance on the selected metric, and the A/B test was a tie2. References:2: A/B Testing Your Email Sends

Question 5

Which three actions can be taken in an engagement studio program?

Choose 3 answers

Options:

A- Add prospect to list

B- Reassign prospect

C- Send email to prospect

D- Notify a user

E- Remove prospect from dynamic list

Answer:

A, C, D

Explanation:

An engagement studio program is a tool that allows the Marketing Manager to create and automate a series of steps that guide prospects through a marketing journey. An engagement studio program consists of three types of elements: actions, triggers, and rules. An action is something that the program does to or for the prospect, such as sending an email, adding them to a list, or notifying a user. A trigger is something that the program checks for or waits for the prospect to do, such as opening an email, clicking a link, or submitting a form.A rule is something that the program evaluates about the prospect, such as their score, grade, or field value8

Among the possible actions that can be taken in an engagement studio program, three of them are:

Add prospect to list. This action adds the prospect to a specified list in Account Engagement.This action is useful for segmenting prospects based on their engagement or moving them to a different list for further marketing8

Send email to prospect. This action sends an email to the prospect using an Account Engagement email template.This action is useful for delivering relevant and personalized content to the prospect based on their stage in the journey8

Notify a user. This action sends an email notification to a specified user or user group in Account Engagement or Salesforce.This action is useful for alerting the sales team or other stakeholders about the prospect's engagement or readiness

Question 6

Question Type: **MultipleChoice**

What is an automation rule?

Options:

A- A rule that automatically creates a list of prospects based on their behavior.

B- A rule that automatically creates a new prospect record when a lead is added to Salesforce.

C- A rule that automatically applies an action to a prospect based on whether they match set criteria.

D- A rule that automatically sends an email to all prospects in a list.

Answer:

C

Explanation:

An automation rule is a rule that automatically applies an action to a prospect based on whether they match set criteria. An automation rule consists of two parts: the criteria and the action. The criteria are the conditions that the prospect must meet to trigger the rule, such as having a certain score, grade, or field value. The action is the outcome that the rule will apply to the prospect, such as changing their field value, adding them to a list, or sending them an email.An automation rule can run once or multiple times per prospect, depending on the settings

Question 7

Which three options are available when working on a list email, but are NOT available when working on a Marketing Cloud Account Engagement email template?

Choose 3 answers

Options:

A- Ability to send the email immediately

B- Sender options

C- Ability to schedule the email

D- Custom reply-to address

E- Recipient and suppression lists

Answer:

A, C, E

Explanation:

When working on a list email, the Marketing Manager has three options that are not available when working on an Account Engagement email template. They are:

Ability to send the email immediately. This option allows the Marketing Manager to send the list email to the selected recipients as soon as the email is ready, without scheduling it for a later date or time.This option is useful for urgent or time-sensitive messages6

Ability to schedule the email. This option allows the Marketing Manager to choose a specific date and time to send the list email to the selected recipients.This option is useful for planning ahead or aligning with the best time to reach the audience6

Recipient and suppression lists. This option allows the Marketing Manager to select which lists of prospects will receive the list email, and which lists of prospects will be excluded from receiving the list email.This option is useful for targeting and segmenting the audience based on their attributes or behaviors6

Question 8

Question Type: MultipleChoice

A Marketing Manager wants to create a new prospect in Marketing Cloud Account Engagement.

What are three ways the Marketing Manager can create a new prospect?

Choose 3 answers

Options:

A- Click the 'Send to Account Engagement' button on a Salesforce Lead.

B- Manually add a prospect in Marketing Cloud Account Engagement.

C- Import a .CSV file with the prospect's email address.

D- Set up an automation rule that creates prospects.

E- Add a completion action to assign to a user.

Answer:

A, B, C

Explanation:

There are three ways the Marketing Manager can create a new prospect in Marketing Cloud Account Engagement. They are:

Click the "Send to Account Engagement" button on a Salesforce Lead. This option allows the Marketing Manager to send a one-to-one email to a lead in Salesforce using an Account Engagement email template.If the lead does not already exist as a prospect in Account Engagement, it will be created automatically and synced with Salesforce1

Manually add a prospect in Marketing Cloud Account Engagement. This option allows the Marketing Manager to create a new prospect record in Account Engagement by entering the prospect's email address and other information.The prospect can then be added to lists, campaigns, or engagement programs2

Import a .CSV file with the prospect's email address. This option allows the Marketing Manager to import a list of prospects from a .CSV file into Account Engagement. The file must contain the prospect's email address as the first column, and can also include other fields.The imported prospects can then be assigned, tagged, or added to lists or campaigns

Question 9

Question Type: MultipleChoice

The first step in an engagement program is a Send Email action. All 100 emails were sent last Monday when the program started.

Today, a user looked at the Engagement Program Report and filtered the program to show a date range of Tuesday through Friday of last week.

What number would display on the Report Card for the email send statistic?

Options:

A- 50

B- 100

C- C

D- -100

Answer:

B

Explanation:

The number that would display on the Report Card for the email send statistic is 100. This is because the Report Card shows the total number of prospects that have reached a specific step in the program, regardless of the date range that you filter by. The date range filter only affects the data that is shown in the Engagement History table, which shows the number of prospects that have taken a specific action on a specific date.Therefore, even if the user filters the program to show a date range of Tuesday through Friday of last week, the Report Card will still show that 100 emails were sent on Monday, as that is the total number of prospects that reached the first step of the program

Question 10

Question Type: MultipleChoice

What is an identified visitor?

Options:

A- A visitor whose organization has been identified using a reverse IP lookup.

B- A visitor who has been matched with a Marketing Cloud Account Engagement prospect record.

C- A visitor who has provided their contact Information in a Marketing Cloud Account Engagement form.

D- A visitor who has provided their organization in a Marketing Cloud Account Engagement form.

Answer:

C

Explanation:

An identified visitor is a visitor who has provided their contact information in a Marketing Cloud Account Engagement form. This means that the visitor has converted into a prospect and has a record in Marketing Cloud Account Engagement. Marketing Cloud Account Engagement can track the activities and behavior of identified visitors using a cookie that is placed on their browser when they fill out a form.Identified visitors are different from anonymous visitors, who have not provided any contact information and are only tracked by their IP address, and from visitors whose organization has been identified using a reverse IP lookup, who may or may not have a prospect record in Marketing Cloud Account Engagement